

EAST AYRSHIRE ADULT PARTICIPATION IN SPORT

Context and terminology

This factsheet is part of a series profiling adult participation by sport, geographic area and population group. It also supplements a detailed report on sports participation in Scotland. The data have been taken from the Scottish Omnibus Survey and cover a wide range of sports and physical recreations.

Sports relates to activities generally regarded as sports, plus the popular physical recreations of snooker/billiards/pool and dancing. The other occasional addition is walking 2+ miles; this is stated in the text where included.

The measure of *frequency of participation* is in the national strategy for sport in Scotland ('Reaching Higher') and is participation in sports and/or physical recreations at least once a week. The long-term aim is to achieve the target of 60% of the adult population (aged 16+ years) participating. However, in order to minimise sampling error, the main indicator in this factsheet is participation at least once in the last four weeks. The figures cover 2003-06.

In this context, *weekly* refers to participation that takes place on average once a week or more often, whilst *monthly* refers to participation that occurs at least once in four weeks.

Population profile

Percentage of adult (16+) population

Age (2006)	East Ayrshire	Scotland
16-24	14%	14%
25-34	14%	15%
35-54	36%	36%
55+	37%	35%
Social class (2001) – Definitions at end		
AB	14%	19%
C1	23%	27%
C2	17%	15%
DE	46%	40%
Limiting long-term illness/disability (2001)		
Yes	26%	23%
Live in a multiply-deprived area (2006)		
Yes	18%	15%
Gender (2006)		
Male	48%	48%
Female	52%	52%

Note: In Figures 1, 2 & 3 *less than once a month* includes both non-participants and participants taking part less frequently than monthly.

In order of significance, age, social class, limiting long-term illness/disability, relative deprivation and gender are key indicators of likely levels of sporting participation.

Compared with Scotland as a whole, East Ayrshire's adult population has a/an:

- ◀ older age profile;
- ◀ lower proportion of social class AB;
- ◀ similar proportion of men;
- ◀ higher proportion with a limiting long-term illness or disability; and
- ◀ higher proportion in the 15% of Scottish areas with greatest multiple deprivation.

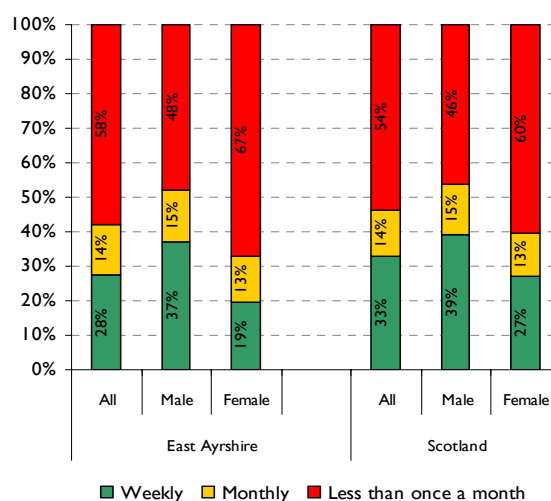
Participation in sports

In overall terms it can be seen that:

- ◀ weekly and monthly participation rates for adults in East Ayrshire were **28%** and **42%** (Scotland = 33% and 46% respectively);
- ◀ the figures including walking 2+ miles were **38%** for weekly and **53%** for monthly participation (Scotland 46% and 59% respectively); and
- ◀ East Ayrshire sits in the **bottom quartile**¹ of Scottish local authorities, in terms of monthly participation in sports.

The impact of gender on participation, whilst less significant than some other factors, was such that monthly participation for women was 33% compared to 52% for men (Scotland = 40% and 54% respectively).

Figure 1: Participation by gender

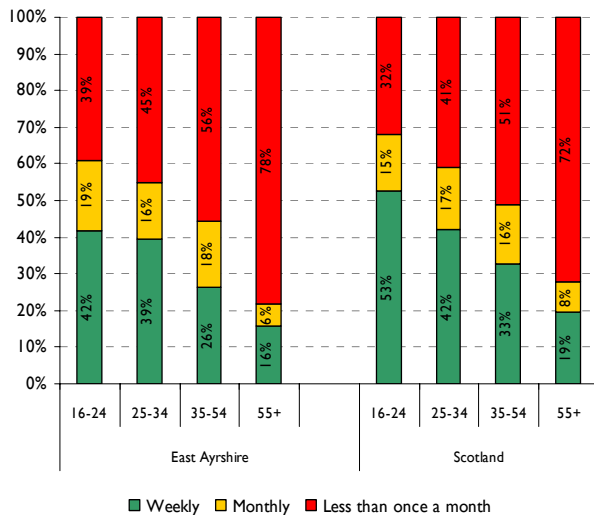


¹ See data note 4 for definitions of quartiles. The first quartile contains areas with the highest participation rates.

