



SPORT AND PHYSICAL ACTIVITY PARTICIPATION SURVEY (SAPAS)

Presentation of headline findings to the
Participation Sport Matters Implementation Group

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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).

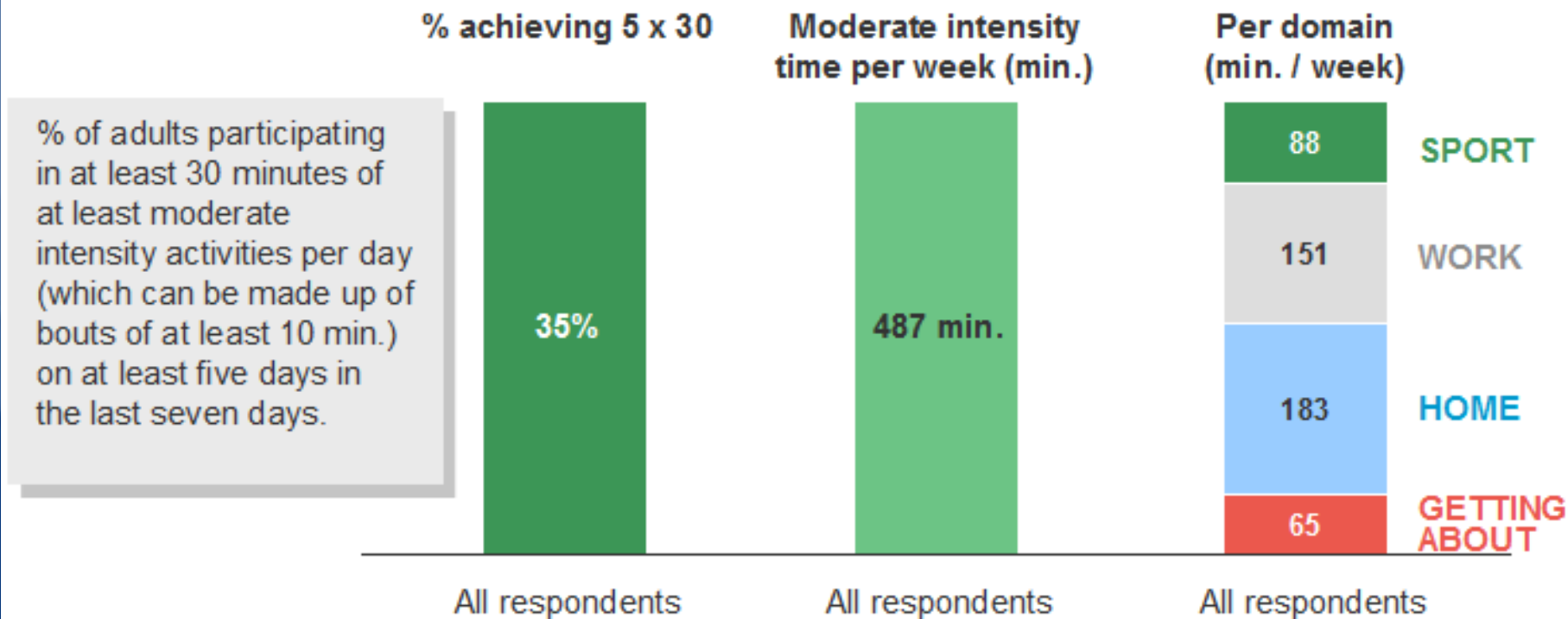
MEASURING PHYSICAL ACTIVITY

Domains	Getting about	Home	Work	Sport
Activities	a walk for recreation (for at least ten minutes)	Housework that raised your breathing rate (for at least ten minutes)	Walking about while at work (for at least 10 minutes)	American football
	a walk to get somewhere (for at least ten minutes)	DIY (for at least ten minutes)	Manual labour (of bouts of at least 10 minutes)	Angling/fishing
	a cycle ride for recreation (for at least ten minutes)	Gardening (for at least ten minutes)	A cycle ride while at work (for at least 10 minutes)	Badminton
	a cycle ride to get somewhere (for at least ten minutes)	Other activity - specify (NOT ON SHOWCARD)	Other exercise / physical activity while at work (for at least 10 minutes)	Basketball
				Bowls – indoors
				Bowls - outdoor / lawn
				Canoeing
				Camogie
				Cricket
				Cycling
				Darts
				Dance
				Exercise bike / running machine / spinning class / other exercise machines
				Football/soccer indoors (including 5-a-side)
				...

