

Watersports and Leisure Participation Survey 2006

BMF, MCA, RNLI and RYA, sponsored by Sunsail



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Foreword

By Peter Dymond, Chief Coastguard, Maritime & Coastguard Agency

The consortium-based approach to conducting research in watersports and water-based leisure participation is now into its 5th year and continues to be an invaluable piece of research information for the recreational maritime sector. The Report for 2005 now accounts for a fifth of all downloads from the National Water Safety Forum website.

In 2006, we have, for the first time, included trend lines for gender and age participation and on top of that we have added seasonal data to provide an indication of numbers participating throughout the various seasons.

The ability to capture information over an extended period of time is now providing us with more robust statistics, analysis of which supports the assertion that the recreational maritime market has a significantly large customer base

Further analysis of this research will, when compared against reliable water-related accident data, also provide valuable evidence to help support inter-agency safety promotion work.

This is particularly important as coastal zone access improves, more people begin to recognise the health benefits of active pastimes, and the preparation for the 2012 Olympic Games captures the interest of the public and encourages people to get involved in watersports.

Hopefully this research and subsequent analysis will assist us to ensure that however many people take part in waterborne activities, we can all help to make sure they do so more safely.

I hope that you find this Report both interesting and informative.

Executive Summary

Key findings from Watersports and Leisure Participation Report 2006

This is the fifth year that we have undertaken this type of research and we are starting to establish a firm foundation for assessing trends in participation.

The watersport participation for the original 12 activities stands at **up to 3.7 million adults**, compared to 3.5 million in 2005¹. This figure is still slightly below the 2004 figure of 4 million adults. Some activities have seen changes in their participation rates that are considered significant, e.g. Using personal watercraft has fallen by 0.21% and canal boating has risen by 0.25% from last years figures.

The above headline figures are based on our best estimate for the participation rate for "Any boating activity"² is 7.25% (± 0.0385 percentage points). When we apply this participation rate to the UK adult population of 48,184,000, we get to a UK base participant number of 3,494,000 (rounded to the nearest thousand). Any estimate based on a sample of the population (in this case 12,000 respondents) is only accurate within defined statistical confidence intervals. This means we are 90% certain that the true number of people participating in "Any boating activity" lies between 3,309,000 and 3,680,000 participants i.e. up to 3.7 million.

The headline figures when taking all 21 surveyed activities into account³ is up to 13.8 million people, up from 12.9 million (or a 1.74 percentage point increase) in 2005. Our best estimate for the participation rate for "Any activity" is 28.03% of adults in the UK. Applied to the **UK** adult population, quoted above, this gives us a participant number of 13,506,000 for "Any activity" (rounded to the nearest thousand). As above, this number has to be viewed within defined confidence intervals. We are 90% certain that, for "Any Activity", the true number of participants ranges between 13,185,000 and 13,827,000 people.

11 of the 21 activities are becoming more popular, even though some of these show only very small increases, which may not be significant. Significant rises have been recorded for:

- Angling from the shore (+0.34%),
- Canal boating (0.25%),
- Outdoor swimming (1.75%), and
- Spending general leisure time at the beach (0.99%).

Canoeing, Motor Boating/Cruising, Yacht cruising, small sailboat racing, Yacht racing, Surfboarding and Angling from a Boat on the other hand have seen rises, which are not statistically significant.

When analysing how the participation rates for the individual activities developed over the past 5 years by introducing a regression trend line, the participation rate for any boating activity

¹ When comparing actual numbers of participants over all five years it needs to be borne in mind that prior to 2005 the survey did not include Northern Ireland.

² "Any Boating Activity" includes Small sail boat racing, Small sail boat activities, Yacht racing, Yacht cruising, Power boating, Motor boating/Cruising, Using Personal Watercraft, Rowing, Canoeing, Canal boating, Water skiing and Windsurfing)

³ "Any Activity" includes all of the boating activities above plus Surfboarding, Angling from the shore, Angling from a boat, Outdoor Swimming, Leisure Sub Aqua diving, Cliff Climbing, Coastal Walking, Spending General Leisure time at the beach and Kitesurfing)

shows a small but steady decline. When looking at the activities singularly then only motor boating/cruising and canal boating show a trend of an increase in participation rates.

As in previous editions, when considering participation rates by socio-demographics, it is apparent that for most activities men participate more than women. Female participation rates are more stable than those for men over the past 5 years. Canal boating shows different directions in participation trends for males and females, with females showing an increase and men a decrease.

Younger age groups exhibit higher participation rates than older ones for any boating activity. However, when taking all activities into account the 35-54 age group shows the highest participation rate. When looking at participation over the years by age groups there is a declining trend for any boating activity for the 16-34 age group, whereas the 35-54 age group shows a small increase.

The socio-economic group AB records higher participation rates than the other socio-economic groups. However, in absolute numbers there are more people from the group C1 participating in many of the activities given there are a lot more people in this group than in others.

People living in a student/workers house share have the highest participation rate for any activity, 34% of respondents from this group having participated in at least one of the surveyed activities in the past year, closely followed by families, 33.8% of respondents from this life stage group having participated in any activity. However, due to the larger number of people in the family category, families account for the majority of participants in absolute numbers for almost all activities.

More participation is taking place in the UK than abroad. This is especially true for Canal boating, where over 95% of respondents are only participating in the UK. The number of times people are participating in the activities is also higher in the UK than abroad. This is maybe not surprising as most people will be in the UK for most of the year and will only be abroad when on holidays. Using personal watercraft and Leisure sub-aqua diving have the highest proportion of respondents saying that they never participate in the UK.

Not surprisingly, the majority of actual participating occurrences (events) are taking place in the summer when over 50% of events for the majority of events are happening. Rowing, angling from the shore and coastal walking record around 40% of their total events in the summer, with the other seasons still attracting a considerable proportion of events.

81% of the total events recorded in the UK for any activity are taking place at the coast in 2006. Taking an average over the past 3 years this proportion stands at 85%. 46% of the total events for any boating are taking place at the coast in 2006.

Club membership for the surveyed activities is generally low. Four of the core sports and eight of all activities have less than 5% participants covered by club membership. Only Small sail boat racing, Yacht racing, Yacht cruising and Leisure sub-aqua diving record club membership proportions of approximately 30%.

With a headline figure of up to 13.8 million people, just over a quarter of the UK adult population, taking part in activities in and around our coasts and inland waterways there is clearly a large potential market for boating and watersports enthusiasts. The detail given in the following report, allows a fuller insight into patterns of participation by UK citizens.

1. Introduction

The purpose of the Watersports and Leisure Participation Survey 2006 is to provide robust estimates of the level of participation in a range of watersports and water based leisure activities across the United Kingdom. Surveys in 2002, 2003 and 2004 jointly commissioned by the BMF (British Marine Federation), RYA (Royal Yachting Association) and Sunsail covered a list of 12 watersports. In 2004 the MCA (Maritime and Coastguard Agency) also conducted independent research into participation in 20 leisure based watersport and coastal activities. Since 2005 the BMF, MCA, RNLI, RYA, and Sunsail have carried out research as one consortium and extended the list of activities covered to 21 to meet the needs of everyone.

With the 2006 results we are able to give an insight into annual trends by activity over 5 years (from 2002) for the original 12 BMF, RYA and Sunsail activities, and annual trends over the past 3 years for the additional 9 activities first surveyed in the MCA omnibus survey in 2004.

The data on which the analysis has been based comes from a nationally representative sample of around 12,000 respondents across the United Kingdom (England, Scotland, Wales and Northern Ireland). The surveys prior to 2005 only covered Great Britain (England, Scotland and Wales), as there was no omnibus survey facility in place covering Northern Ireland. The weighted sample delivers information from a representative cross section of the UK population in terms of age, gender, socio-economic grouping and origin.

The Questions

Each respondent was asked if they had taken part in each of the 21 leisure based watersport or coastal activities over the 12 months preceding September 2006. As far as possible the descriptions of each activity were provided in layman's terms to allow all respondents, whatever their level of expertise, to give accurate replies. Additional explanation was provided when requested by the respondent (see Appendix 1 for definitions).

