

## CRICKET

Central to [Sport England's 2008-11 strategy](#) is the commissioning of national governing bodies of sport (NGBs) by Sport England. NGBs will contribute to Sport England's strategic 'grow' outcome by setting targets to increase the 'once a week' adult participation rates in their sport. The growth targets across sports will contribute to Sport England's overall target of getting one million people doing more sport by 2012/13.

In addition, within the 'sustain' outcome of Sport England's strategy, a number of sports will aim to reduce the drop off in participation among 16-18 year olds. This document summarises key data in relation to the above strategic outcomes, drawn from Sport England's [Active People Survey](#).



Creating sporting opportunities in every community

### Sport England strategic outcome: Grow

Participation – once a week, 30 minutes moderate intensity

- 205,000 adults (age 16 and over) have participated in cricket at least once a week (0.5%). There has been no statistically significant change in participation between 2005/6 and 2007/8.
- Participation among student and unclassified socio-economic groups (NS SEC 9) has increased between 2005/6 and 2007/8, from 1.3% to 1.6%, an increase of nearly 15,000 participants.

Participation – once in the last four weeks

- 420,000 adults have participated in cricket at least once in the last four weeks. This represents 1% of the adult population, and participation has significantly increased from 0.9% (an increase of 39,000 participants) when compared with Active People Survey 1.

### Sport England strategic outcome: Sustain

Reducing drop off: 16 and 18 year old participation. This is measured by the change in participation rates (once a week, 30 minutes, moderate intensity) among 18 year olds.

- There has been no statistically significant change in cricket participation among 18 year olds between 2005/6 and 2007/8 (1.9% and 2.1% respectively).

Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
<b>Grow</b>						
Overall	195,200	0.48%	204,900	0.49%		FALSE
Male	179,700	0.91%	187,600	0.93%		FALSE
Female	15,400	0.07%	17,200	0.08%		FALSE
Age 16-19	55,000	2.08%	61,000	2.26%		FALSE
Age 20-24	29,000	0.89%	31,300	0.90%		FALSE
Age 25-29	22,700	0.71%	26,600	0.79%		FALSE
Age 30-34	20,700	0.59%	16,700	0.50%		FALSE
Age 35-44	34,900	0.45%	33,100	0.42%		FALSE
Age 45-64	28,600	0.23%	24,400	0.19%		FALSE
Age 65+	3,100	0.04%		*		
White	151,400	0.41%	155,100	0.42%		FALSE
Non White	43,900	1.24%	58,200	1.40%		FALSE
Limiting Disability or Illness	10,200	0.16%		*		
No Limiting Disability or Illness	185,100	0.54%	198,600	0.57%	*	FALSE
NS SEC 1-4	88,900	0.42%	83,400	0.38%		FALSE
NS SEC 5-8	53,400	0.35%	54,000	0.36%		FALSE
NS SEC 9	53,000	1.27%	67,600	1.56%	14,600	TRUE
<b>Sustain</b>						
Age 18	12,400	1.9%	14,100	2.1%		FALSE

### Cricket and organised sport\*

#### Club membership

341,000 adults are members of a club where they participate in cricket, this is **81.3%** of those who have participated in cricket in the last four weeks.

#### Tuition

236,000 adults have received tuition in cricket in the last 12 months, this is **56.2%** of those who have participated in cricket in the last four weeks.

#### Organised Competition

282,000 adults have taken part in organised competition in cricket in the last 12 months, **67.2%** of those who have participated in cricket in the last four weeks.

### Latent demand for cricket\*\*

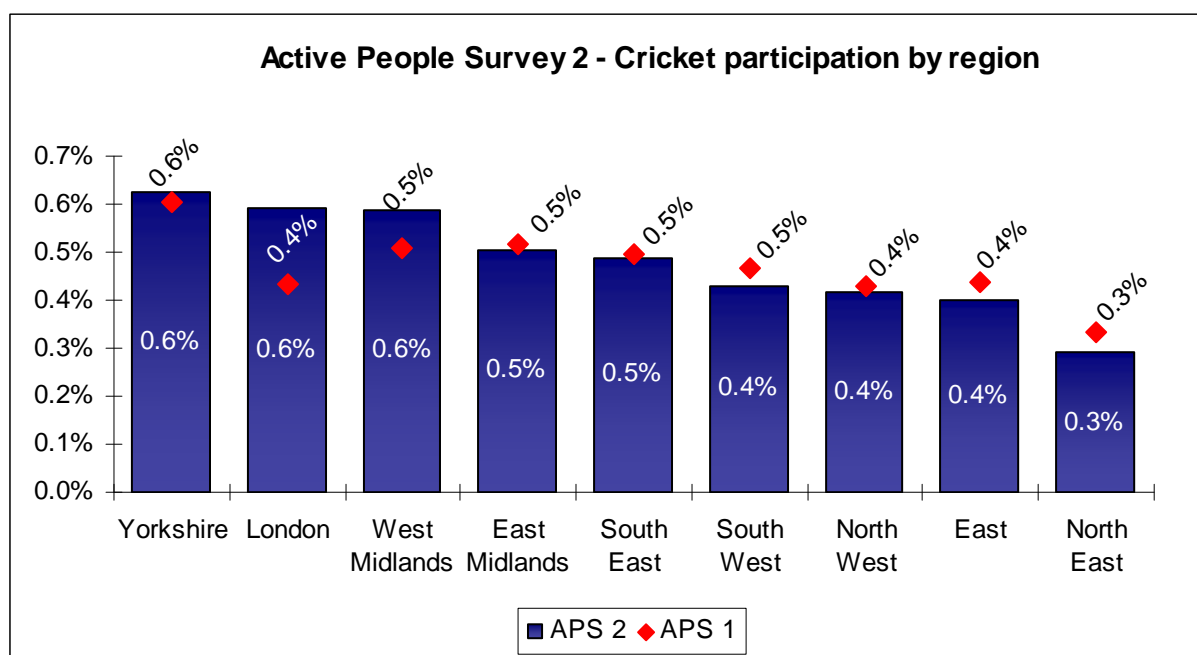
Cricket is the one sport that 258,000 adults (0.6%) said they would like to participate in, or participate in more often. This represents 1.2% of all adults who would like to do more sport and active recreation (22.3 million adults, or 53.8% of adults would like to participate in sport, or participate in sport more often). Cricket is the one sport that 1.2% of males would like to do, or do more often, and the equivalent figure for females is 0.1%.