4 DOMAINS, 53 PRE-CODED ACTIVITIES

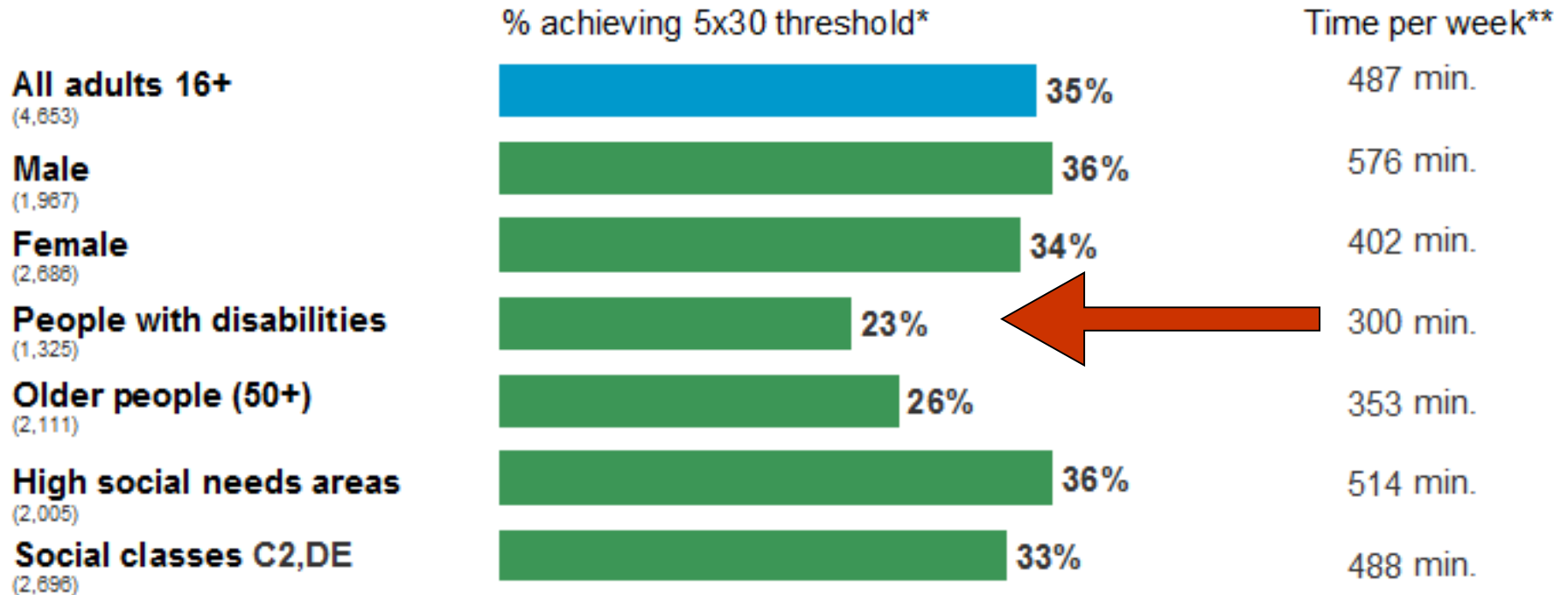
% OF ADULTS ACHIEVING THRESHOLD

35% of respondents achieve the Chief Medical Advisor's recommended level of physical activity.



