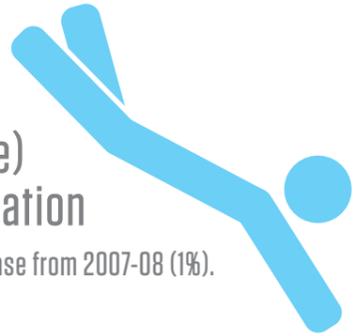


A quick look at... Adults

(everyone who completed the survey)

74% of adults (2.5 million people) **take part** in sport and recreation in any given week – a small increase from 2007-08 (1%).



Each year, almost

1,000,000 adults volunteer in sport and recreation

– an increase of almost 3% from 2007/08.

Each year, around **550,000** adults (17.0%) **take part** in one or more sport and recreation **events** – fun runs/walks are the most popular.



Most adults **65.6%**

are interested in either **trying** a new sport/activity or **doing more** of an existing one.



A quick look at... Participants

(adults who took part in sport and recreation)



Who

Men and younger adults (16 to 24 years old) participate the most.



Women, older adults (50 years and over) and Asian peoples (compared with all adults) continue to participate less.

What

The most popular activities are recreational by nature –



The most popular sports are –



Where

Almost all participants **91.3%** took part in sport and recreation at one or more **man-made facilities**. The most popular being a path, cycleway or walkway in a town or city (53.1%).



Membership of any club or centre (over 4 weeks) has remained stable (around 1/3 of participants) since 2007/08; however sports club membership decreased by 2 percentage points, while in contrast **gym membership** increased by 3 percentage points.



How

Among participants, most **67.5%** take part on three or more days a week.

Just over **4 out of 10** (42.4%) participants received coaching or instruction.

The most common way (35.2%) people pay to participate is **pay-to-play** (ie, per visit, entry or hire).



Why

Almost all participants (and particularly women) say that **fitness and health** is a key reason for taking part in activities. A similar proportion of participants (and particularly men) say they take part for **enjoyment**.



90.7% **87.9%**



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A **lack of time** is by far the number one reason interested participants give as a reason for not doing more sport and recreation. **Cost** comes a distant second.