

Survey of Public Attitudes Towards Sport & Physical Recreation 2008

in northern ireland



Summary of key findings

sport
Northern Ireland

The lead agency for developing sport in Northern Ireland

Background

SNI is a non-departmental public body of the Department for Culture, Arts and Leisure (DCAL). Its primary aim is to help develop sport in Northern Ireland, with a vision to provide **“a culture of lifelong enjoyment and success in sport, contributing to a peaceful, fair and prosperous society”**

SNI’s strategic objectives focus on increasing participation and raising standards of performance. A further objective is to promote the good reputation of sport in Northern Ireland. For this reason, SNI commissioned Ipsos MORI - the second largest survey research organisation in the UK - to conduct a survey to **‘assess the extent to which sport and physical recreation in Northern Ireland has a positive image amongst citizens’**.



Research Objectives of 2008 Public Attitudes Survey

In 2008, Sport Northern Ireland (SNI) carried out a survey to assess public attitudes towards sport and physical recreation on people aged 16-70 across the province.

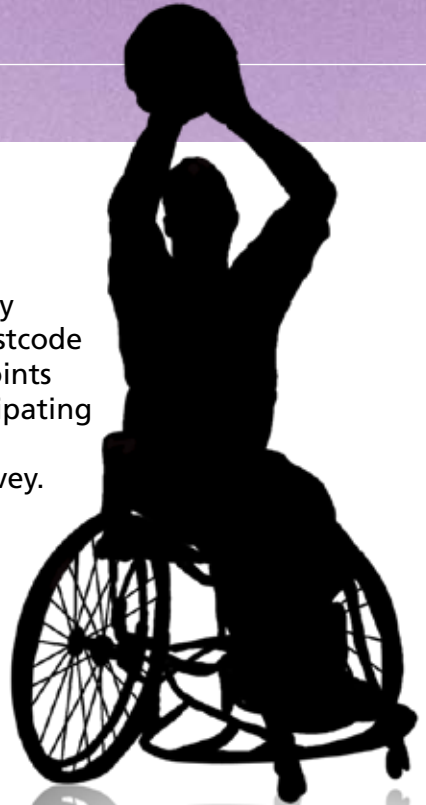
The survey was designed with a number of specific objectives in mind. As well as assessing the views of the population of Northern Ireland, it set out to:

- establish the percentage who participate, spectate, coach or are involved in sport in any other way and the frequency of doing so
- assess the percentage who are not involved in sport in any way and identify their reasons for not doing so
- determine whether they perceive it to be important that Northern Ireland athletes and teams achieve international success and the extent to which they have done so
- establish levels of awareness of SNI
- assess their views as to what SNI money should be used to fund
- identify whether they perceive sport as a 'cohesive' force helping reduce barriers between people of different social backgrounds and cultural traditions
- determine if they perceive sport as 'beneficial' towards health or well-being.



Methodology

The sample consisted of 1,732 randomly selected addresses (drawn from the Postcode Address File) located at 60 sampling points across Northern Ireland. At each participating address, one person aged 16-70 was randomly selected to complete the survey. In total, 700 people were interviewed, representing a response rate of 40%.



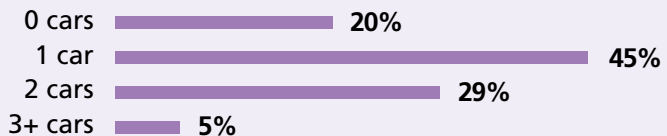
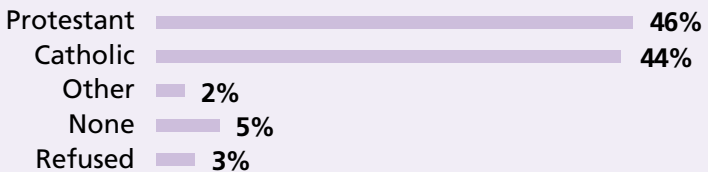
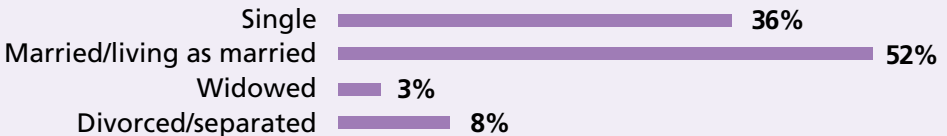
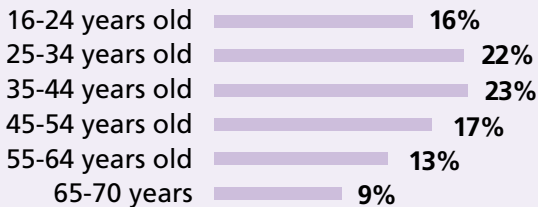
Data Collection