PRIORITY GROUPS

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



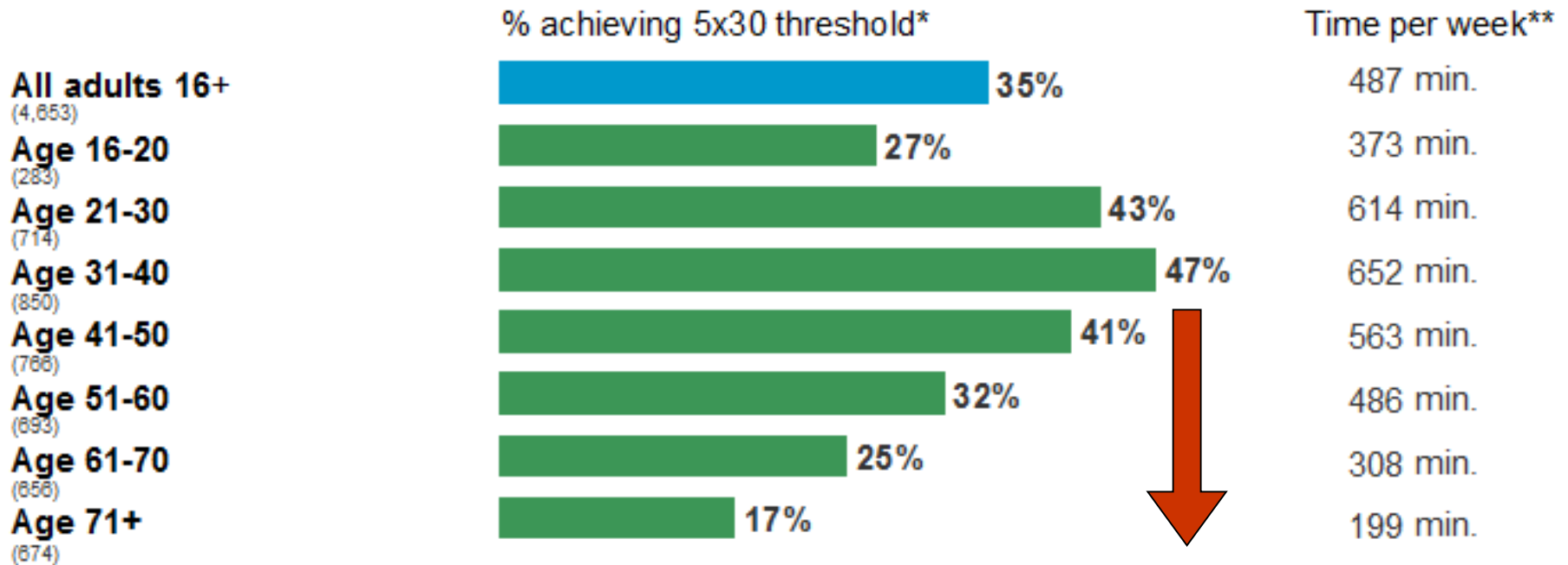
* At least 30 minutes of at least moderate intensity activity (which can be made up of bouts of at least ten minutes) on at least five occasions in the last seven days.

** 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

AGE GROUP

Levels of physical activity peak in the 31- 40 age group.



