

BOWLS

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

- 357,000 adults (age 16 and over) have participated in bowls at least once a week (0.9%). There has been no significant change in participation between 2005/6 and 2007/8.
- Female participation in bowls has increased from 0.65% in Active People Survey 1 to 0.71% in Active People Survey 2. This represents an increase of 16,000 more female participants. Male participation in bowls has shown no statistically significant change during this period.
- Participation amongst adults with a limiting illness or disability has increased from 0.8% in 2005/06 to 1.0% in 2007/08. This represents 9,000 more participants.
- Bowls participation among people from lower socio-economic groups (NS SEC 5-8) has also increased between 2005/6 and 2007/8.

Participation – once in the last four weeks

- 443,000 adults have participated in bowls at least once in the last four weeks. This represents 1.1% of the adult population. Participation for at least once in the last four weeks has shown no significant change between Active People Survey 1 and Active People Survey 2.

Participation – once a week, 30 minutes, moderate intensity

Bowls is considered moderate intensity for people aged 65 and over

For people aged **65 and over**, bowls participation has increased from 2.9% in 2005/06 (233,400 people) to 3.4% in 2007/08 (277,900 people). This represents an increase of 44,500 participants aged 65 and over during this period.

Bowls participation – at least once a week for 30 minutes



Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
Overall	339,600	0.83%	357,300	0.86%		FALSE
Male	203,200	1.03%	205,000	1.02%		FALSE
Female	136,300	0.65%	152,300	0.72%	16,000	TRUE
Age 16-34	6,700	0.05%	7,200	0.06%		FALSE
Age 35-54	22,400	0.16%	19,100	0.13%		FALSE
Age 55+	308,000	2.21%	329,800	2.32%		FALSE
White	335,100	0.90%	361,000	0.97%	25,900	TRUE
Non White	4,500	0.13%		*		
Limiting Disability or Illness	52,300	0.81%	61,300	0.95%	9,000	TRUE
No Limiting Disability or Illness	287,300	0.84%	295,900	0.85%		FALSE
NS SEC 1-4	188,200	0.89%	207,500	0.94%		FALSE
NS SEC 5-8	121,300	0.79%	133,000	0.89%	11,700	TRUE
NS SEC 9	30,300	0.73%	16,900	0.39%	-13,400	TRUE

Bowls and organised sport*

Club membership

199,000 adults are members of a club where they participate in bowls, this is **44.9%** of those who have participated in bowls in the last four weeks.

Tuition

26,000 adults have received tuition in bowls in the last 12 months, this is **5.8%** of those who have participated in bowls in the last four weeks.

Organised Competition

245,000 adults have taken part in organised competition in bowls in the last 12 months, **55.2%** of those who have participated in bowls in the last four weeks.

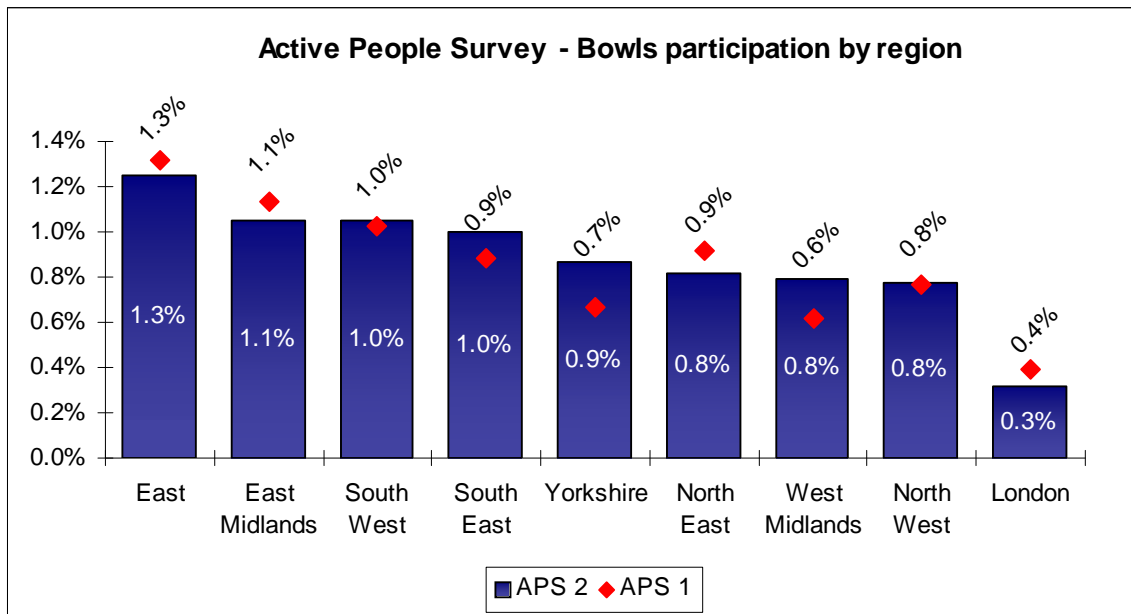
Latent demand for bowls**

Bowls is the one sport that 105,000 adults (0.3%) said they would like to participate in, or participate in more often. This represents 0.5% 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). Bowls is the one sport that 0.3% of males would like to do, or do more often, and the equivalent figure for females is 0.2%.

Bowls participation – once a week, 30 minutes, by region



Active People Survey (APS)	APS 1 (2005/06)		APS 2 (2007/08)		Change (Numbers)	Significant Difference
	Number	%	Number	%		
Overall	339,600	0.83%	357,300	0.86%		FALSE
East	58,900	1.32%	57,500	1.25%		FALSE
East Midlands	39,700	1.14%	37,700	1.05%		FALSE
London	23,800	0.39%	19,600	0.32%		FALSE
North East	19,100	0.91%	17,100	0.81%		FALSE
North West	42,500	0.77%	42,900	0.77%		FALSE
South East	58,000	0.88%	67,400	1.00%		FALSE
South West	42,600	1.03%	44,600	1.05%		FALSE
West Midlands	26,700	0.62%	34,400	0.79%	7,700	TRUE
Yorkshire	27,200	0.67%	36,600	0.87%		FALSE



- In the West Midlands, bowls participation has increased from 0.6% in Active People Survey 1 to 0.8% in Active People Survey 2. This represents 7,700 more adult participants between 2005/06 and 2007/08.

Notes

Bowls includes: Indoor bowls and outdoor bowls.

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 bowls 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

Sport England, 3rd Floor, Victoria House, Bloomsbury Square, London, WC1B 4SE

www.sportengland.org/research Tel: 0845 555555 email: research@sportengland.org