Age specific data (see Figure 2) shows the following monthly participation rates:

- 61% for 16-24 year olds (Scotland = 68%).
- 55% for 25-34 year olds (Scotland = 59%).
- 44% for 35-54 year olds (Scotland = 49%).
- 22% for 55+ year olds (Scotland = 28%).

Figure 2: Participation by age

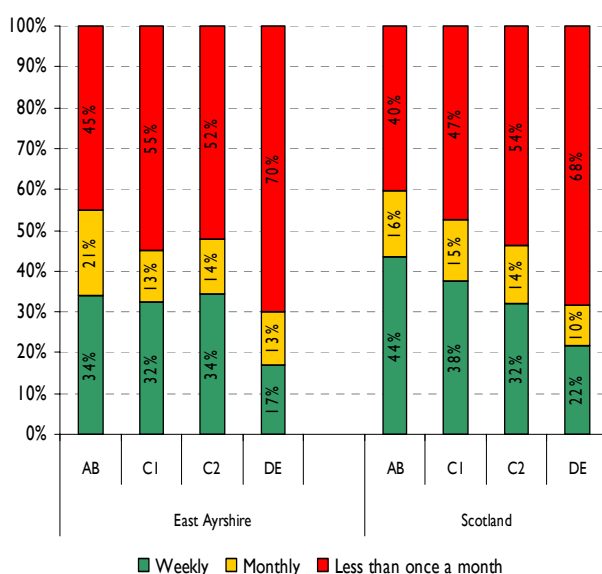


The social class dimension was underlined by the fact that monthly AB participation in East Ayrshire (55%) was almost double the equivalent rate for the DE group (30%).

Monthly participation rates indicate that:

- participation in the AB group (55%) was lower than the national rate of 60%; and
- participation in the DE group (30%) was similar to the national rate of 32%.

Figure 3: Participation by social class



Limiting long-term illness and/or disability (LLTI) impacts on participation to the extent that the monthly rate for adults without an LLTI in East Ayrshire was 46% compared to only 24% for those with a limiting long-term illness and/or disability. The equivalent figures for Scotland were 53% and 25% respectively.

Participation rates in sports vary relative to levels of **deprivation**. The rates for the most deprived 15% of areas under the Scottish Index of Multiple Deprivation (SIMD) 2006 were:

- Within SIMD = 29% (Scotland = 34%); and
- Outside SIMD = 45% (Scotland = 49%).

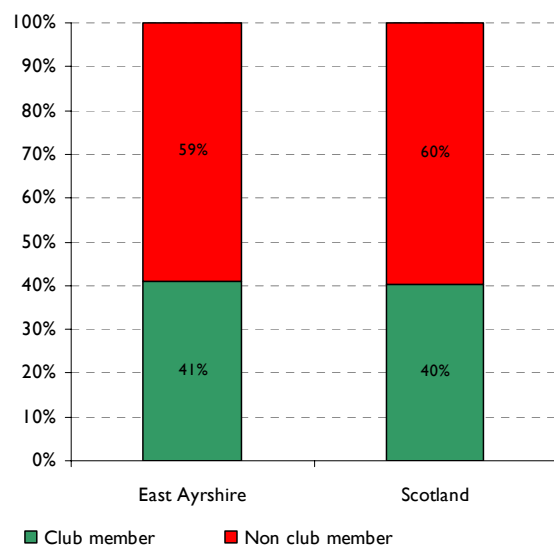
Club membership (participants only)

Club membership was particularly important for certain sports, whilst for others it was less significant. For example, in Scotland 88% of participants in judo were members of a club compared to only 3% of cyclists.

In East Ayrshire 41% of participants were members of a sports club for at least one of their sports, compared to the national figure of 40%.

The fact that over half of monthly participants were not club members is a reflection of participation in activities such as running, cycling and angling.