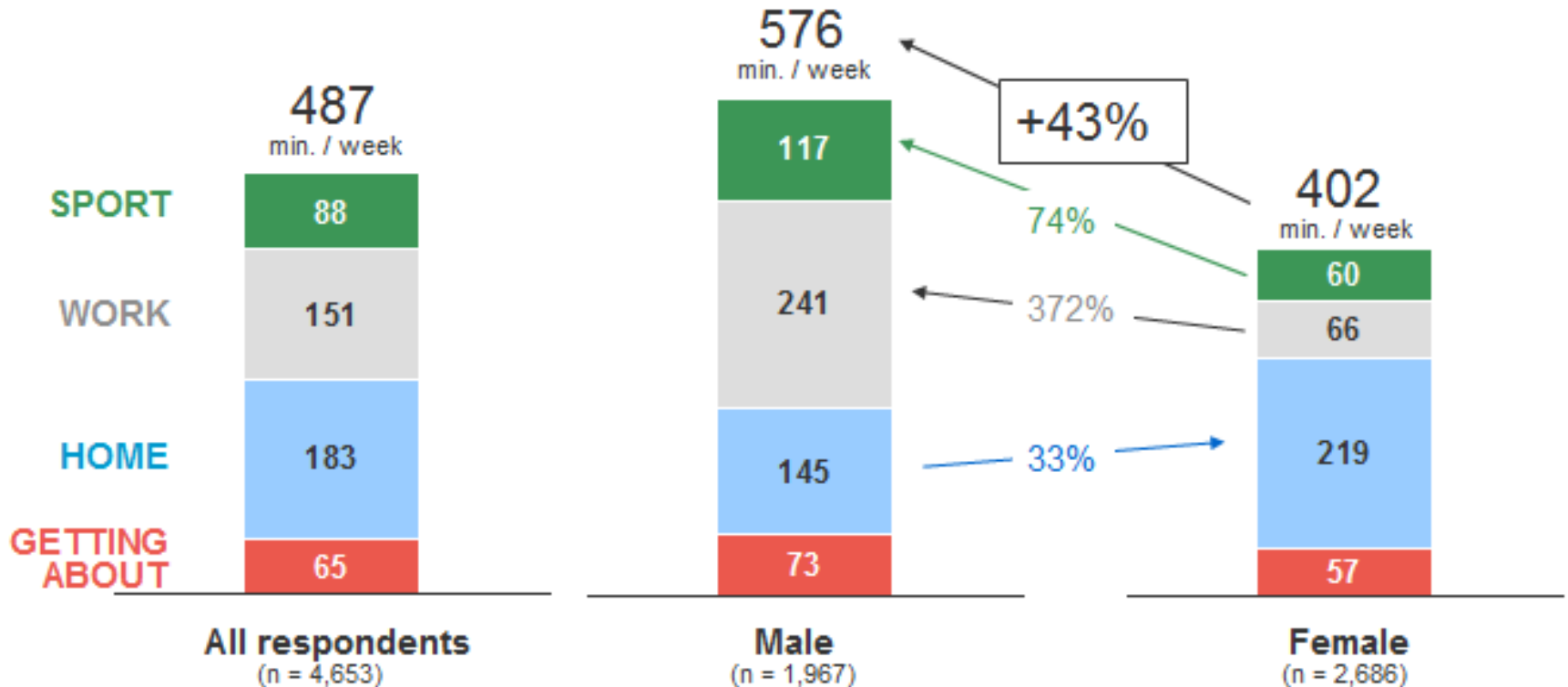
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GENDER