All interviews for this project were conducted by Ipsos MORI interviewers using the Computer-Assisted Personal Interviewing technique (CAPI). CAPI allows for much more reliable data capture than traditional pen-and-paper methods, largely because the interviewer cannot mistakenly input inappropriate information.

Sample Profile

The chart below shows the cross-section of people interviewed:

Analysis of sample (1)

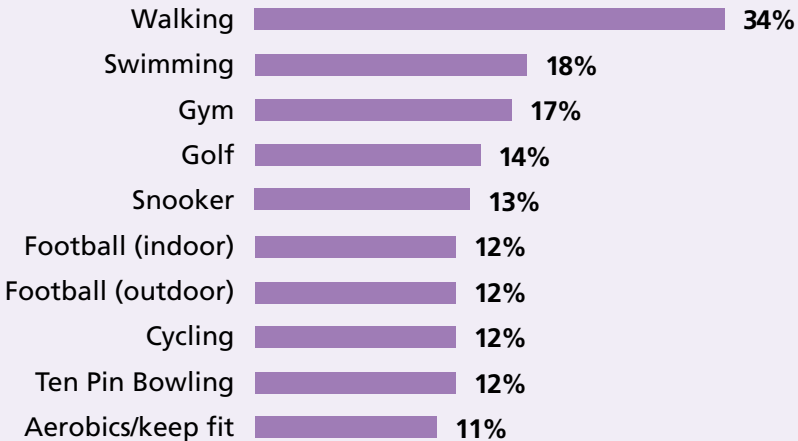


Base: All respondents (700), April - June 2008

Participation in Sport



Participation in sport in the last 12 months - Top mentions



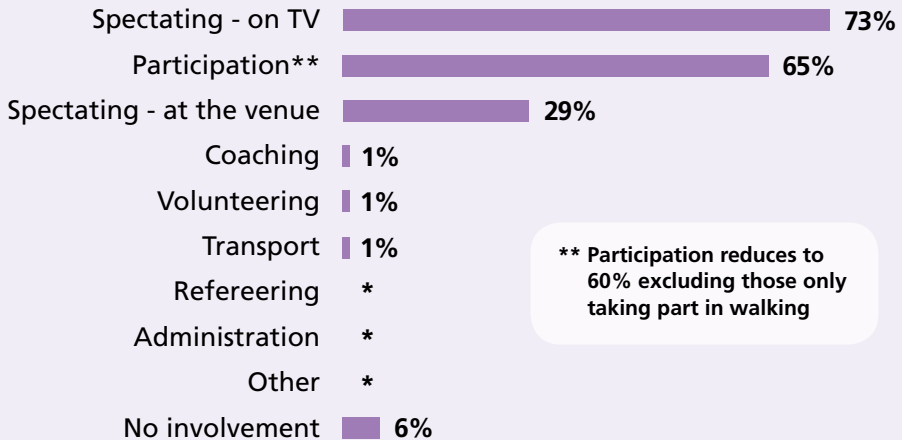
The above results show that over a third of respondents walk for health and recreation reasons. Related results also show that although men are more likely to participate in sporting activity, only 25% of them mention walking as a sport, compared with 42% of women.

Swimming is the second most popular sporting activity for participation - and those with children are more likely to participate in swimming than those without (25% versus 14%).

Involvement in Sport

Type of involvement in sport

S1Q4 - In what way are you involved in sport?



