



KNIGHT KAVANAGH & PAGE

Integrity, Innovation, Inspiration



Taking Part in Sport - Participation, Frequency & Duration

Analysis: Taking Part Survey 2008



Format

- ◀ Background and previous research
- ◀ Methodology
- ◀ Dimensions of sport participation
 - ◁ The decision to participate
 - ◁ Frequency of participation
 - ◁ Duration of participation



Previous research

- ◀ Regression analysis commonly used & successful
- ◀ Often limited to participation (or not)...
less so intensity/duration/frequency of engagement.
- ◀ Predominantly utilise datasets that refer to participation in the last 12 months (**not** last 4 weeks).
- ◀ Paper references additional forms of research (i.e., grouping method used by Williams 2010).



Context

- ◀ 54.3% of all adults have taken part (yes/no) in sport (last four weeks).
- ◀ 62.2% of all males & 46.8% of all females participate in sport (yes/no).
- ◀ Of those that have taken part, greatest level of participation
 - ◀ Those aged 25-44 (65% take part).
 - ◀ Those aged 16-24 (75% take part).

Methodology 1 – *decision to participate*



- ◀ Adult data set: 2008/09 Taking Part survey (fourth year).
- ◀ Sample size: 14,452.
- ◀ Dependant variable – whether an individual has participated in the last four weeks.
- ◀ Probit model used for this element.
- ◀ Result is a probability that someone will participate in sport in relation to the reference point:
 - ◁ 1) At all (**yes/no**).
 - ◁ 2) For more than 30 minutes at moderate intensity.
- ◀ Results presented are correct to the 95% level.

Probability of taking part...



People...	INCREASES probability of taking part	Compared to people with...
Indices of deprivation	No difference	
Geography	No difference	
A degree	7.4%	5+ GCSEs
Who watch live sport on TV	9.7%	Don't watch sport on TV
Who have access to a car	8.8%	No car access
Very good health	11.4%	Fair health
Good health	4.3%	Fair health
Sport whilst growing up (11-15)*	16.6%	No sport whilst growing up
Late summer/early autumn	Approx 11%	January

Probability of taking part...



People...	DECREASES probability of taking part	Compared to people with...
Females	8%	Males
Smokers	7.7%	Non smokers
Asian people	8.2%	White people
Black people	16.4%	White people
'Bad health'	12%	Fair health
Every additional child	1.9%	N/A
Increase in age by each year	0.8%	N/A

Probability of participating - at a moderate intensity



- ◀ Indices of deprivation, geography and car use have no significant influence on the intensity of participation.

Increases probability of people taking part to a *moderate intensity*

- ◀ Watching live sport on TV - by 3.6%.

Reduces probability of taking part at a *moderate intensity*

- ◀ Being female - by 4% (vs males).
- ◀ Being a smoker - by 5.8% (vs non smokers).
- ◀ Each additional year of age - by 0.4%.
- ◀ Each additional child in the home – by 3.8%.

Person most likely to take part

- ◀ Male
- ◀ Younger
- ◀ High educational attainment
- ◀ (Relatively) high income
- ◀ White
- ◀ Own transport
- ◀ Living in a household with no children
- ◀ Good health
- ◀ Occasional drinker
- ◀ Non-smoker
- ◀ Participated when aged 11-15



Methodology 2 – *frequency of participation*



- ◀ Adult data set: 2008/09 Taking Part survey (fourth year).
- ◀ Sample size 14,452.
- ◀ Dependant variable – whether an individual has participated in the last four weeks.
- ◀ Tobit model used for this element.
- ◀ Result is a frequency of participation (in the number of days 0 to 28).
- ◀ Results presented are correct to the 95% confidence level.

Frequency of participation – for those who take part...



People...	INCREASE of days per month	Compared to people with...
With a degree	2.1 days	5+ GCSEs
Looking after the family/home	2.3 days	Full time work
Who are divorced	2.0 days	Single
In very good health	7.1 days	Fair health
In good health	3.4 days	Fair health
Who participated in sport whilst growing up	4.2 days	Did not participate...
Do more in August	3.8 days	...than January
With 1% higher income	0.8 days	N/A

Frequency of participation – for those who take part...