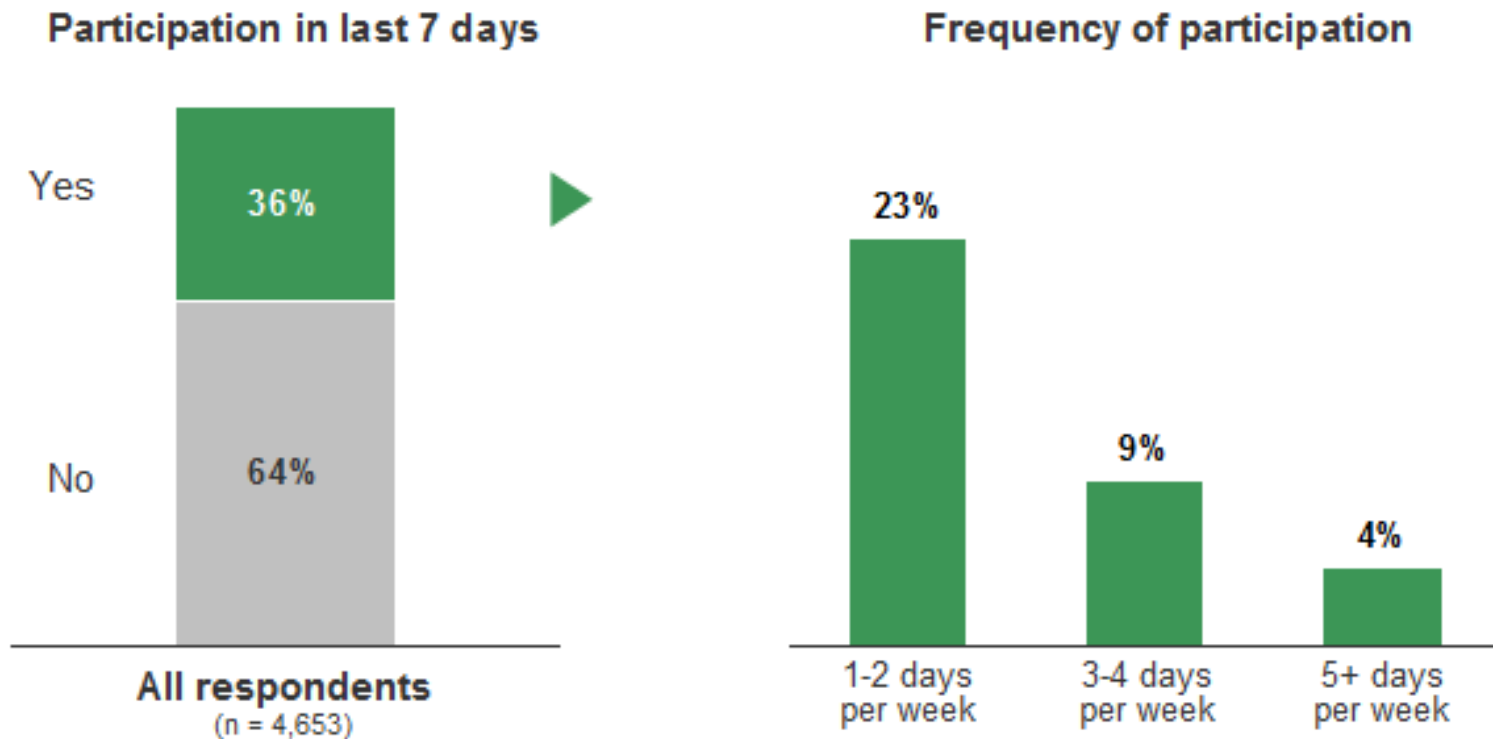
Physical activity among men primarily stems from work activities, among women, from home activities; men spend almost twice as much time on sport than women.