For those activities which respondents had taken part in within the last 12 months, they were asked how often they had participated. The question was split into two parts covering participation in the UK (this was asked of all 21 activities) and participation abroad (asked of the original 12 activities).

As in 2005, we ensured that the extension of the activities list did not have an effect on the participation rates of the original 12 activities and therefore affect comparability. This was achieved by ensuring that the 12 original activities were always asked before any of the 9 added activities. These 3 questions form the scope of the original BMF, RYA and Sunsail questionnaire (Appendix 1).

The Data

A brief overview of how to interpret the tables is given with Table 2. Each section of the report is supported by written commentary explaining any assumptions made and to assist interpretation of the data. All figures throughout for 2005 and 2006 include participants in Northern Ireland.

When assessing the contents of this report it must be remembered that only a small number of people from the surveyed sample take part in some of the measured activities. Small base sizes for these activities mean that small fluctuations may have a sizeable effect on the weighted data that is reported. Activities where the base sizes are very small where results are indicative only have been marked with a "*".

2. Participation in Surveyed Leisure Activities 2006

Table 1 details the participation in the surveyed activities in 2006. The table covers participation in the UK and abroad, i.e. if a respondent said that he participated in an activity in the past 12 months he is regarded as a participant.

Table 1 Watersports and Leisure Participation 2006

	Participation rate 2006					Number of participants 2006		
	% for 2006	Min		Max		Number of participants for 2006	Min 90% Number of participants	Max 90% Number of participants
		95%	90%	90%	95%			
Any Activity	28.03%	27.23%	27.36%	28.70%	28.83%	13,505,943	13,185,000	13,827,000
Any boating activity	7.25%	6.79%	6.87%	7.64%	7.71%	3,494,069	3,309,000	3,680,000
Canoeing	2.21%	1.95%	1.99%	2.43%	2.47%	1,065,665	960,000	1,171,000
Water skiing	0.67%	0.53%	0.55%	0.80%	0.82%	324,597	266,000	383,000
Small sail boat activities	1.09%	0.91%	0.94%	1.25%	1.28%	527,245	453,000	602,000
Rowing	0.92%	0.75%	0.78%	1.06%	1.09%	442,770	375,000	511,000
Windsurfing	0.54%	0.41%	0.43%	0.65%	0.67%	262,093	209,000	315,000
Using personal watercraft	0.57%	0.44%	0.46%	0.68%	0.71%	275,836	222,000	330,000
Motor boating/Cruising	1.19%	1.00%	1.03%	1.35%	1.38%	573,035	495,000	651,000
Yacht cruising	0.68%	0.53%	0.56%	0.80%	0.82%	327,140	268,000	386,000
Power boating	0.74%	0.59%	0.62%	0.87%	0.90%	358,590	297,000	420,000
Small sail boat racing	0.39%	0.28%	0.30%	0.48%	0.50%	188,174	144,000	233,000
Canal boating	0.80%	0.64%	0.67%	0.93%	0.96%	384,282	321,000	448,000
Yacht racing	0.23%	0.15%	0.16%	0.30%	0.32%	111,347	77,000	146,000
Surfboarding	1.32%	1.12%	1.16%	1.49%	1.53%	638,371	557,000	720,000
Kitesurfing	0.09%	0.04%	0.05%	0.13%	0.14%	43,494	22,000	65,000
Angling (from a boat)	1.12%	0.93%	0.96%	1.28%	1.31%	539,477	464,000	615,000
Angling (from the shore)	2.27%	2.01%	2.05%	2.49%	2.53%	1,094,016	987,000	1,201,000
Cliff climbing	0.91%	0.74%	0.76%	1.05%	1.07%	436,164	368,000	504,000
Coastal walking	12.21%	11.63%	11.72%	12.70%	12.79%	5,883,348	5,649,000	6,118,000
Outdoor swimming	12.35%	11.76%	11.86%	12.84%	12.93%	5,950,075	5,715,000	6,185,000
Leisure sub-aqua diving (from the shore and boat)	0.79%	0.63%	0.66%	0.92%	0.95%	380,546	317,000	444,000
Spending general leisure time at the beach	12.49%	11.90%	11.99%	12.98%	13.07%	6,015,909	5,779,000	6,252,000
Base	12,203					48,184,000	48,184,000	48,184,000

Source: Watersports and Leisure Omnibus Survey 2006

The first column of Table 1 titled ‘% for 2006’ is our best estimate of participation rates for each activity in 2006. The figure of 28.03% is our best estimate for participation in ‘any’ of the 21 activities asked about. We also show the best estimate of actual participation in any of the original 12 watersports as measured by the survey. This participation rate is 7.25% (labelled “Any boating activity”). However, it should be borne in mind that any estimate based on a sample of the population is only accurate within the statistical confidence interval outlined above.

The next four columns give an indication of our lower and upper estimates of participation within different levels of confidence. For example, we are 90% confident, that the participation rate for Yacht racing lies between 0.16% and 0.30% of the UK adult population.

In the next column we convert our best estimate participation rate for 2006 into an estimate of likely numbers of participants in each activity. These are based on a total population 16+ of 48,184,000 in the UK. In the next 2 columns we show the participant numbers at the 90% confidence interval. E.g. we are 90% confident that the number of participants in coastal walking lies between 5,649,000 and 6,118,000 people. The population numbers prior to 2005 did not include Northern Ireland and this should be borne in mind when making comparisons with earlier numbers.

Table 2 compares the participation rates as established in the 2006 survey with last year's participation rates.

The 2006 data shows a rise in participation rates compared with 2005. 12 activities registered a rise in participation rates, although not all these rises are significant, hence only significant changes are highlighted in bold below.

In interpreting the figures it is important to consider whether they reflect a real change in participation or a random fluctuation in the data. For example in 2005 we estimated canoeing participation at 2.09%, in 2006 we have estimated it at 2.21%. This is an increase of 0.13 percentage points. However, this is a relatively small increase and it is only significant at a confidence level of 50.1%, i.e. it is just as likely that this is a random variation as it is that it reflects a real change. We would therefore interpret this data as saying there is no change in the number of canoeists. As the level of change increases, the likelihood that it is caused by random variation declines and it is increasingly likely to reflect a real change. The figures in the column 'Significance Measure' indicate whether the observed changes are more likely to be real changes as opposed to sample error. The figures are highlighted in red and bold if the significance measure of the change is bigger than 90%, which indicates that only 1 in 10 times is the data likely to be just a random fluctuation. Hence, only a third of the changes (7 activities) are considered to be large enough to indicate reliable changes in participation.

Table 2 Difference in participation rates 2006-2005

	Participati on rate 2006	Participati on rate 2005	Change (percentage points)	Significance
Any Activity	28.03%	26.29%	1.74%	99.8%
Any boating activity	7.25%	6.85%	0.41%	78.4%
Canoeing	2.21%	2.09%	0.13%	50.1%
Water skiing	0.67%	0.77%	-0.10%	63.3%
Small sail boat activities	1.09%	1.12%	-0.03%	17.3%
Rowing	0.92%	0.99%	-0.07%	40.7%
Windsurfing	0.54%	0.58%	-0.03%	25.8%
Using personal watercraft	0.57%	0.78%	-0.21%	95.4%
Motor boating/Cruising	1.19%	1.19%	0.00%	2.3%
Yacht cruising	0.68%	0.66%	0.02%	16.5%
Power boating	0.74%	0.76%	-0.01%	8.3%
Small sail boat racing	0.39%	0.30%	0.09%	76.2%
Canal boating	0.80%	0.54%	0.25%	98.4%
Yacht racing	0.23%	0.17%	0.06%	72.5%
Surfboarding	1.32%	1.26%	0.07%	37.0%
Kitesurfing	0.09%	0.22%	-0.13%	99.0%
Angling (from a boat)	1.12%	0.97%	0.15%	74.8%
Angling (from the shore)	2.27%	1.93%	0.34%	93.9%
Cliff climbing	0.91%	0.94%	-0.03%	21.6%
Coastal walking	12.21%	12.15%	0.06%	11.3%
Outdoor swimming	12.35%	10.59%	1.75%	100.0%
Leisure sub-aqua diving (from the shore and boat)	0.79%	1.17%	-0.38%	99.7%
Spending general leisure time at the beach	12.49%	11.50%	0.99%	98.3%
Base	12,203	12,191		

Table 3 shows the participation rate in activities of particular interest to the RYA, which have been combined into one variable. These are the original 12 activities bar rowing, water skiing and canoeing. The rise in 2006 compared to 2005 is not statistically significant.