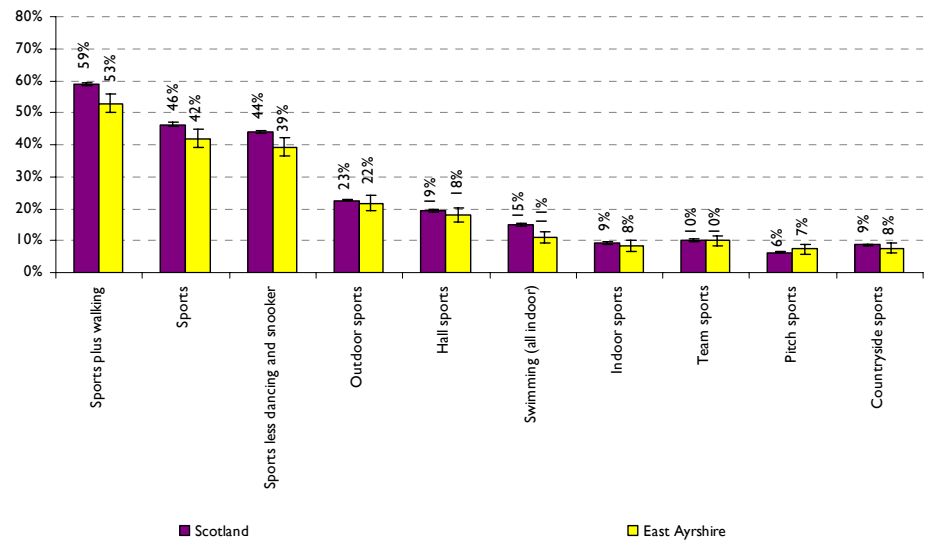
Figure 4: Club and non club members (participants – at least monthly)



Participation by sports group

Participation rates in East Ayrshire tend to be slightly below the national rates for most groups of sports and physical recreations. This is seen for example in swimming (all indoor); which includes leisure pool and traditional pool swimming (see endnotes).

Figure 5: Participation at least once a month by sports group

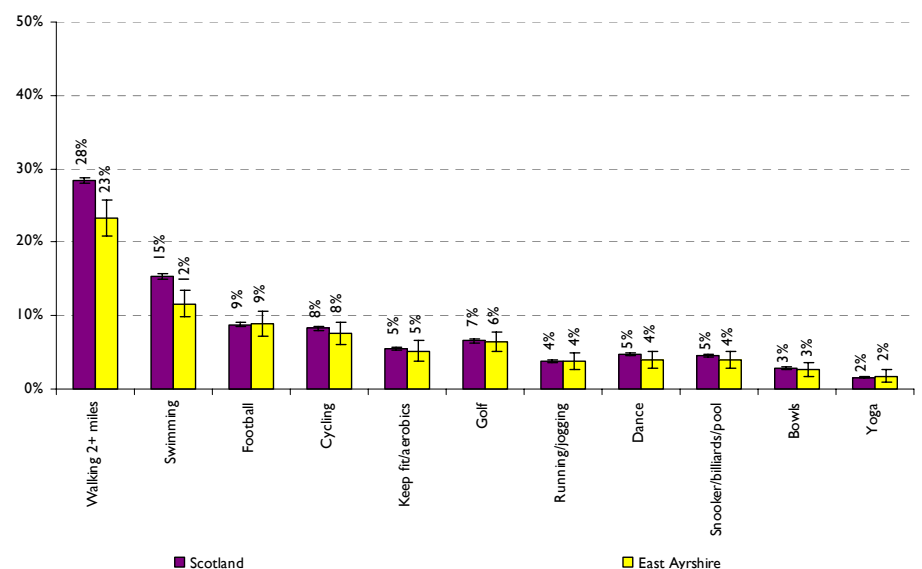


Selected individual sports

A series of individual sporting activities have been selected, which include the most popular sports, but also those which have particular age or gender participation trends.

The highest figure for a single activity, other than walking, in East Ayrshire was for swimming (12%).

Figure 6: Participation at least once a month by selected individual sports



Data health warning:

Care should be taken when using the above data, particularly for individual sports, as in certain cases the sample sizes are relatively small. The graphs show the potential error margins for the data. Where the I-bar at the top of the column for the council area overlaps that for Scotland, there may be no real difference in the values.