* 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

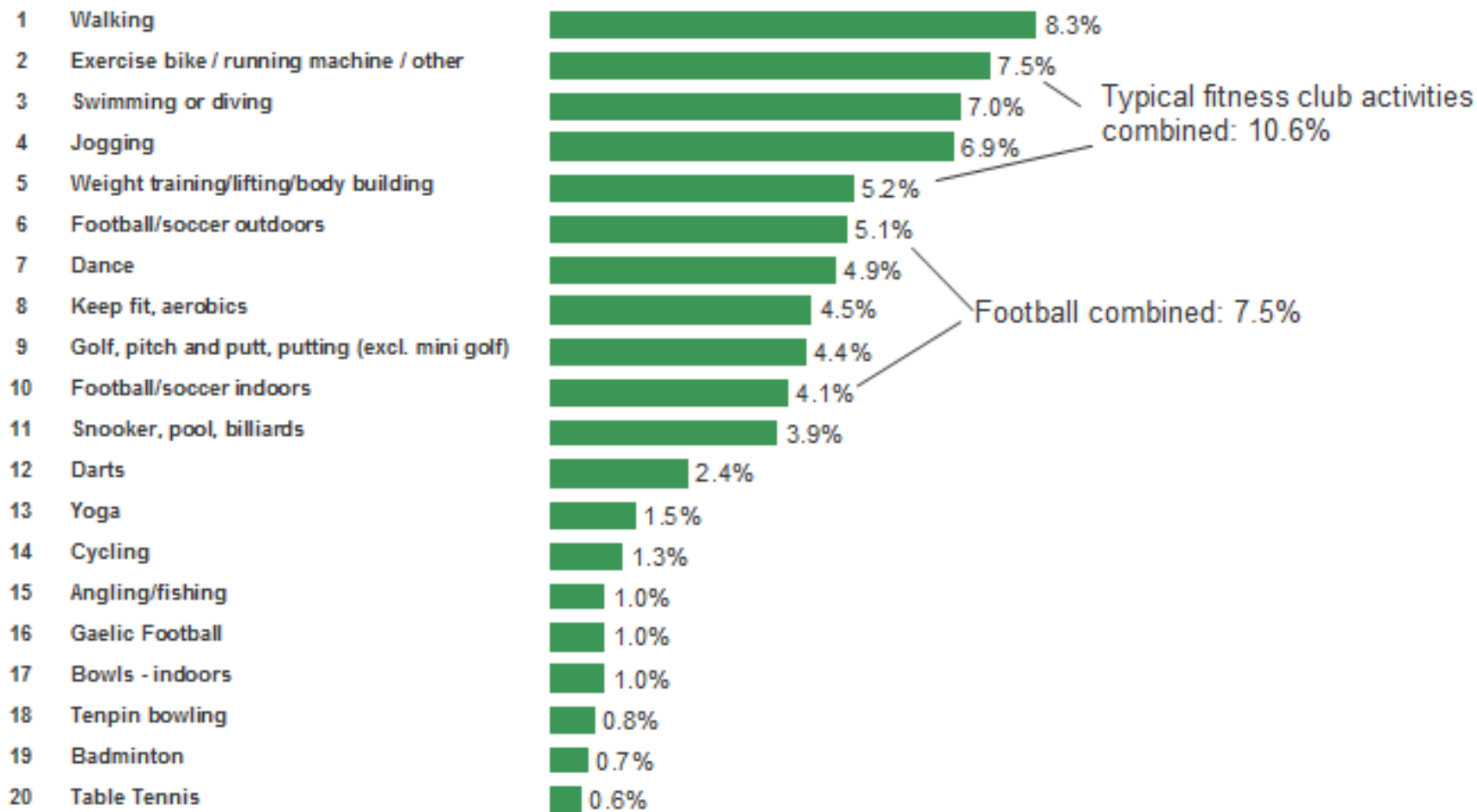
SPORTS PARTICIPATION

More than one third participate weekly in sport activities, the majority of them once or twice a week.