Table 3 Participation in RYA interests 2006

	2005	2006	% Change
Participation Rate (min and max 90%)	4.88% (4.56-5.20)	4.92% (4.60-5.24)	0.04%
Number of participants	2,184,000-2,490,000	2,215,000-2,525,000	0.14%
Base	12,191	12,203	≅0
Total Population	47,858,000	48,184,000	≅0

Emerging trends

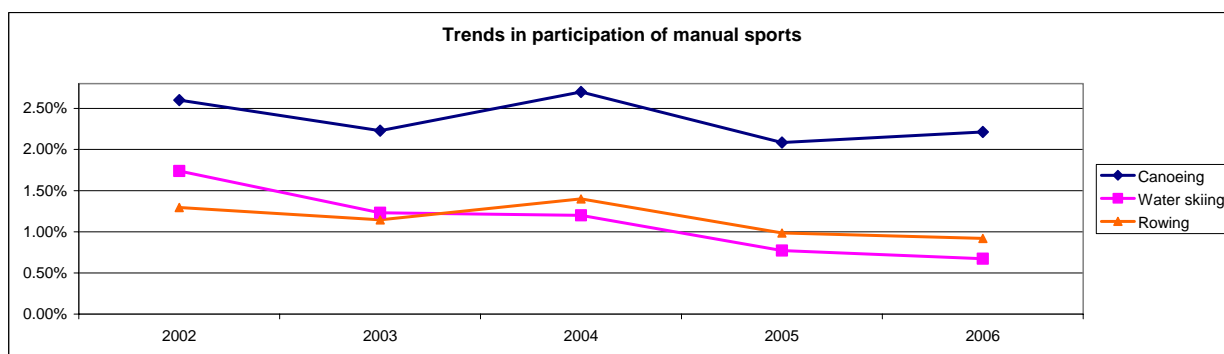
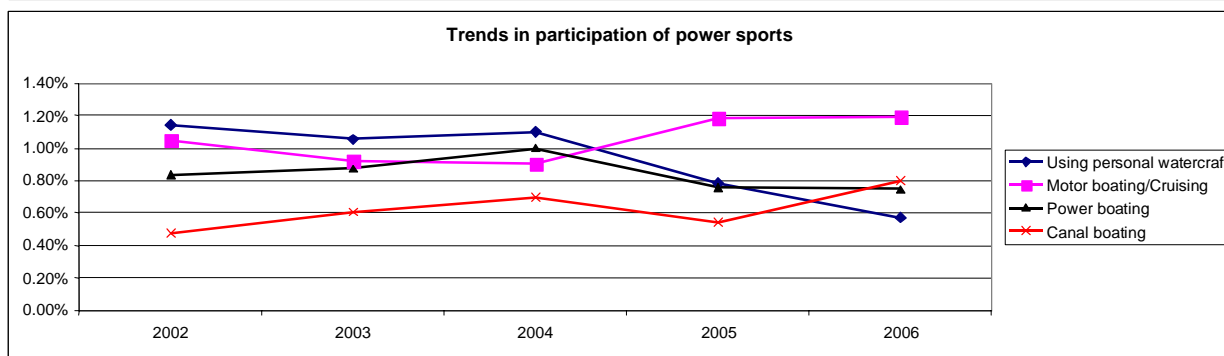
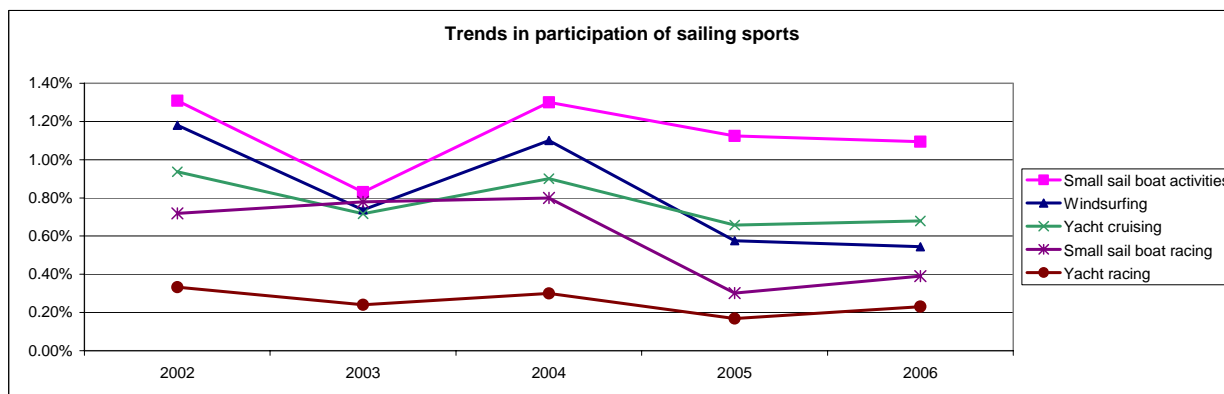
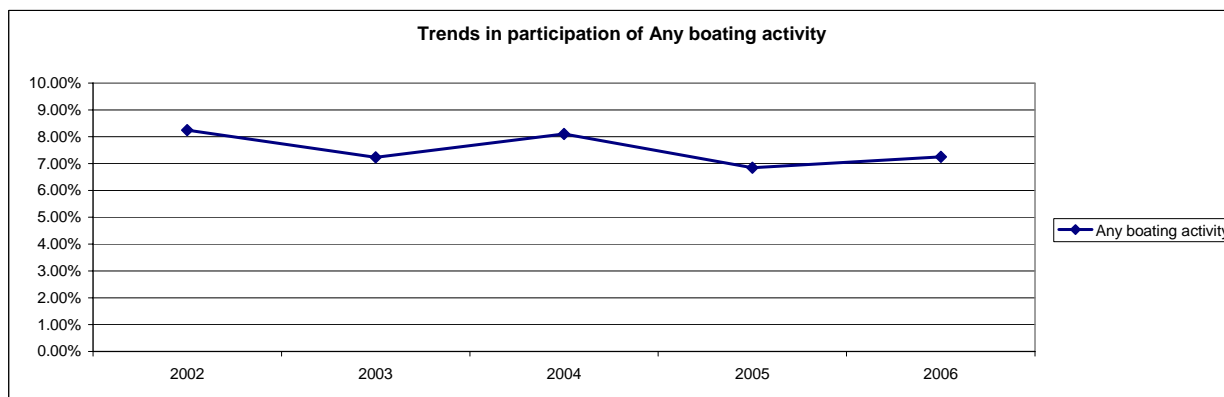
The following charts give insight into the participation trends for grouped activities from 2002 to 2006 and for "any boating activity" as a whole, covering the original 12 BMF, RYA and Sunsail activities. For the activities that were added in 2004 we can now provide trends over the past 3 years. The activities are grouped together into sailing sports (small sail boat racing, other small sail boat activities, yacht racing, yacht cruising and windsurfing), power sports (power boating, general motor boating, canal boating and using personal watercraft) and manual sports (canoeing, rowing and water-skiing).

