SPORT AND PHYSICAL ACTIVITY PARTICIPATION SURVEY (SAPAS)

Presentation of headline findings to the Participation Sport Matters Implementation Group

Jamie Uprichard
Wednesday 12 January 2011
OVERVIEW

• Rationale
• Methodology
• Key Findings
  – Recommended Level of Physical Activity
    • Gender
    • Moderate intensity time per domain
    • Sports participation
  – Motivators
  – Coaching
  – Club membership
• Re-Cap of Headline Findings
• Next Steps
RATIONALE (1)

- Since 2006, DCAL/SNI have worked to draft Northern Ireland’s Strategy for Sport - “Sport Matters”
- “Sport Matters” includes targets associated with ‘driving up participation’ and highlights the need for a robust research/evaluation framework

“By 2009, to have agreed and commenced implementation of a revised research framework for participation rates that is cognisant of the recommendations of the Chief Medical Officers[1] (CMO) in the UK”. PA1

- Limited attempts to measure participation rates of adults - no robust baseline of participation rates
- Previous and current surveys do not provide data relating to the intensity, frequency and duration of participation (with the exception of the Health and Well-being Survey 2001 & 2006); and
- Lack of bespoke research relating to measuring the CMO’s guidelines for physical activity.

[1] The CMO recommends that for general health benefit, adults should achieve a total of at least 30 minutes a day of at least moderate intensity physical activity, on five or more days of the week.
Rationale (2)

- SAPAS
  - Largest bespoke physical activity survey since 1994
  - Inter-agency steering group
  - £340,000 investment
  - Ipsos MORI appointed

- Overall aim:
  “To provide statistically robust data on participation, club membership, volunteering, coaching attitudes to sport and spectating amongst a representative sample of Northern Ireland adults (16+) in order to reliably enhance our understanding of sport and physical activity patterns and determinants across the population”.
SUMMARY OF METHODOLOGY

1. Sample = all adults (16+) living in Northern Ireland;
2. 4653 interviews over 12 months (including boosted samples for Belfast and L/Derry);
3. Survey conducted face to face, in-home, using CAPI approach;
4. A stratified random sampling approach was applied for selection of households;
5. Respondents within households selected using ‘last birthday rule’; and
6. Questionnaire subjected to cognitive testing and piloting (n=100).
**MEASURING PHYSICAL ACTIVITY**

<table>
<thead>
<tr>
<th>Domains</th>
<th>Activities</th>
<th>Getting about</th>
<th>Home</th>
<th>Work</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a walk for recreation (for at least ten minutes)</td>
<td>Housework that raised your breathing rate (for at least ten minutes)</td>
<td>Walking about while at work (for at least 10 minutes)</td>
<td>American football</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a walk to get somewhere (for at least ten minutes)</td>
<td>DIY (for at least ten minutes)</td>
<td>Manual labour (of bouts of at least 10 minutes)</td>
<td>Angling/fishing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a cycle ride for recreation (for at least ten minutes)</td>
<td>Gardening (for at least ten minutes)</td>
<td>A cycle ride while at work (for at least 10 minutes)</td>
<td>Badminton</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a cycle ride to get somewhere (for at least ten minutes)</td>
<td>Other activity - specify (NOT ON SHOWCARD)</td>
<td>Other exercise / physical activity while at work (for at least 10 minutes)</td>
<td>Basketball</td>
<td></td>
</tr>
</tbody>
</table>

4 DOMAINS, 53 PRE-CODED ACTIVITIES
35% of respondents achieve the Chief Medical Advisor’s recommended level of physical activity.

% of adults participating in at least 30 minutes of at least moderate intensity activities per day (which can be made up of bouts of at least 10 min.) on at least five days in the last seven days.

- % achieving 5 x 30: 35%
- Moderate intensity time per week (min.): 487 min.
- Per domain (min. / week):
  - SPORT: 88 min.
  - WORK: 151 min.
  - HOME: 183 min.
  - GETTING ABOUT: 65 min.