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

MOST POPULAR SPORTS

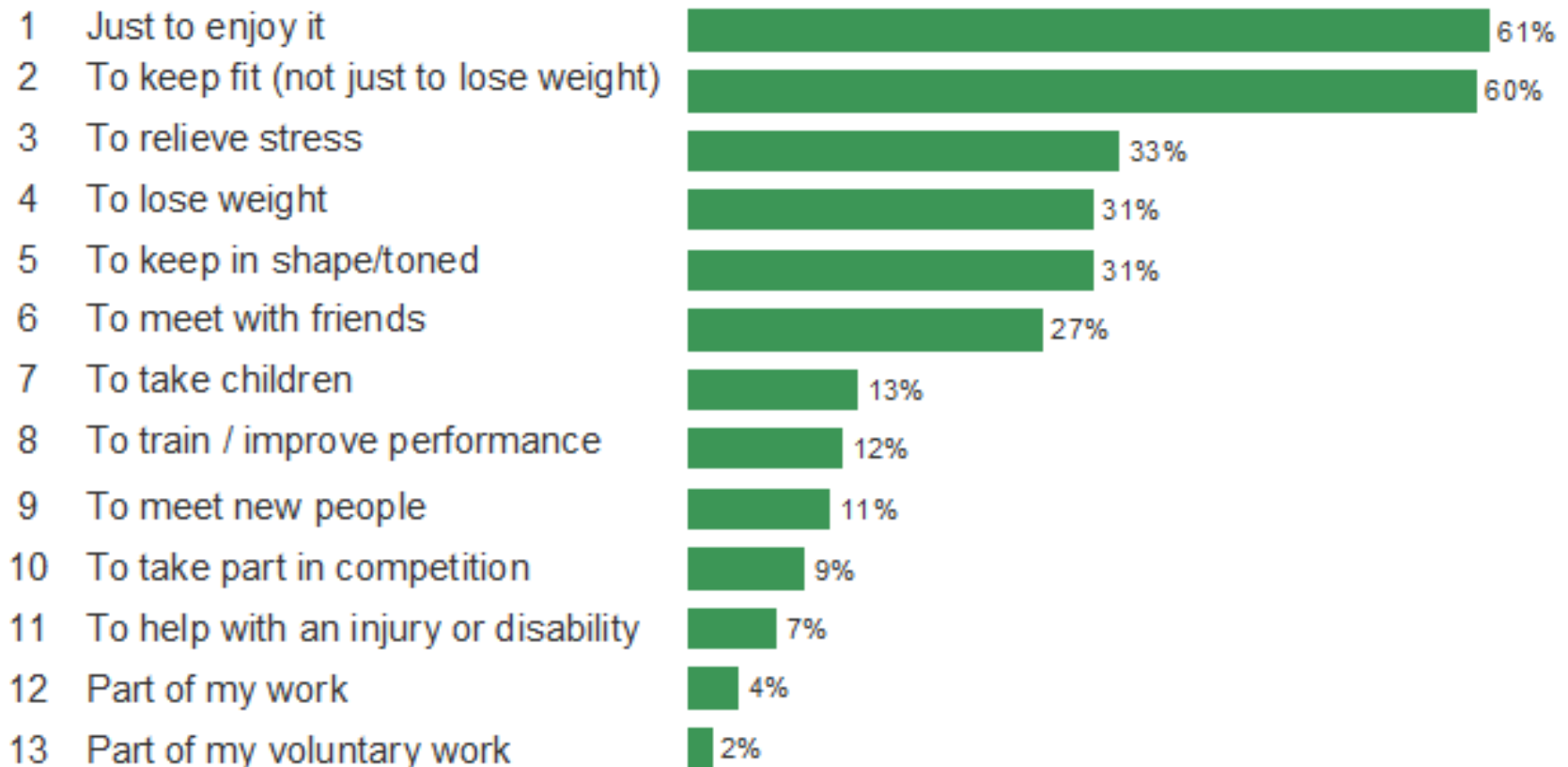


* Done in last seven days

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

MOTIVATORS

Keeping fit and 'just to enjoy' are by far the most important reasons for sports participation.

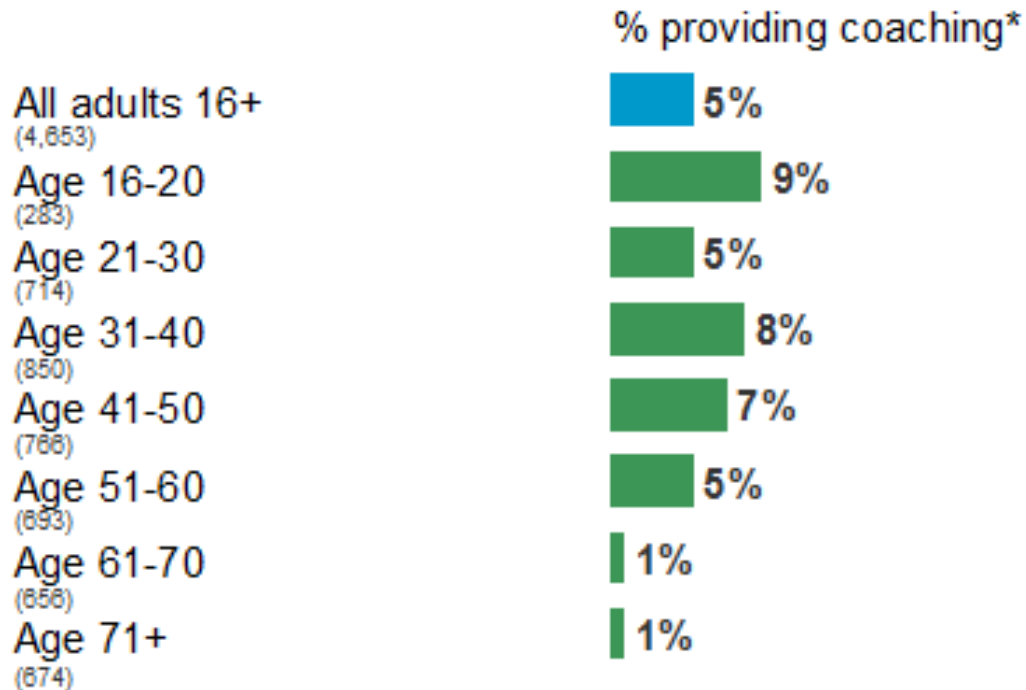


Multiple answers allowed.