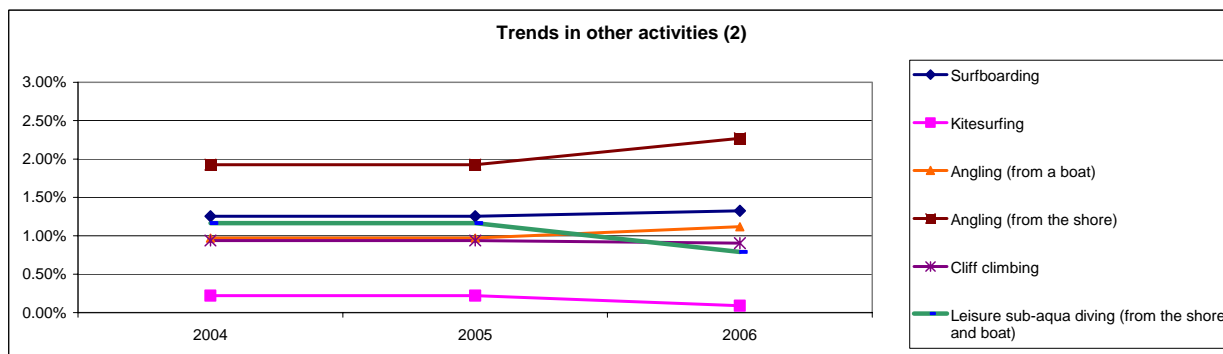
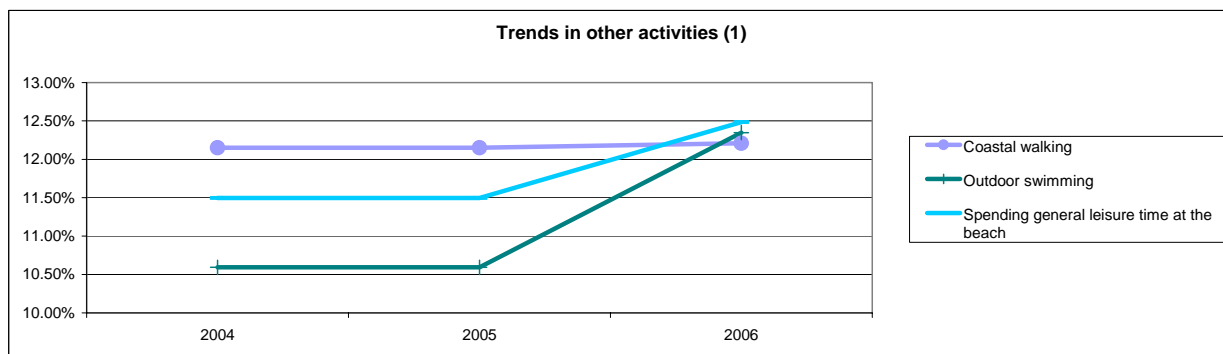
Of the original 12 activities, 5 activities have seen a rise in participation levels in 2006, even though this rise is sometimes very small and may not be significant. The only significant changes are a decline in using personal watercraft (-0.21%) and an increase in canal boating (+0.25%). The other 7 original activities have seen mostly minor declines in participation rates.

Of the other activities, spending general leisure time at the beach, outdoor swimming, angling from the shore and boat, surfboarding and coastal walking, have seen rises in participation levels in 2006, all but coastal walking, surfboarding and angling from a boat can be demonstrated as significant.

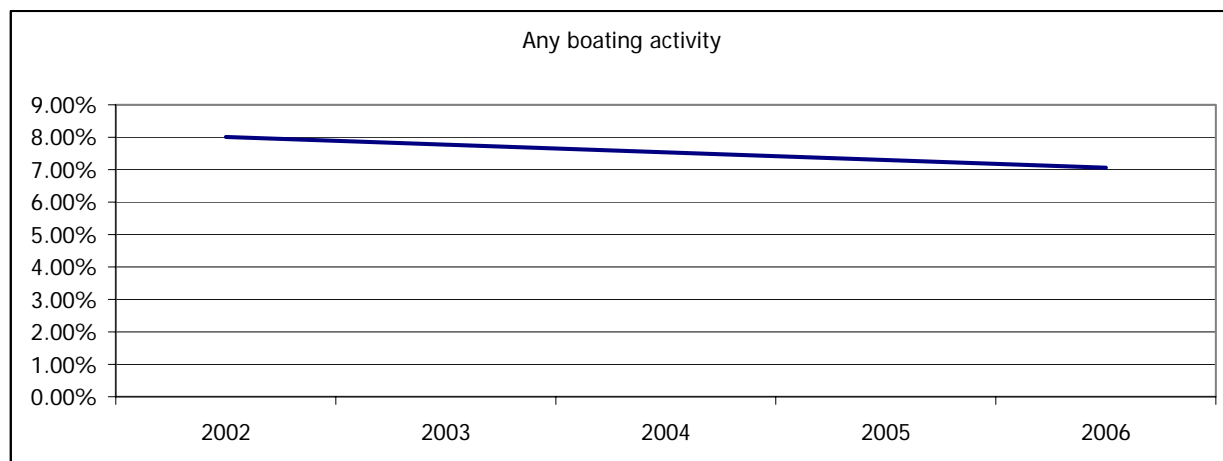
It is encouraging to note that now we have 5 years of data we can be increasingly confident about the general levels of participation in each activity and can perceive some trends within the data. For example, there appears to be a gradual decline in windsurfing, using personal watercraft and water skiing since 2002. Motor boating/cruising and canal boating on the other hand have seen a gradual increase. Outdoor swimming and spending general leisure time at the beach both have seen an increase compared to previous years, and the increase in these activities seems to be closely related to each other. The additional sample (i.e. approx 12,000 vs 6,000) seems to have added greater stability to the data year on year.

Figure 1 Trends in Watersports and Leisure Participation 2002 to 2006





The following chart shows the linear regression trend line for any boating. We have not provided these for any activity, as we only have 3 years data for it. Motor boating/cruising and canal boating are the only activities which show an upwards trend line. The trend line for small sail boat activities shows a stable participation over the past five years.



3. Participation by Socio-Demographic Groups

The following tables show activity participation by age groups, gender and Socio-Economic Group (SEG) as well as lifestage and working status. For each of these groups there are two tables. One showing the participation rates as a percentage and one that converts these percentages into actual participant numbers based on the overall **UK** adult population (those aged 16+), i.e. Great Britain and Northern Ireland.

Participation By Gender

The table below shows that overall activity rates for men and women are quite similar (30% for men and 27% for women). However, males are more likely to participate in nearly all the surveyed activities than women. With respect specifically to the original 12 activities the difference between male and female participation essentially means that for every 3 men participating there are only 2 women. Only the participation rate for canal boating, and spending general leisure time at the beach is significantly higher for women than for men (\times 1.45 and 1.19 respectively).

The gap between male and female participation is largest in specialist sports. We have highlighted the male participation rate for an activity in blue and bold, if it is more than twice the female participation rate.

Table 4 Participation by Gender

	Male	Female	Total UK
Any Activity	29.58%	26.57%	28.03%
Any boating activity	8.89%	5.71%	7.25%
Canoeing	3.01%	1.46%	2.21%
Water skiing	0.98%	0.39%	0.7%
Small sail boat activities	1.22%	0.98%	1.1%
Rowing	1.22%	0.63%	0.9%
Windsurfing	0.74%	0.36%	0.5%
Using personal watercraft	0.71%	0.44%	0.6%
Motor boating/Cruising	1.56%	0.84%	1.2%
Yacht cruising	0.66%	0.70%	0.7%
Power boating	1.01%	0.49%	0.7%
Small sail boat racing	0.45%	0.33%	0.4%
Canal boating	0.65%	0.94%	0.8%
Yacht racing	0.26%	0.20%	0.2%
Surfboarding	1.73%	0.94%	1.3%
Kitesurfing	0.11%	0.07%	0.1%
Angling (from a boat)	1.98%	0.31%	1.1%
Angling (from the shore)	4.05%	0.60%	2.3%
Cliff climbing	1.12%	0.70%	0.9%
Coastal walking	12.15%	12.27%	12.2%
Outdoor swimming	12.71%	12.00%	12.3%
Leisure sub-aqua diving (from the shore and boat)	0.92%	0.66%	0.8%
Spending general leisure time at the beach	11.35%	13.55%	12.5%
None	70.42%	73.43%	72.0%
Base	5,515	6,688	12,203