All respondents
People with disabilities and over 50 year olds significantly underachieve the threshold

<table>
<thead>
<tr>
<th>Priority Group</th>
<th>% achieving 5x30 threshold*</th>
<th>Time per week**</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults 16+</td>
<td>35%</td>
<td>487 min.</td>
</tr>
<tr>
<td>Male</td>
<td>36%</td>
<td>576 min.</td>
</tr>
<tr>
<td>Female</td>
<td>34%</td>
<td>402 min.</td>
</tr>
<tr>
<td>People with disabilities</td>
<td>23%</td>
<td>300 min.</td>
</tr>
<tr>
<td>Older people (50+)</td>
<td>26%</td>
<td>353 min.</td>
</tr>
<tr>
<td>High social needs areas</td>
<td>36%</td>
<td>514 min.</td>
</tr>
<tr>
<td>Social classes C2,DE</td>
<td>33%</td>
<td>488 min.</td>
</tr>
</tbody>
</table>

* At least 30 minutes of at least moderate intensity activity (which can be made up of bouts of at least ten minutes) on at least five occasions in the last seven days.
** Time spent doing at least moderate intensity activities in the last seven days.
SAPAS data (23 July 2009 - 10 August 2010), total sample size: 4,653
Levels of physical activity peak in the 31-40 age group.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>% achieving 5x30 threshold</th>
<th>Time per week**</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults 16+ (4,653)</td>
<td>35%</td>
<td>487 min.</td>
</tr>
<tr>
<td>Age 16-20 (263)</td>
<td>27%</td>
<td>373 min.</td>
</tr>
<tr>
<td>Age 21-30 (714)</td>
<td>43%</td>
<td>614 min.</td>
</tr>
<tr>
<td>Age 31-40 (850)</td>
<td>47%</td>
<td>652 min.</td>
</tr>
<tr>
<td>Age 41-50 (786)</td>
<td>41%</td>
<td>563 min.</td>
</tr>
<tr>
<td>Age 51-60 (693)</td>
<td>32%</td>
<td>486 min.</td>
</tr>
<tr>
<td>Age 61-70 (658)</td>
<td>25%</td>
<td>308 min.</td>
</tr>
<tr>
<td>Age 71+ (574)</td>
<td>17%</td>
<td>199 min.</td>
</tr>
</tbody>
</table>

* At least 30 minutes of at least moderate intensity activity (which can be made up of bouts of at least ten minutes) on at least five occasions in the last seven days.

** Time spent doing at least moderate intensity activities in the last seven days.

SAPAS data (23 July 2009 - 10 August 2010), total sample size: 4,653
Physical activity among men primarily stems from work activities, among women, from home activities; men spend almost twice as much time on sport than women.

<table>
<thead>
<tr>
<th></th>
<th>All respondents</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(n = 4,653)</td>
<td>(n = 1,967)</td>
<td>(n = 2,686)</td>
</tr>
<tr>
<td>SPORT</td>
<td>487 min. / week</td>
<td>117</td>
<td>60</td>
</tr>
<tr>
<td>WORK</td>
<td>151</td>
<td>241</td>
<td>66</td>
</tr>
<tr>
<td>HOME</td>
<td>183</td>
<td>145</td>
<td>219</td>
</tr>
<tr>
<td>GETTING ABOUT</td>
<td>65</td>
<td>73</td>
<td>57</td>
</tr>
</tbody>
</table>

+ Activities of at least moderate intensity activity (activities that raise the breathing rate)
SAPAS data (23 July 2009 - 10 August 2010), total sample size: 4,653
More than one third participate weekly in sport activities, the majority of them once or twice a week.

**Participation in last 7 days**

- Yes: 36%
- No: 64%

**Frequency of participation**

- 1-2 days per week: 23%
- 3-4 days per week: 9%
- 5+ days per week: 4%

SAPAS data (23 July 2009 - 10 August 2010), total sample size: 4,653
### Most Popular Sports