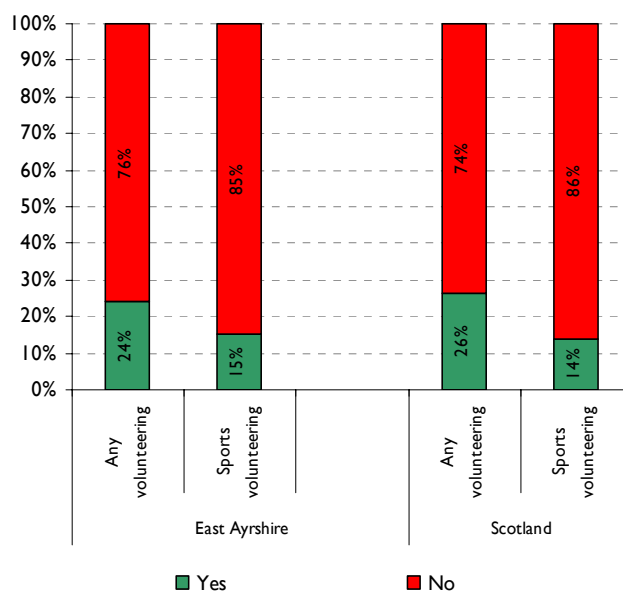
Volunteer activity

- ◀ In East Ayrshire, a quarter of (24%) adults had undertaken some form of voluntary activity during the previous year; this was a higher proportion than the national rate of 26%.
- ◀ The rate for sports related voluntary work (15%) was similar to that for the country as a whole (14%).

Conclusion

It can be seen that participation rates in East Ayrshire were generally below the national average across most demographic groups and sports.

Figure 7: Comparative levels of volunteer activity



Social class definitions by group

- AB** Upper middle class – higher managerial, administrative or professional.
Middle class – intermediate managerial, administrative or professional.
- CI** Lower middle class – supervisor or clerical and junior managerial, administrative or professional.
- C2** Skilled working class – skilled manual workers.
- DE** Working class – semi and unskilled manual workers.
Those at lowest levels of subsistence – state pensioners etc with no other earnings.
Note that this category includes the highest proportion of pension-aged people (the lowest participating group) of all four social groupings used in the factsheet.

Sports groups

- Sports** – comprises all of the sports and physical recreations in the Scottish Omnibus Survey, less walking 2+ miles.
- Hall sports** – includes badminton, basketball, dancing, football (five-a-side indoor), gymnastics, judo, keep-fit/aerobics, martial arts, multigym use/weight training, netball, table tennis, volleyball and yoga.
- Other indoor sports** – encompasses all indoor sports not captured by *hall sports* or *swimming (all indoor)* namely, bowls (indoor), climbing (indoor), curling, ice skating, snooker/billiards/pool, squash, tenpin bowling and tennis (indoor).
- Countryside sports** – includes angling, canoeing/kayaking, climbing (outdoor), cycling (mountain biking/off-road on a purpose-built track or facility); cycling (mountain biking/off-road elsewhere), hillwalking, horse riding, powerboating/jetskiing, sailing/windsurfing, skiing/snowboarding, subaqua, surfing/bodyboarding, swimming (outdoor) and waterskiing.
- Other outdoor sports** – includes athletics, bowls (outdoor), cricket, cycling (on the road), cycling (on a cycle path), cycling (BMX at a purpose-built facility), cycling (BMX elsewhere), cycling (velodrome), football (11-a-side), football (five-a-side outdoor), football (in street/garden/wasteland), golf, hockey, rowing, rugby, running/jogging, shinty, skateboarding/inline skating and tennis (outdoor).

Data notes

- 1 As a result of the sample sizes involved in the survey the figures quoted will, on average, have an estimated error margin of +/-2%. Consequently a rate of 18% for an individual activity has the potential to be as high as 20% or as low as 16%. Nonetheless, the picture provided by the data remains relevant and is a reasonable guide to the overall rates and their patterns.
- 2 Data are based on a 2003-06 survey by TNS System Three of participation in sports and physical recreations.
- 3 All-year data are used for participation so that rates for seasonal sports were averaged out across the year.
- 4 Statistics which divide observations into four equal intervals are known as quartiles. For example, if there are 32 cases in a sample and they are evenly distributed then there would be eight cases in each quartile.

Factsheets and reports produced by Knight, Kavanagh and Page: <http://www.kkp.co.uk>

For survey information, data and policy implications contact: research@sportscotland.org.uk
Further information including a methodology paper is on the sportscotland website:
<http://www.sportscotland.org.uk>