Table 5 Participation by Gender – Participant Numbers

	Male	Female	Total UK
Any Activity	6,912,964	6,593,024	13,505,988
Any boating activity	2,078,363	1,415,718	3,494,081
Canoeing	702,267	363,401	1,065,668
Water skiing	228,288	96,310	324,598
Small sail boat activities	285,284	241,964	527,247
Rowing	285,955	156,816	442,772
Windsurfing	173,479	88,616	262,094
Using personal watercraft	166,265	109,572	275,837
Motor boating/Cruising	365,567	207,470	573,037
Yacht cruising	154,180	172,960	327,141
Power boating	236,387	122,204	358,591
Small sail boat racing	105,724	82,451	188,174
Canal boating	151,934	232,349	384,283
Yacht racing	61,636	49,711	111,348
Surfboarding	405,440	232,932	638,373
Kitesurfing	26,220	17,274	43,494
Angling (from a boat)	463,366	76,113	539,479
Angling (from the shore)	945,400	148,619	1,094,020
Cliff climbing	262,642	173,524	436,165
Coastal walking	2,839,711	3,043,657	5,883,368
Outdoor swimming	2,971,375	2,978,720	5,950,095
Leisure sub-aqua diving (from the shore and boat)	215,620	164,927	380,547
Spending general leisure time at the beach	2,652,918	3,363,011	6,015,929
None	16,456,354	18,221,819	34,678,173
Base	5,515	6,688	12,203

We also looked at male and female participation rates for the past 5 years, to see if there are any differences in the trends by gender. In general female participation rates show less variation over the years. For most activities female and male participation show the same trend, i.e. they either both go up or both go down. The exception is canal boating, where female participation shows an upward trend and male participation shows a downward trend.

Table 6 Participation trends by gender

	Male					Female				
	2002	2003	2004	2005	2006	2002	2003	2004	2005	2006
Any boating activity	11.0%	10.1%	11.1%	8.6%	8.9%	5.6%	4.5%	5.3%	5.2%	5.7%
Canoeing	3.6%	3.1%	3.6%	2.9%	3.0%	1.6%	1.4%	1.7%	1.4%	1.5%
Water skiing	2.3%	1.8%	1.8%	1.0%	1.0%	1.2%	0.7%	0.6%	0.5%	0.4%
Small sail boat activities	1.7%	0.9%	1.5%	1.4%	1.2%	0.9%	0.7%	1.1%	0.8%	1.0%
Rowing	1.8%	1.6%	2.0%	1.2%	1.2%	0.8%	0.8%	0.8%	0.8%	0.6%
Windsurfing	1.6%	1.1%	1.7%	0.8%	0.7%	0.8%	0.4%	0.5%	0.4%	0.4%
Using personal watercraft	1.9%	1.8%	1.9%	1.1%	0.7%	0.5%	0.3%	0.3%	0.4%	0.4%
Motor boating/Cruising	1.3%	1.3%	1.3%	1.4%	1.6%	0.8%	0.6%	0.5%	1.0%	0.8%
Yacht cruising	1.3%	1.0%	1.2%	0.9%	0.7%	0.6%	0.5%	0.6%	0.4%	0.7%
Power boating	1.1%	1.2%	1.5%	1.0%	1.0%	0.6%	0.6%	0.5%	0.5%	0.5%
Small sail boat racing	0.9%	1.2%	1.2%	0.4%	0.5%	0.6%	0.4%	0.4%	0.2%	0.3%
Canal boating	0.5%	0.7%	0.8%	0.5%	0.7%	0.4%	0.5%	0.6%	0.6%	0.9%
Yacht racing	0.5%	0.4%	0.4%	0.2%	0.3%	0.2%	0.1%	0.2%	0.1%	0.2%
Surfboarding	n/a	n/a	1.8%	1.7%	1.7%	n/a	n/a	0.7%	0.9%	0.9%
Kitesurfing	n/a	n/a	0.3%	0.4%	0.1%	n/a	n/a	0.1%	0.1%	0.1%
Angling (from a boat)	n/a	n/a	2.4%	1.7%	2.0%	n/a	n/a	0.3%	0.3%	0.3%
Angling (from the shore)	n/a	n/a	4.5%	3.5%	4.0%	n/a	n/a	0.5%	0.5%	0.6%
Cliff climbing	n/a	n/a	1.4%	1.3%	1.1%	n/a	n/a	0.8%	0.6%	0.7%
Coastal walking	n/a	n/a	10.9%	12.3%	12.2%	n/a	n/a	10.1%	12.0%	12.3%
Outdoor swimming	n/a	n/a	12.9%	10.9%	12.7%	n/a	n/a	11.6%	10.3%	12.0%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.3%	1.7%	0.9%	n/a	n/a	0.8%	0.7%	0.7%
Spending general leisure time at the beach	n/a	n/a	10.5%	10.6%	11.4%	n/a	n/a	9.9%	12.3%	13.6%

Overall participation rates for females have stayed very stable, whereas males show a steady decline.

Participation By Age

Since 2005 there has been an increase in activity across all age groups. However, the 35-54 age group show the greatest growth and now more people in this age group are active across all activities than in the younger age group. However, this change is largely driven by the more leisurely pastimes like coastal walking, beach leisure and angling. While the gap has narrowed the under 35's are still more active in most boating sports, especially watersports such as canoeing, windsurfing and rowing.

We have highlighted activities in blue and bold where the participation rate is higher in the 35-54 age group than in the 16-34 age group. The participation rate for Leisure sub-aqua diving is higher for the 35-54 age group than in the younger age group. The overall pattern seems to suggest that cost and level of activity have an influence on the level of interest in particular activities in the 35-54 age group.

Table 7 Participation by age groups

	Age groups			Total UK
	16-34	35-54	55+	
Any Activity	32.73%	33.57%	18.81%	28.03%
Any boating activity	10.59%	8.82%	2.97%	7.25%
Canoeing	3.79%	2.67%	0.46%	2.21%
Water skiing	1.29%	0.72%	0.11%	0.67%
Small sail boat activities	1.51%	1.58%	0.28%	1.09%
Rowing	1.61%	0.98%	0.29%	0.92%
Windsurfing	1.13%	0.55%	0.05%	0.54%
Using personal watercraft	1.15%	0.64%	0.03%	0.57%
Motor boating/Cruising	1.65%	1.11%	0.88%	1.19%
Yacht cruising	0.68%	0.79%	0.57%	0.68%
Power boating	0.87%	1.07%	0.33%	0.74%
Small sail boat racing	0.53%	0.50%	0.17%	0.39%
Canal boating	0.82%	0.95%	0.63%	0.80%
Yacht racing	0.27%	0.32%	0.12%	0.23%
Surfboarding	2.96%	1.21%	0.07%	1.32%
Kitesurfing	0.21%	0.08%	0.00%	0.09%
Angling (from a boat)	1.25%	1.62%	0.53%	1.12%
Angling (from the shore)	2.16%	3.28%	1.40%	2.27%
Cliff climbing	1.80%	0.81%	0.25%	0.91%
Coastal walking	10.97%	15.75%	9.87%	12.21%
Outdoor swimming	16.76%	15.24%	5.91%	12.35%
Leisure sub-aqua diving (from the shore and boat)	0.92%	1.26%	0.24%	0.79%
Spending general leisure time at the beach	14.64%	15.55%	7.76%	12.49%
None	67.27%	66.43%	81.19%	71.97%
Base	3,347	3,928	4,928	12,203

The larger number of people in the older age groups reduces the absolute differences, for example the number of people participating in "Outdoor Swimming" is higher in the 35-54 age group despite the fact that 16-34 year olds have a higher participation rate in percent.