## Cricket participation – once a week, 30 minutes moderate intensity,

### by region



Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
<b>Overall</b>	195,200	0.48%	204,900	0.49%		<b>FALSE</b>
East	19,700	0.44%	18,400	0.40%		FALSE
East Midlands	18,000	0.52%	18,100	0.50%		FALSE
London	26,300	0.43%	36,200	0.59%	9,900	<b>TRUE</b>
North East	7,000	0.33%	6,200	0.29%		FALSE
North West	23,600	0.43%	23,300	0.42%		FALSE
South East	32,800	0.50%	32,900	0.49%		FALSE
South West	19,400	0.47%	18,300	0.43%		FALSE
West Midlands	21,900	0.51%	25,600	0.59%		FALSE
Yorkshire	24,700	0.60%	26,300	0.62%		FALSE



- Although there has been no significant change in cricket participation in England as a whole, there has been a statistically significant increase in participation in the London region, of approximately 10,000 participants.

## Notes

Active People Survey 2 took place between October 2007 and October 2008 and interviewed c.191,000 adults (aged 16 and over) by telephone. Active People Survey 1 took place between October 2005 and October 2006, and interviewed 363,724 adults (age 16 and over) by telephone. For more information on Active People, visit the Sport England website [www.sportengland.org/research](http://www.sportengland.org/research)

Participation once a week is defined as participation on at least four days out of the previous 28 days.

Please note that this report highlights whether changes from Active People Survey 1 to Active People Survey 2 are statistically significant. A statistically significant increase is indicated by 'TRUE' or green shading and red shading and 'TRUE' indicates a statistically significant decrease. This means we are 95% certain that there has been a real change in the population (increase or decrease). Where there has been no statistically significant change this is indicated by 'FALSE'.

For more information on measuring statistically significant change between Active People Survey 1 and Active People survey 2, see the briefing note on Sport England's website:

[http://www.sportengland.org/active\\_people\\_2.htm](http://www.sportengland.org/active_people_2.htm)

Office for National Statistics (ONS) population data has been used - ONS mid year 2005 estimates and ONS mid year 2007 population estimates. To view a briefing note on population data used within Active People Survey see:

[http://www.sportengland.org/index/active\\_people\\_2](http://www.sportengland.org/index/active_people_2).

Disability is defined by how the question is asked within the survey which is consistent with the 2001 Census definition: 'do you have a longstanding illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time?'

NS-SEC is the National Statistics Socio-economic Classification. It is derived by combining information on occupation and employment status. NS-SEC: 1. Higher managerial and professional occupations; 2. Lower managerial and professional occupations; 3. Intermediate occupations; 4. Small employers and own account workers; 5. Lower supervisory and technical occupations; 6. Semi-routine occupations; 7. Routine occupations; 8. Never worked and long-term unemployed; 9. Full time students and Occupations not stated or inadequately described.

\*Sport specific information on organised sport (club membership, tuition and competition) was not collected in Active People Survey 1 so no comparison data is available. Club membership is based on those who have been a member of a sports club to participate in cricket in the last four weeks.

\*\*Data on latent demand is based on 88,000 (half the overall sample) adults from APS2. This question was not included in Active People Survey 1 so no comparison data is available. The question was asked as follows: 'would you like to do more sport and recreational physical activity than you do at the moment?'. If yes, 'which one sport or recreational physical activity would you most like to do, or to do more often?'

Further headline sport-based analysis is available via the Sport England website:

[http://www.sportengland.org/active\\_people\\_2.htm](http://www.sportengland.org/active_people_2.htm)

Sport England, 3<sup>rd</sup> Floor, Victoria House, Bloomsbury Square, London, WC1B 4SE

[www.sportengland.org/research](http://www.sportengland.org/research) Tel: 0845 555555 email: [research@sportengland.org](mailto:research@sportengland.org)