People...	DECREASE of days per month	Compared to people with...
Who are female	2 days	Males
Who are long term sick/disabled	5 days	Full time employed
Who are Asian	4 days	White people
Who are Black	3.2 days	White people
Who smoke	2.8 days	Non smokers
Every additional child	1.5 days	N/A
Every four years older...	1 day	N/A

Of those who take part: the most likely to do so most frequently

- ◀ Male
- ◀ Younger
- ◀ High educational attainment
- ◀ High income
- ◀ White
- ◀ Own transport
- ◀ Live in a household with no children
- ◀ Good health
- ◀ Occasional drinker
- ◀ Non smoker
- ◀ Participated when aged 11-15*



Methodology 3 – *duration of participation*



- ◀ Adult data set: 2008/09 Taking Part survey (fourth year).
- ◀ Sample size 14,452.
- ◀ Dependant variable – whether an individual has participated in the last four weeks.
- ◀ Tobit model used for this element.
- ◀ Result relates to duration of participation (in hours & minutes).
- ◀ Results presented are correct to the 95% confidence level.

Duration of participation – for those that take part....



- ◀ No difference level of education.

Increases duration of participation

- ◀ 1% increase in income - by 12 minutes/last session
- ◀ Watching sport on TV - by 42 minutes/last session
- ◀ Participating in sport whilst growing - by 61 minutes/last session.
- ◀ Time of year – by as much as 68 minutes (September v. January)

Reduces duration of participation

- ◀ Females - by 1 hour/last session (compared to males)
- ◀ Additional year of age - by 2.7 minutes/last session

Of those who take part: the most likely to participate for the longest time...?

- ◀ Male
- ◀ Younger
- ◀ White
- ◀ Very good health
- ◀ Participated when aged 11-15*
- ◀ Watch sport on TV



Participants..frequency..duration



Participation

- ◀ Male
- ◀ Younger
- ◀ High ed. attainment
- ◀ High income
- ◀ White
- ◀ Own transport
- ◀ Household -no kids
- ◀ Good health
- ◀ Occasional drinker
- ◀ Non-smoker
- ◀ Participated @11-15

Frequency

- ◀ Male
- ◀ Younger
- ◀ High ed. attainment
- ◀ High income
- ◀ White
- ◀ Own transport
- ◀ Household -no kids
- ◀ Good health
- ◀ Occasional drinker
- ◀ Non smoker
- ◀ Participated @11-15

Duration

- ◀ Male
- ◀ Younger
- ◀ White
- ◀ Own transport*
- ◀ Very good health
- ◀ Participated @ 11-15
- ◀ Watch live sport - TV

Participants..frequency..duration



Participation

- ◀ Male
- ◀ Younger
- ◀ High ed. attainment
- ◀ High income
- ◀ White
- ◀ Own transport
- ◀ Household -no kids
- ◀ Good health
- ◀ Occasional drinker
- ◀ Non-smoker
- ◀ Participated @11-15

Frequency

- ◀ Male
- ◀ Younger
- ◀ High ed. attainment
- ◀ High income
- ◀ White
- ◀ Own transport
- ◀ Household -no kids
- ◀ Good health
- ◀ Occasional drinker
- ◀ Non smoker
- ◀ Participated @11-15

Duration

- ◀ Male
- ◀ Younger
- ◀ White
- ◀ Own transport*
- ◀ Very good health
- ◀ Participated @ 11-15
- ◀ Watch live sport - TV

Conclusions



- ◀ Participation 'gender gap' clearly still present....
- ◀ Car access affects the decision to take part, the frequency and the duration.
- ◀ BME status clearly affects propensity to participate.
- ◀ Watching live sport 'promotes' all dimensions of participation including duration & frequency.
- ◀ Maintaining participation at 11-15*...will enhance the likelihood of participation as an adult.



KNIGHT KAVANAGH & PAGE

... where integrity matters