Table 8 Participation by age groups – Participant numbers

	Age groups			Total UK
	16-34	35-54	55+	
Any Activity	4,720,362	5,535,621	3,250,005	13,505,988
Any boating activity	1,526,930	1,453,492	513,658	3,494,081
Canoeing	546,378	440,672	78,618	1,065,668
Water skiing	186,565	118,447	19,586	324,598
Small sail boat activities	218,336	260,353	48,559	527,247
Rowing	231,946	161,219	49,606	442,772
Windsurfing	162,518	90,953	8,623	262,094
Using personal watercraft	165,455	105,157	5,225	275,837
Motor boating/Cruising	238,674	182,394	151,969	573,037
Yacht cruising	98,748	129,566	98,827	327,141
Power boating	125,890	175,775	56,926	358,591
Small sail boat racing	76,688	82,685	28,801	188,174
Canal boating	118,150	156,490	109,644	384,283
Yacht racing	38,536	52,590	20,221	111,348
Surfboarding	427,007	199,020	12,346	638,373
Kitesurfing	30,667	12,827	-	43,494
Angling (from a boat)	180,672	266,632	92,174	539,479
Angling (from the shore)	310,852	541,475	241,692	1,094,020
Cliff climbing	260,112	133,030	43,023	436,165
Coastal walking	1,582,045	2,596,830	1,704,493	5,883,368
Outdoor swimming	2,417,318	2,512,655	1,020,122	5,950,095
Leisure sub-aqua diving (from the shore and boat)	132,352	207,133	41,062	380,547
Spending general leisure time at the beach	2,110,953	2,564,556	1,340,420	6,015,929
None	9,701,542	10,952,567	14,024,064	34,678,173
Base	3,347	3,928	4,928	12,203

When looking at participation by age over the past 5 years, the 16-34 age group has seen a continual decline for any boating activity from 2002 to 2006, the 35 and 54 age group has seen ups and downs in participation but the general trend is a slight increase in participation, whereas the trend for the 55+ age groups shows little variation.

Table 9 Participation trends by age

	16-34					35-54					55+				
	2002	2003	2004	2005	2006	2002	2003	2004	2005	2006	2002	2003	2004	2005	2006
Any boating activity	15.0%	12.8%	12.9%	11.4%	10.6%	7.3%	7.2%	9.2%	7.0%	8.8%	2.8%	2.2%	2.8%	2.7%	3.0%
Canoeing	5.5%	4.7%	5.3%	4.3%	3.8%	2.2%	1.8%	2.7%	1.9%	2.7%	0.3%	0.4%	0.3%	0.4%	0.5%
Water skiing	3.6%	2.8%	2.3%	1.6%	1.3%	1.5%	1.1%	1.3%	0.8%	0.7%	0.2%	0.0%	0.2%	0.1%	0.1%
Small sail boat activities	1.6%	1.1%	2.3%	1.7%	1.5%	1.7%	0.8%	1.3%	1.0%	1.6%	0.6%	0.6%	0.4%	0.8%	0.3%
Rowing	2.5%	2.5%	2.8%	1.9%	1.6%	1.3%	0.8%	1.2%	1.0%	1.0%	0.2%	0.3%	0.4%	0.2%	0.3%
Windsurfing	2.1%	1.3%	1.9%	1.2%	1.1%	1.4%	0.9%	1.3%	0.6%	0.6%	0.1%	0.1%	0.1%	0.0%	0.0%
Using personal watercraft	2.7%	2.5%	1.8%	1.5%	1.1%	0.7%	0.8%	1.3%	0.8%	0.6%	0.1%	0.0%	0.2%	0.1%	0.0%
Motor boating/Cruising	1.6%	1.4%	1.3%	1.5%	1.7%	1.0%	1.0%	1.2%	1.6%	1.1%	0.6%	0.3%	0.2%	0.5%	0.9%
Yacht cruising	1.3%	1.0%	0.9%	0.6%	0.7%	0.8%	0.7%	1.0%	0.8%	0.8%	0.7%	0.5%	0.8%	0.5%	0.6%
Power boating	1.5%	1.7%	1.4%	1.2%	0.9%	0.7%	0.7%	1.6%	0.8%	1.1%	0.3%	0.3%	0.0%	0.3%	0.3%
Small sail boat racing	1.3%	1.3%	1.4%	0.6%	0.5%	0.7%	0.7%	0.8%	0.2%	0.5%	0.2%	0.4%	0.3%	0.1%	0.2%
Canal boating	0.3%	0.9%	0.5%	0.6%	0.8%	0.7%	0.6%	1.1%	0.5%	0.9%	0.4%	0.4%	0.5%	0.6%	0.6%
Yacht racing	0.6%	0.5%	0.4%	0.1%	0.3%	0.4%	0.0%	0.3%	0.3%	0.3%	0.0%	0.2%	0.1%	0.1%	0.1%
Surfboarding	n/a	n/a	2.4%	2.7%	3.0%	n/a	n/a	1.3%	1.2%	1.2%	n/a	n/a	0.1%	0.1%	0.1%
Kitesurfing	n/a	n/a	0.4%	0.5%	0.2%	n/a	n/a	0.2%	0.2%	0.1%	n/a	n/a	0.0%	0.0%	0.0%
Angling (from a boat)	n/a	n/a	1.5%	1.1%	1.3%	n/a	n/a	1.8%	1.4%	1.6%	n/a	n/a	0.7%	0.5%	0.5%
Angling (from the shore)	n/a	n/a	2.9%	2.2%	2.2%	n/a	n/a	3.3%	2.8%	3.3%	n/a	n/a	1.2%	0.7%	1.4%
Cliff climbing	n/a	n/a	2.0%	2.2%	1.8%	n/a	n/a	1.2%	0.8%	0.8%	n/a	n/a	0.2%	0.1%	0.2%
Coastal walking	n/a	n/a	8.3%	10.9%	11.0%	n/a	n/a	13.6%	15.4%	15.7%	n/a	n/a	9.2%	9.8%	9.9%
Outdoor swimming	n/a	n/a	15.8%	14.9%	16.8%	n/a	n/a	15.8%	12.6%	15.2%	n/a	n/a	5.2%	4.7%	5.9%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.6%	2.0%	0.9%	n/a	n/a	1.7%	1.3%	1.3%	n/a	n/a	0.4%	0.3%	0.2%
Spending general leisure time at the beach	n/a	n/a	10.6%	12.8%	14.6%	n/a	n/a	14.0%	14.4%	15.6%	n/a	n/a	5.8%	7.3%	7.8%

Some activities, like canal boating, show a steady increase in participation rate for all age group, whilst windsurfing, has a decrease in participation rates, showing similar trends for the different age groups. For other activities the trends by age group show a different pattern. For

example canoeing, yacht cruising and power boating show declining participation rates for 16-34 year olds but slight increases in participation rates for 35-54 year olds.

Participation By SEG

The socio-economic groups AB have generally a substantially higher participation rate than the other groups. The gap for all activities has also slightly widened since 2005 from 8.3% to 9.5% between the AB and C1 groups. Participation rates have been highlighted in blue and bold, where the participation rate in either the C1 or C2DE socio-economic groups is higher than for ABs.

Table 10 Participation by SEG

	SEG			
	AB	C1	C2DE	Total UK
Any Activity	41.22%	31.71%	21.01%	28.03%
Any boating activity	11.86%	9.23%	4.41%	7.25%
Canoeing	4.05%	2.60%	1.30%	2.21%
Water skiing	1.52%	0.83%	0.27%	0.67%
Small sail boat activities	2.12%	1.43%	0.52%	1.09%
Rowing	1.37%	1.31%	0.53%	0.92%
Windsurfing	0.85%	0.84%	0.26%	0.54%
Using personal watercraft	0.70%	0.79%	0.40%	0.57%
Motor boating/Cruising	2.23%	1.33%	0.72%	1.19%
Yacht cruising	1.28%	0.88%	0.34%	0.68%
Power boating	1.23%	0.93%	0.46%	0.74%
Small sail boat racing	0.73%	0.59%	0.15%	0.39%
Canal boating	1.08%	1.04%	0.56%	0.80%
Yacht racing	0.41%	0.41%	0.06%	0.23%
Surfboarding	2.28%	1.81%	0.70%	1.32%
Kitesurfing	0.05%	0.22%	0.03%	0.09%
Angling (from a boat)	1.48%	1.38%	0.84%	1.12%
Angling (from the shore)	2.49%	2.32%	2.16%	2.27%
Cliff climbing	1.19%	1.11%	0.68%	0.91%
Coastal walking	21.62%	13.34%	8.03%	12.21%
Outdoor swimming	19.92%	14.67%	8.20%	12.35%
Leisure sub-aqua diving (from the shore and boat)	1.33%	0.77%	0.60%	0.79%
Spending general leisure time at the beach	18.71%	13.78%	9.42%	12.49%
None	58.78%	68.29%	78.99%	71.97%
Base	2,175	3,129	6,899	12,203

The much greater number of people in the C1 socio-economic group compared to those in the AB group means that despite lower participation rate, they are often the largest population group in absolute numbers. For example, the percentage for yacht racing is 0.41% for both AB and C1 groups, however this equates to 38,626 and 56,510 people respectively revealing a higher number of participants in the C1 category. Absolute participation numbers have been highlighted in blue and bold where these higher in either the C1 or C2DE socio-economic groups than for ABs. For the following activities the highest participation category is C1.