** Participation reduces to 60% excluding those only taking part in walking

Base: All respondents (700), April - June 2008

*Greater than 0%, less than 0.5%

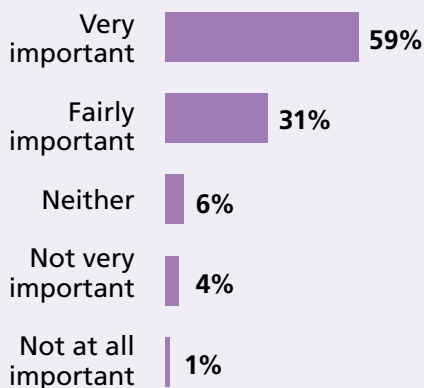
(Involvement in sport is defined as participating, spectating - either at the venue or on TV - or being involved in other aspects such as coaching or administration)

These positive results show that 94% of respondents are involved in sport in some way. What's more, 65% display actual participation - although this figure decreases as people get older.

International Sporting Success

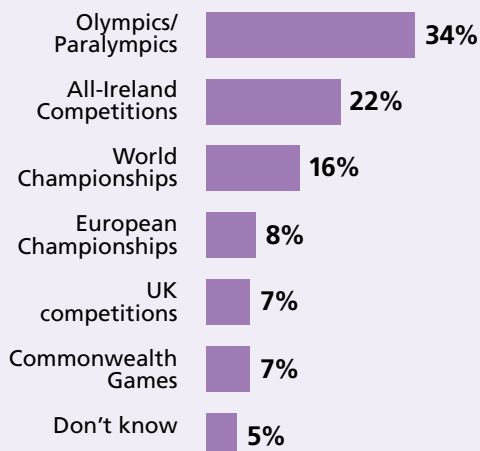
Importance of international sporting success

S2Q1 - How important do you think it is that athletes and teams from Northern Ireland achieve international success?



Base: All respondents (700), April - June 2008

S2Q4 - Which of the following types of competition do you think is most important for Northern Ireland athletes and teams to achieve success?

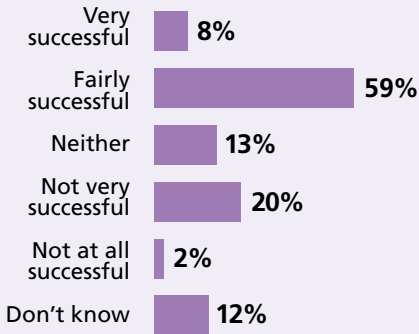


90% of people in Northern Ireland think that it is important that athletes and teams from Northern Ireland achieve international success. Perhaps not surprisingly in an Olympic year, the Olympic and Paralympic Games are considered the most important in which to achieve success (34%), followed by all-Ireland competitions (22%) and World Championships (16%).



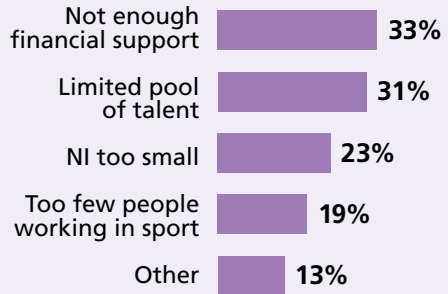
Sporting success in Northern Ireland

S2Q2 - How successful have athletes/teams from Northern Ireland been in international competition in the last 10 years?



Base: All respondents (700), April - June 2008

S2Q3 - Why are athletes/teams from Northern Ireland not successful?



Base: All who feel Northern Ireland has been unsuccessful in sport (141), April - June 2008

As depicted in the chart above, over half (54%) consider that Northern Ireland athletes and teams have been at least fairly successful in international competition over the last ten years. The main reasons perceived for a lack of success are:

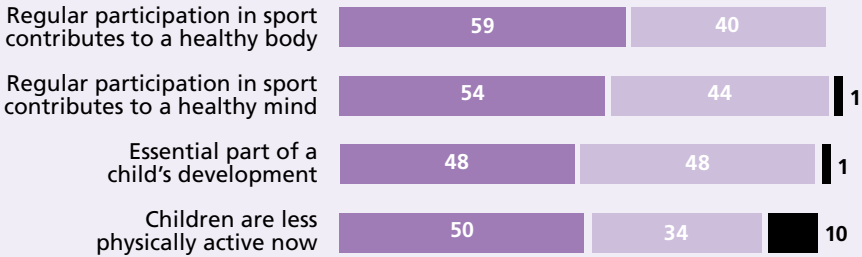
- insufficient financial support for athletes and teams to compete on a full-time basis (33%)
- the perception that Northern Ireland has a limited pool of talented sports people (31%).

