

SWIMMING

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

- 3.24 million adults (age 16 and over) have participated in swimming at least once a week. There has been a significant decrease (from 8.0% to 7.8%) of 29,500 swimming participants between 2005/6 and 2007/8.
- Male participation has decreased from 5.7% in Active People Survey 1 to 5.5% in Active People Survey 2. This represents a decrease of 19,000 male participants. There has been no statistically significant change in female participation.
- Participation in swimming has declined among those in the 35-44 age group, a decrease of 37,000 participants (10.3% to 9.8%).
- Participation among those from higher socio-economic groups (NS SEC 1-4) has decreased between 2005/6 and 2007/8, from 8.8% to 8.4%, a decrease of 3,500 participants.

Participation – once in the last four weeks

- 5.57 million adults have participated in swimming at least once in the last four weeks. This represents 13.4% of the adult population, and participation has significantly decreased from 13.8% (a decrease of 64,000 participants) 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	3,273,900	8.04%	3,244,400	7.83%	-29,500	TRUE
Male	1,127,400	5.71%	1,108,700	5.50%	-18,700	TRUE
Female	2,147,600	10.25%	2,136,500	10.05%		FALSE
Age 16-19	272,600	10.30%	257,600	9.55%		FALSE
Age 20-24	355,900	10.90%	352,500	10.19%		FALSE
Age 25-29	313,600	9.90%	329,300	9.81%		FALSE
Age 30-34	360,500	10.20%	321,900	9.72%		FALSE
Age 35-44	799,900	10.29%	762,700	9.79%	-37,200	TRUE
Age 45-64	891,600	7.27%	922,000	7.28%		FALSE
Age 65+	310,700	3.86%	310,600	3.81%		FALSE
White	3,098,800	8.34%	3,052,200	8.18%		FALSE
Non White	175,200	4.95%	197,100	4.76%		FALSE
Limiting Disability or Illness	313,800	4.88%	331,600	5.15%		FALSE
No Limiting Disability or Illness	2,960,100	8.63%	2,913,000	8.32%	-47,100	TRUE
NS SEC 1-4	1,871,500	8.82%	1,868,000	8.44%	-3,500	TRUE
NS SEC 5-8	1,032,400	6.73%	985,900	6.58%		FALSE
NS SEC 9	370,100	8.91%	390,500	9.01%		FALSE

Swimming and organised sport*

Club membership

186,000 adults are members of a club where they participate in swimming, this is **3.3%** of those who have participated in swimming in the last four weeks.

Tuition

206,000 adults have received tuition in swimming in the last 12 months, this is **3.7%** of those who have participated in swimming in the last four weeks.

Organised Competition

79,000 adults have taken part in organised competition in swimming in the last 12 months, **1.4%** of those who have participated in swimming in the last four weeks.

Latent demand for swimming**

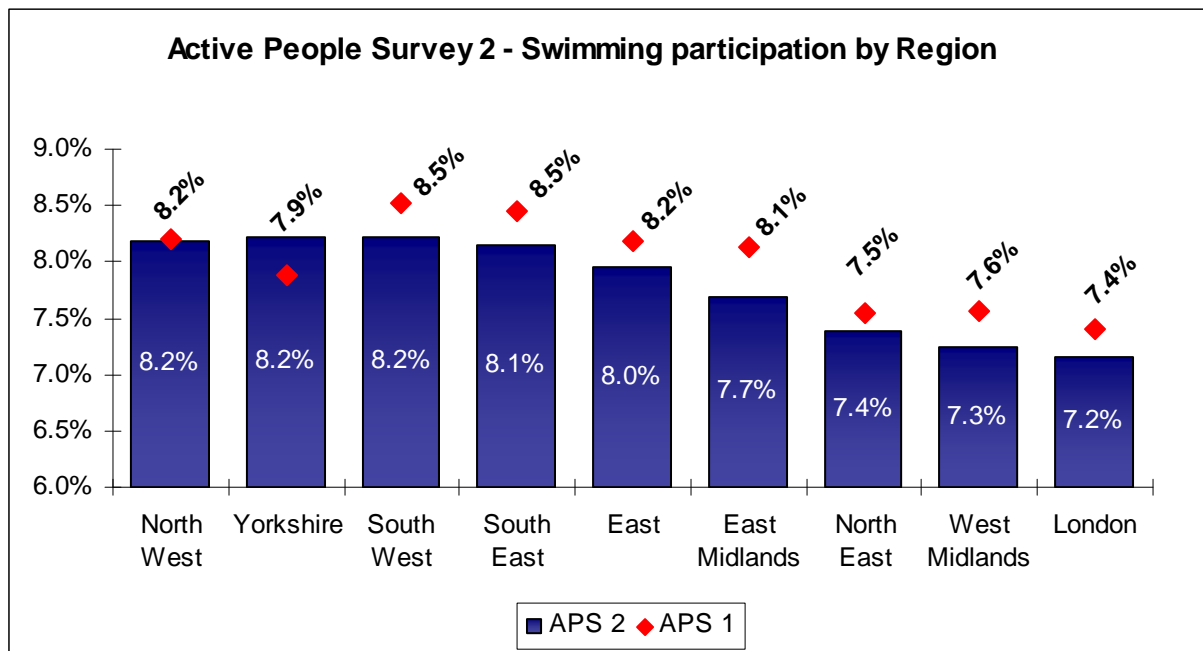
Swimming is the one sport that 5.4 million adults (13%) said they would like to participate in, or participate in more often. This represents 24.2% of all adults who would like to do more sport and active recreation (22.3 million adults, or 53.8% of adults would like to participate in sport, or participate in sport more often). Swimming is the one sport that 8.7% of males would like to do, or do more often, and the equivalent figure for females is 17.1%. Latent demand for swimming is the highest across all sports.

Swimming 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	%		
Overall	3,273,900	8.0%	3,244,400	7.8%	-29,500	TRUE
East	365,300	8.2%	364,700	8.0%		FALSE
East Midlands	283,200	8.1%	275,800	7.7%		FALSE
London	449,600	7.4%	436,700	7.2%		FALSE
North East	157,100	7.5%	155,200	7.4%		FALSE
North West	451,900	8.2%	455,200	8.2%		FALSE
South East	556,500	8.5%	547,500	8.1%		FALSE
South West	352,800	8.5%	350,200	8.2%		FALSE
West Midlands	325,100	7.6%	314,100	7.3%		FALSE
Yorkshire	321,700	7.9%	345,200	8.2%		FALSE



- Whilst participation in swimming has declined in England, there is no statistically significant change in any of the English regions.

Notes

Swimming includes: all swimming and diving (indoor and outdoor), water polo, deep water swimming, open water swimming, deep water diving.

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 swimming 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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