- Rowing
- Windsurfing
- Using Personal Watercraft
- Yacht cruising and racing
- Power boating
- Small sail boat racing
- Canal boating
- Surfboarding

- Kitesurfing

Highest absolute participation numbers are from C2DE for:

- Angling from a boat or the shore
- Cliff climbing
- Outdoor swimming
- Leisure sub-aqua diving
- Spending general leisure time at beach

Of the 21 activities, only 4 - Canoeing, small sail boat activities, motorboating/cruising and coastal walking - have the highest absolute numbers in the AB category.

Table 11 Participation by SEG – Participant Numbers

	SEG			
	AB	C1	C2DE	Total UK
Any Activity	3,880,826	4,383,419	5,241,742	13,505,988
Any boating activity	1,116,870	1,275,862	1,101,349	3,494,081
Canoeing	381,724	359,437	324,508	1,065,668
Water skiing	143,089	114,867	66,643	324,598
Small sail boat activities	199,357	197,950	129,940	527,247
Rowing	128,838	181,140	132,794	442,772
Windsurfing	79,917	116,099	66,078	262,094
Using personal watercraft	66,242	109,199	100,396	275,837
Motor boating/Cruising	210,359	183,630	179,049	573,037
Yacht cruising	120,862	121,031	85,248	327,141
Power boating	115,767	129,100	113,724	358,591
Small sail boat racing	69,022	81,431	37,721	188,174
Canal boating	102,066	143,566	138,651	384,283
Yacht racing	38,626	56,510	16,212	111,348
Surfboarding	214,556	249,704	174,113	638,373
Kitesurfing	4,759	30,631	8,103	43,494
Angling (from a boat)	139,152	190,692	209,635	539,479
Angling (from the shore)	234,560	320,477	538,983	1,094,020
Cliff climbing	112,281	153,806	170,078	436,165
Coastal walking	2,035,310	1,844,031	2,004,026	5,883,368
Outdoor swimming	1,875,978	2,027,812	2,046,304	5,950,095
Leisure sub-aqua diving (from the shore and boat)	124,943	106,582	149,022	380,547
Spending general leisure time at the beach	1,761,206	1,904,899	2,349,824	6,015,929
None	5,534,865	9,439,239	19,704,069	34,678,173
Base	2,175	3,129	6,899	12,203

Participation By Working Status

When looking at the participation by working status the participation rate of those working is higher than retired and non-working groups. Retired people are least active. This is likely to reflect the age of the different groups.

Table 12 Participation by Working Status

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	34.76%	15.12%	26.90%	28.03%
Any boating activity	9.80%	2.12%	7.09%	7.25%
Canoeing	3.01%	0.32%	2.48%	2.21%
Water skiing	1.01%	0.11%	0.53%	0.67%
Small sail boat activities	1.56%	0.30%	0.91%	1.09%
Rowing	1.24%	0.12%	1.08%	0.92%
Windsurfing	0.79%	0.06%	0.52%	0.54%
Using personal watercraft	0.86%	0.00%	0.56%	0.57%
Motor boating/Cruising	1.54%	0.54%	1.12%	1.19%
Yacht cruising	0.96%	0.31%	0.43%	0.68%
Power boating	1.03%	0.18%	0.70%	0.74%
Small sail boat racing	0.50%	0.15%	0.39%	0.39%
Canal boating	0.96%	0.55%	0.69%	0.80%
Yacht racing	0.29%	0.09%	0.26%	0.23%
Surfboarding	1.78%	0.05%	1.70%	1.32%
Kitesurfing	0.15%	0.00%	0.06%	0.09%
Angling (from a boat)	1.78%	0.42%	0.38%	1.12%
Angling (from the shore)	3.12%	1.09%	1.63%	2.27%
Cliff climbing	1.18%	0.20%	1.06%	0.91%
Coastal walking	15.32%	8.11%	9.60%	12.21%
Outdoor swimming	16.23%	4.10%	12.59%	12.35%
Leisure sub-aqua diving (from the shore and boat)	1.24%	0.10%	0.52%	0.79%
Spending general leisure time at the beach	15.63%	6.23%	12.20%	12.49%
None	65.24%	84.88%	73.10%	71.97%
Base	5,810	3,620	2,773	12,203

Table 13 Participation by working status – Participant numbers

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	8,734,071	1,834,609	2,937,307	13,505,988
Any boating activity	2,462,379	256,966	774,736	3,494,081
Canoeing	756,072	38,523	271,074	1,065,668
Water skiing	253,713	13,365	57,521	324,598
Small sail boat activities	391,561	36,104	99,582	527,247
Rowing	310,856	14,355	117,561	442,772
Windsurfing	197,382	7,503	57,209	262,094
Using personal watercraft	214,862	-	60,975	275,837
Motor boating/Cruising	385,837	65,039	122,161	573,037
Yacht cruising	242,418	37,871	46,852	327,141
Power boating	260,051	21,993	76,547	358,591
Small sail boat racing	126,701	18,576	42,898	188,174
Canal boating	241,636	66,927	75,720	384,283
Yacht racing	72,151	10,984	28,213	111,348
Surfboarding	446,170	6,057	186,146	638,373
Kitesurfing	36,765	-	6,729	43,494
Angling (from a boat)	447,698	50,505	41,276	539,479
Angling (from the shore)	783,461	132,452	178,106	1,094,020
Cliff climbing	295,640	24,690	115,836	436,165
Coastal walking	3,850,824	983,997	1,048,547	5,883,368
Outdoor swimming	4,077,616	496,958	1,375,521	5,950,095
Leisure sub-aqua diving (from the shore and boat)	311,129	12,303	57,115	380,547
Spending general leisure time at the beach	3,927,194	756,348	1,332,387	6,015,929
None	16,394,400	10,299,905	7,983,867	34,678,173
Base	5,810	3,620	2,773	12,203

Participation By Lifestage

The following tables show the participation rates for the individual activities by life stage. The life stage definitions have been constructed from the information available and are defined as below.

Figure 2 Life stage explanation

Life Stage	Definition
Student/Workers house share	Two or more adults not living as a couple, without children (up to the age of 54).
Single	One person living alone either single/widowed/divorced/separated.
Couple under 55	Two married or living as married no children and under 55.
Single parents	One parent with one child or several children in household.
Family	Household of 2 adults with children.
Empty nesters	Two people 55 to 65 living in house with no children
Greys	Two or more people over 64 living in house with no children or living alone and over 64

Families record the highest participation for spending general leisure time at the beach, followed closely by couples under 55. For the very active activities like Surfboarding, Windsurfing and Cliff climbing the lifestage group with the highest participation rate are those in a student/workers houseshare. We have highlighted the biggest participation rate (in Table 14) and the largest absolute participation number (in table 15) in blue.