<table>
<thead>
<tr>
<th>Sport</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>8.3%</td>
</tr>
<tr>
<td>Exercise bike / running machine / other</td>
<td>7.5%</td>
</tr>
<tr>
<td>Swimming or diving</td>
<td>7.0%</td>
</tr>
<tr>
<td>Jogging</td>
<td>6.9%</td>
</tr>
<tr>
<td>Weight training/lifting/body building</td>
<td>5.2%</td>
</tr>
<tr>
<td>Football/soccer outdoors</td>
<td>5.1%</td>
</tr>
<tr>
<td>Dance</td>
<td>4.9%</td>
</tr>
<tr>
<td>Keep fit, aerobics</td>
<td>4.5%</td>
</tr>
<tr>
<td>Golf, pitch and putt, putting (excl. mini golf)</td>
<td>4.4%</td>
</tr>
<tr>
<td>Football/soccer indoors</td>
<td>4.1%</td>
</tr>
<tr>
<td>Snooker, pool, billiards</td>
<td>3.9%</td>
</tr>
<tr>
<td>Darts</td>
<td>2.4%</td>
</tr>
<tr>
<td>Yoga</td>
<td>1.5%</td>
</tr>
<tr>
<td>Cycling</td>
<td>1.3%</td>
</tr>
<tr>
<td>Angling/fishing</td>
<td>1.0%</td>
</tr>
<tr>
<td>Gaelic Football</td>
<td>1.0%</td>
</tr>
<tr>
<td>Bowls - indoors</td>
<td>1.0%</td>
</tr>
<tr>
<td>Tenpin bowling</td>
<td>0.8%</td>
</tr>
<tr>
<td>Badminton</td>
<td>0.7%</td>
</tr>
<tr>
<td>Table Tennis</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

* Done in last seven days

SAPAS data (23 July 2009 - 10 August 2010), total sample size: 4,653
Keeping fit and ‘just to enjoy’ are by far the most important reasons for sports participation.

1. Just to enjoy it: 61%
2. To keep fit (not just to lose weight): 60%
3. To relieve stress: 33%
4. To lose weight: 31%
5. To keep in shape/toned: 31%
6. To meet with friends: 27%
7. To take children: 13%
8. To train / improve performance: 12%
9. To meet new people: 11%
10. To take part in competition: 9%
11. To help with an injury or disability: 7%
12. Part of my work: 4%
13. Part of my voluntary work: 2%

Multiple answers allowed.

ALL SPORT PARTICIPANTS (3,222)
SAPAS data 23 July 2010 - 10 August 2010
5% provide coaching for others.

% providing coaching*

- All adults 16+ (4,853) - 5%
- Age 16-20 (283) - 9%
- Age 21-30 (714) - 5%
- Age 31-40 (850) - 8%
- Age 41-50 (766) - 7%
- Age 51-60 (893) - 5%
- Age 61-70 (866) - 1%
- Age 71+ (874) - 1%

* In the last 12 months, have you ever coached or instructed any sport or physical activities to participants or athletes to improve their performance?
SAPAS data (23 July 2009 – 10 August 2010)
More than twice as many men as women are members of a club.

<table>
<thead>
<tr>
<th>Category</th>
<th>% Members of a club</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults 16+</td>
<td>23%</td>
</tr>
<tr>
<td>Male</td>
<td>31%</td>
</tr>
<tr>
<td>Female</td>
<td>15%</td>
</tr>
<tr>
<td>People with disabilities</td>
<td>13%</td>
</tr>
<tr>
<td>Older people (50+)</td>
<td>18%</td>
</tr>
<tr>
<td>High social needs areas</td>
<td>20%</td>
</tr>
<tr>
<td>Social classes C2,DE</td>
<td>16%</td>
</tr>
</tbody>
</table>

* Over the past 4 weeks have you been a member of a club, specifically so that you can participate in any sport or physical activities? SAPAS data (23 July 2009 – 10 August 2010)
RE-CAP – HEADLINE FINDINGS

- **35%** of Northern Ireland’s adult population achieve the recommended amount of physical activity;
- On average, people are active for ~ 8 hrs (487 min.) / week;
- Most of the total time stems from the home (183 min.) and work (151 min.);
- Women are significantly less active than men (402 min. compared to 576 min.);
- People with disabilities and older people are least active among all analysed groups;
- **23%** of all adults are a member of a club. The proportion of men being a member of a club is double that of a women (31% / 15%);
- **36%** participated in sport in the last 7 days;
- The main reasons for doing sport are ‘just to enjoy it’ and ‘to keep fit’;
- **Only 8%** are aware of the Chief Medical Officer’s recommendation.
NEXT STEPS

- Draft final report considered by Project Steering Group (December 2010);
- Final report to be published (March 2011);
- SAPAS data used to establish baselines, targets and measure progress of “Sport Matters”;
- Department of Health proposed SAPAS as ‘surveillance/monitoring’ tool for the Obesity Prevention Strategy (currently out for consultation); and
- Further analysis of SAPAS dataset planned for 2011/12.