

## SKIING/SNOWBOARDING

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

- 121,000 adults (age 16 and over) have participated in skiing/snowboarding at least once a week. There has been no statistically significant change in participation between 2005/6 and 2007/8.
- There has been no significant change in skiing/snowboarding participation across any age group.
- Participation among those from white populations has decreased by 13,300 between 2005/6 and 2007/8.

Participation – once in the last four weeks

- 186,500 adults have participated in skiing/snowboarding at least once in the last four weeks. This represents 0.4% of the adult population. There has been no statistically significant change in skiing/snowboarding participation when compared with Active People Survey 1.

## Skiing/Snowboarding participation – once a week, 30 minutes moderate intensity



Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
<b>Overall</b>	127,400	0.31%	<b>120,700</b>	<b>0.29%</b>		<b>FALSE</b>
Male	76,700	0.39%	<b>70,900</b>	<b>0.35%</b>		FALSE
Female	50,700	0.24%	<b>49,800</b>	<b>0.23%</b>		FALSE
Age 16-19	11,300	0.42%	<b>7,700</b>	<b>0.28%</b>		FALSE
Age 20-24	9,300	0.28%	<b>13,500</b>	<b>0.39%</b>		FALSE
Age 25-29	14,100	0.44%	<b>17,000</b>	<b>0.51%</b>		FALSE
Age 30-34	18,000	0.51%	<b>14,300</b>	<b>0.43%</b>		FALSE
Age 35-44	38,600	0.50%	<b>33,100</b>	<b>0.42%</b>		FALSE
Age 45-64	31,800	0.26%	<b>34,400</b>	<b>0.27%</b>		FALSE
Age 65+	5,600	0.07%		*		
White	123,300	0.33%	<b>110,000</b>	<b>0.29%</b>	-13,300	<b>TRUE</b>
Non White	4,300	0.12%		*		
Limiting Disability or Illness	4,600	0.07%		*		
No Limiting Disability or Illness	122,800	0.36%	<b>116,100</b>	<b>0.33%</b>		FALSE
NS SEC 1-4	96,100	0.45%	<b>91,000</b>	<b>0.41%</b>		FALSE
NS SEC 5-8	17,700	0.12%	<b>18,200</b>	<b>0.12%</b>		FALSE
NS SEC 9	13,700	0.33%	<b>11,700</b>	<b>0.27%</b>		FALSE

### Skiing/Snowboarding and organised sport\*

#### Club membership

There is insufficient data to provide information on those who are members of a club where they participate in skiing/snowboarding.

#### Tuition

62,000 adults have received tuition in skiing/snowboarding in the last 12 months, this is **33%** of those who have participated in skiing/snowboarding in the last four weeks.

#### Organised Competition

9,400 adults have taken part in organised competition in skiing/snowboarding in the last 12 months, **5%** of those who have participated in skiing/snowboarding in the last four weeks.

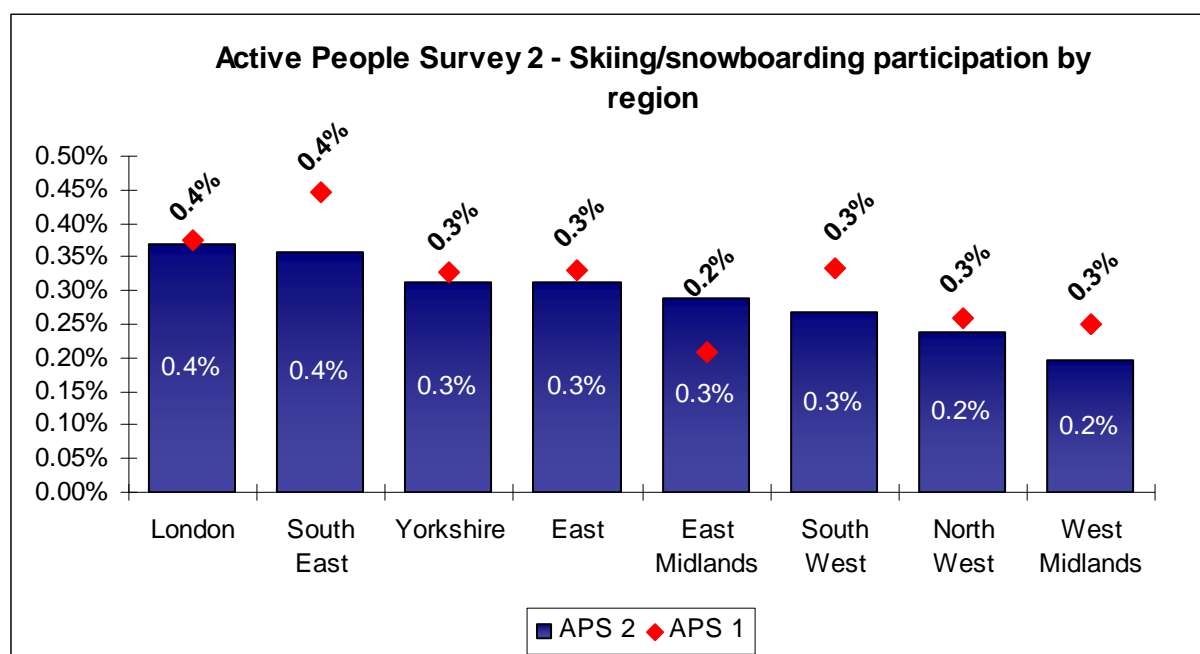
### Latent demand for skiing/snowboarding\*\*

Skiing/snowboarding is the one sport that 127,000 adults (0.3%) said they would like to participate in, or participate in more often. This represents 0.6% 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). Skiing/snowboarding is the one sport that 0.4% of males would like to do, or do more often, and the equivalent figure for females is 0.2%.

**Skiing/Snowboarding participation – once a week, 30 minutes moderate intensity,**



Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
<b>Overall</b>	127,400	0.31%	120,700	0.29%		<b>FALSE</b>
East	14,800	0.33%	14,300	0.31%		FALSE
East Midlands	7,300	0.21%	10,400	0.29%		FALSE
London	22,900	0.38%	22,500	0.37%		FALSE
North East	3,200	0.15%		*		
North West	14,300	0.26%	13,400	0.24%		FALSE
South East	29,500	0.45%	24,100	0.36%	-5,400	<b>TRUE</b>
South West	13,800	0.33%	11,500	0.27%		FALSE
West Midlands	10,900	0.25%	8,500	0.19%		FALSE
Yorkshire	13,500	0.33%	13,200	0.31%		FALSE



- Whilst participation in skiing/snowboarding has not changed across England as a whole, there is a statistically significant decrease in participation in the South East region of 5,400 (down from 0.45% to 0.36%). There has been no statistically significant change for any of the other English regions.

## Notes

Skiing/snowboarding includes: snowboarding, skiing, skiing (barefoot), skiing (extreme), skiing (free), skiing (mono), skiing (parachute), skiing (ribbing), skiing (speed), skiing (grass or dry slope).

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 skiing/snowboarding 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)

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