

SHOOTING

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

- 64,000 adults (age 16 and over) have participated in shooting at least once a week. There has been no statistically significant change in participation between 2005/6 and 2007/8.
- Participation in shooting has increased among those aged 55 and over, by 7,800 (from 0.1% to 0.2%).
- There has been no statistically significant change in shooting participation amongst any of the other demographic groups between 2005/6 and 2007/8.

Participation – once in the last four weeks

- 123,000 adults have participated in shooting at least once in the last four weeks. This represents 0.3% of the adult population. There has been no statistically significant change in participation when compared with Active People Survey 1.

Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
Overall	58,200	0.14%	63,800	0.15%		FALSE
Male	53,400	0.27%	62,000	0.31%		FALSE
Female	4,900	0.02%		*		
Age 16-34	13,000	0.10%	12,000	0.09%		FALSE
Age 35-54	27,300	0.19%	26,100	0.18%		FALSE
Age 55+	17,900	0.13%	25,700	0.18%	7,800	TRUE
White	56,700	0.15%	64,400	0.17%		FALSE
Non White		*		*		
Limiting Disability or Illness	6,700	0.10%	7,000	0.11%		FALSE
No Limiting Disability or Illness	51,600	0.15%	56,800	0.16%		FALSE
NS SEC 1-4	33,400	0.16%	40,500	0.18%		FALSE
NS SEC 5-8	22,200	0.14%	20,600	0.14%		FALSE
NS SEC 9		*		*		

Shooting and organised sport*

Club membership

35,300 adults are members of a club where they participate in shooting, this is **29%** of those who have participated in shooting in the last four weeks.

Tuition

19,500 adults have received tuition in shooting in the last 12 months, this is **16%** of those who have participated in shooting in the last four weeks.

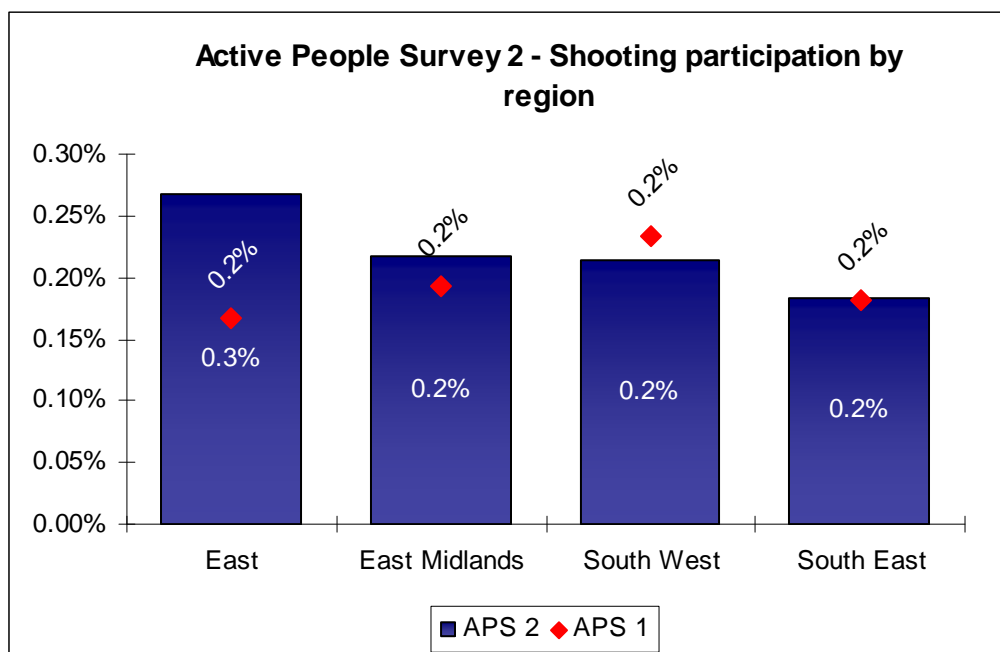
Organised Competition

40,800 adults have taken part in organised competition in shooting in the last 12 months, **33%** of those who have participated in shooting in the last four weeks.

Latent demand for shooting**

Shooting is the one sport that 32,200 adults (0.08%) said they would like to participate in, or participate in more often. This represents 0.14% 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). Shooting is the one sport that 0.15% of males would like to do, or do more often. There is insufficient data available for female latent demand in shooting.

Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
Overall	58,200	0.14%	63,800	0.15%		FALSE
East	7,500	0.17%	12,300	0.27%	4,800	TRUE
East Midlands	6,800	0.19%	7,800	0.22%		FALSE
London		*		*		
North East	3,200	0.15%		*		
North West	4,800	0.09%		*		
South East	12,000	0.18%	12,400	0.18%		FALSE
South West	9,700	0.23%	9,200	0.21%		FALSE
West Midlands	6,800	0.16%		*		
Yorkshire	6,100	0.15%		*		



- Whilst participation in shooting has not changed significantly in England, there is a statistically significant increase in participation in the East region of 4,800 (up from 0.17% to 0.27%).
- There has been no statistically significant change in any of the other English regions (for some regions, denoted by an asterisk in the table above, there is insufficient data to provide information at a regional level).

Notes

Shooting includes: shooting, shooting (air rifle), shooting (clay pigeon), shooting (pistol).

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

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

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.

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 shooting 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

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