ALL SPORT PARTICIPANTS (3,222)
SAPAS data 23 July 2010 - 10 August 2010

COACHING

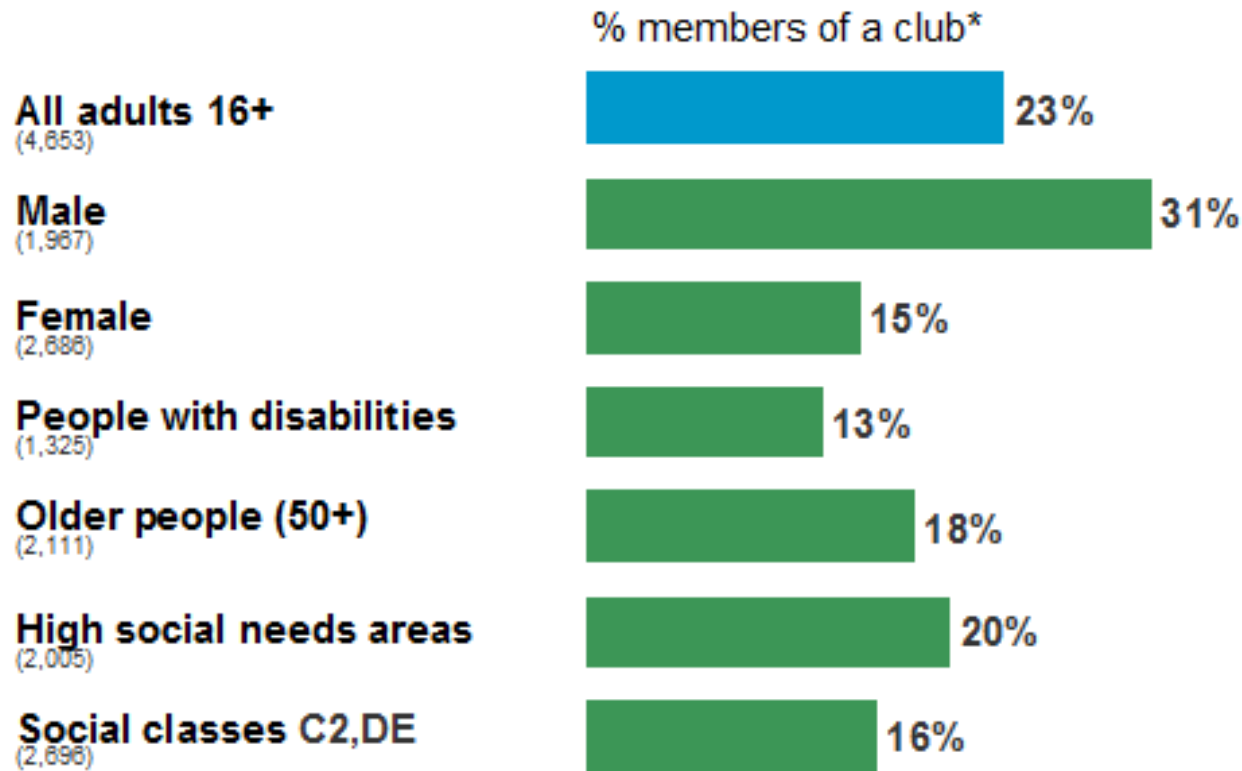
5% provide coaching for others.



* 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)

CLUB MEMBERSHIP

More than twice as many men as women are members of a club.



* 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.