Impact of Sport

Health impacts

S5Q1 - How much do you agree/disagree...

■ % Strongly Agree ■ % Agree ■ % Strongly Disagree

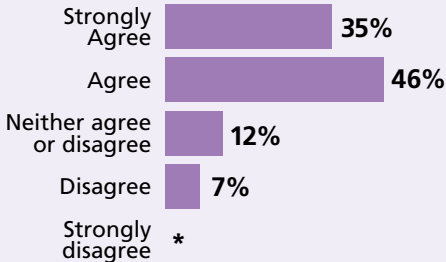


Base: All respondents (700), April - June 2008

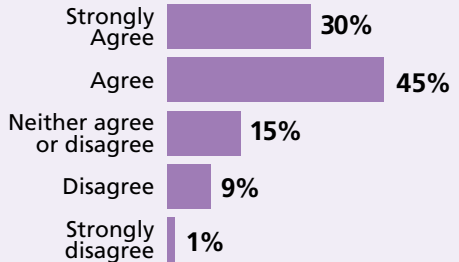
These extremely positive results show that almost everybody agrees that regular participation in sport contributes to both a healthy body and mind.

Impact of sport on crime and poorer areas

S5Q1E - How much do you agree or disagree that funding should be available to increase number of sporting opportunities in poorer areas



S5Q1G - How much do you agree or disagree that an increase in sporting activities would lead to a decrease in crime



Base: All respondents (700), April - June 2008

*Greater than 0%, less than 0.5%

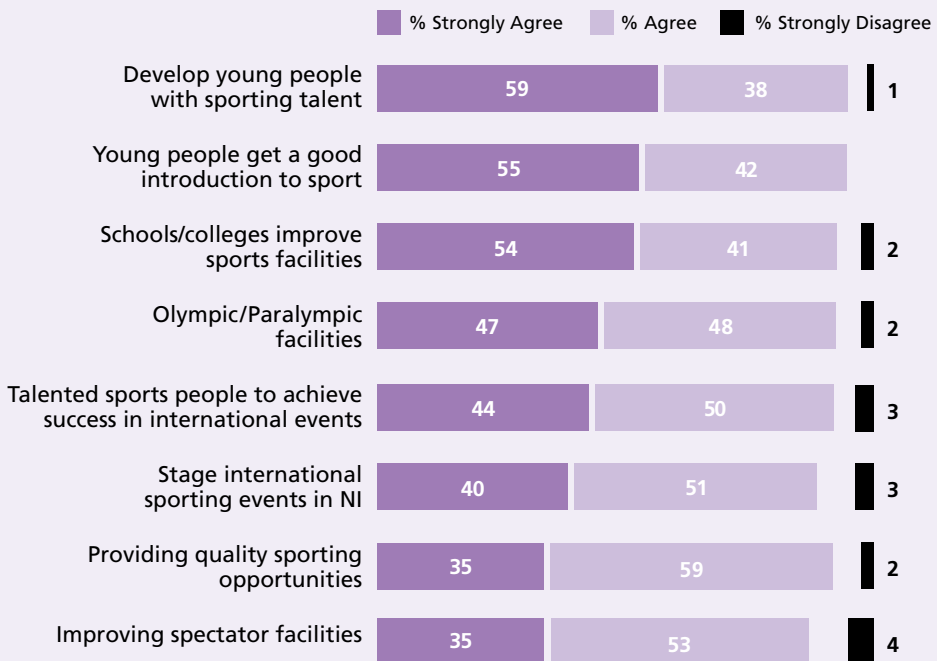
81% agree that it is important to use SNI money to increase the number of sporting opportunities in poorer areas of Northern Ireland - with 35% agreeing strongly. 75% agree with the statement "an increase in sporting opportunities in this neighbourhood would lead to a decrease in crime or anti-social behaviour around here".

Funding for Sport

As the chart below shows, 97% agreed that SNI money should be used to fund awards to help identify and develop young people with sporting talent at the earliest opportunity - with 59% agreeing strongly.

Use of Sport Northern Ireland funding

S3Q1 - How much do you agree/disagree that Sport Northern Ireland money should be used to fund awards for...



Base: All respondents (700), April - June 2008

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