Table 14 Participation by lifestage

	Life stage							Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys	
Any Activity	34.0%	26.97%	35.03%	33.80%	28.99%	26.84%	12.80%	28.03%
Any boating activity	12.9%	7.75%	10.14%	8.41%	7.60%	5.29%	1.26%	7.25%
Canoeing	5.92%	1.98%	2.74%	2.34%	2.95%	0.68%	0.10%	2.21%
Water skiing	0.99%	0.71%	0.85%	0.81%	1.47%	0.15%	0.04%	0.67%
Small sail boat activities	1.41%	0.92%	1.69%	1.61%	1.11%	0.49%	0.14%	1.09%
Rowing	1.96%	1.27%	1.18%	0.95%	1.26%	0.47%	0.03%	0.92%
Windsurfing	1.41%	0.43%	0.96%	0.53%	0.78%	0.09%	0.00%	0.54%
Using personal watercraft	1.66%	0.23%	0.87%	0.68%	0.68%	0.00%	0.00%	0.57%
Motor boating/Cruising	2.13%	1.07%	1.18%	1.37%	0.77%	1.71%	0.43%	1.19%
Yacht cruising	0.68%	1.37%	0.94%	0.77%	0.31%	0.86%	0.16%	0.68%
Power boating	1.22%	0.80%	0.70%	1.06%	0.56%	0.65%	0.11%	0.74%
Small sail boat racing	0.97%	0.33%	0.38%	0.49%	0.21%	0.09%	0.16%	0.39%
Canal boating	0.65%	1.09%	1.15%	0.76%	0.92%	1.24%	0.38%	0.80%
Yacht racing	0.45%	0.15%	0.00%	0.37%	0.20%	0.22%	0.08%	0.23%
Surfboarding	3.54%	1.29%	2.06%	1.16%	2.36%	0.11%	0.03%	1.32%
Kitesurfing	0.46%	0.08%	0.00%	0.06%	0.13%	0.00%	0.00%	0.09%
Angling (from a boat)	1.10%	1.18%	2.03%	1.57%	0.78%	0.33%	0.43%	1.12%
Angling (from the shore)	1.92%	2.43%	3.33%	3.26%	1.59%	2.12%	0.69%	2.27%
Cliff climbing	2.76%	1.22%	1.01%	0.76%	1.14%	0.18%	0.09%	0.91%
Coastal walking	10.26%	12.48%	14.91%	15.61%	10.25%	14.23%	6.59%	12.21%
Outdoor swimming	17.89%	10.43%	15.28%	15.19%	17.18%	9.46%	3.33%	12.35%
Leisure sub-aqua diving (from the shore and boat)	1.40%	0.98%	1.21%	0.89%	1.03%	0.38%	0.06%	0.79%
Spending general leisure time at the beach	11.48%	11.48%	16.09%	16.30%	15.14%	10.78%	5.31%	12.49%
None	65.97%	73.03%	64.97%	66.20%	71.01%	73.16%	87.20%	71.97%
Base	1176	1,130	1,137	3,601	1,118	1,007	3,034	12,203

When the size of each lifestage group is taken into account the importance of families becomes very apparent, with almost 40% of all participants in all activities belonging to this group and 35% of participants for the original 12 boating activities.

Table 15 Participation by lifestage – Participant numbers

	Life stage							Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys	
Any Activity	1,842,158	1,253,919	1,739,004	5,062,753	1,274,939	1,088,650	1,244,566	13,505,988
Any boating activity	699,656	360,409	503,327	1,259,614	334,079	214,511	122,484	3,494,081
Canoeing	320,427	92,113	136,172	350,072	129,667	27,770	9,447	1,065,668
Water skiing	53,781	33,054	42,291	121,181	64,809	5,886	3,595	324,598
Small sail boat activities	76,528	42,933	83,654	241,600	48,679	19,808	14,045	527,247
Rowing	106,027	59,128	58,744	141,653	55,221	19,003	2,996	442,772
Windsurfing	76,322	20,157	47,435	80,113	34,447	3,620	-	262,094
Using personal watercraft	89,741	10,654	43,335	102,225	29,882	-	-	275,837
Motor boating/Cruising	115,196	49,706	58,491	204,709	33,653	69,180	42,101	573,037
Yacht cruising	36,894	63,748	46,544	115,762	13,675	34,745	15,773	327,141
Power boating	65,809	37,312	34,936	158,639	24,745	26,566	10,585	358,591
Small sail boat racing	52,294	15,164	18,710	73,905	9,270	3,715	15,117	188,174
Canal boating	35,412	50,546	57,336	113,216	40,404	50,111	37,258	384,283
Yacht racing	24,523	6,836	-	55,026	8,625	8,982	7,357	111,348
Surfboarding	191,904	59,796	102,482	173,173	103,675	4,501	2,841	638,373
Kitesurfing	24,854	3,620	-	9,206	5,814	-	-	43,494
Angling (from a boat)	59,714	54,971	100,594	234,852	34,347	13,540	41,460	539,479
Angling (from the shore)	103,720	113,057	165,136	488,906	70,103	85,808	67,290	1,094,020
Cliff climbing	149,292	56,508	50,338	113,541	50,336	7,432	8,719	436,165
Coastal walking	555,592	579,953	740,094	2,338,826	450,882	577,187	640,834	5,883,368
Outdoor swimming	968,555	484,893	758,500	2,274,819	755,590	383,802	323,937	5,950,095
Leisure sub-aqua diving (from the shore and boat)	75,812	45,417	60,080	133,134	45,281	15,318	5,505	380,547
Spending general leisure time at the beach	621,311	533,874	798,781	2,442,226	665,866	437,471	516,400	6,015,929
None	3,571,883	3,394,901	3,225,378	9,916,832	3,123,433	2,968,050	8,477,697	34,678,173
Base	1,176	1,130	1,137	3,601	1,118	1,007	3,034	12,203

Participation by Socio-Demographic Groups Using Watersports categories

Table 16 and Table 17 show the profile of people participating in grouped watersport activities by sex, age groups, SEG, ITV regions and lifestage (white copies) and significant falls are highlighted with a light blue background (or light grey in black and white copies).

As in previous years Males, 16-34 year olds and those belonging to the AB social-economic grouping record the highest participation rates. These tables were part of the previous BMF, RYA and Sunsail reports and have been included again for comparability to previous reports.

By aggregating the activities into 3 core categories we can provide more robust estimates of the socio-demographic participation. The original 12 activities have been grouped and included to enable comparison with the previous BMF, RYA, and Sunsail reports from 2002 to date.

We have compared the figures from 2006 with the figures of the 2005 report. Significant rises are highlighted with an orange background (or darker grey in black and white version).

There are interesting changes observed in term of regional participation rates.

- Respondents from the Wales/West/South West regions no longer have higher participation rates than respondents from the other regions.
- The highest participation rate in 2006 is recorded for respondents from the Midlands
- N.B. Actual numbers of participants are higher in London/East /South East due to the larger population in this ITV region.

Figure 3 Activities categories

Sailing sports	Small sail boat racing, small sail boat activities, yacht racing, yacht cruising and windsurfing
Power Sports	Power boating, motor boating/cruising, canal boating and using personal watercraft
Manual sports	Canoeing, rowing and water skiing

Significant rises are observed in the sailing category for the 35-54 age group, C2DE, for people from the Midlands and families. There has been a decline in Wales/West/SW and in over 55's and greys. For manual sports significant rises are also observed for 35-54, people from the Midlands and families, with a decline in 16-34 year old participation.

The 55+ age group shows a significant rise in participation in the power category. This builds on an already significant increase in 2005. No other significant changes are observed in the power category.

Table 16 Participation in watersports categories by socio-demographic groups

		Watersport category				UK Population	Base
		Any boating activity	Sail	Power	Manual		
Sex	Male	8.89%	2.86%	3.55%	4.62%	23,369,318	5,515
	Female	5.71%	2.08%	2.58%	2.36%	24,814,843	6,688
Age Group	16-34	10.59%	3.57%	3.98%	5.92%	14,421,904	3,347
	35-54	8.82%	3.07%	3.52%	4.09%	16,488,187	3,928
	55+	2.97%	0.94%	1.82%	0.80%	17,274,069	4,928
SEG	AB	11.86%	4.32%	4.81%	6.21%	9,415,692	2,175
	C1	9.23%	3.43%	3.74%	4.28%	13,822,658	3,129
	C2DE	4.41%	1.21%	2.01%	1.96%	24,945,811	6,899
Working status	Working	9.80%	3.44%	4.00%	4.73%	25,128,472	5,810
	Retired	2.12%	0.65%	1.24%	0.55%	12,134,515	3,620
	Other non-working	7.09%	2.21%	2.87%	3.75%	10,921,174	2,773
ITV regions	London/ East/ South East	8.11%	3.21%	3.67%	3.64%	15,887,733	3,904
	Wales/ West/ South West	6.93%	1.91%	3.15%	3.15%	5,078,259	1,321
	Midlands	10.11%	3.45%	3.32%	5.79%	6,432,060	1,634
	North West/ North East/ Yorkshire	5.73%	1.70%	2.41%	2.69%	14,889,299	3,838
	Border/ Scotland	5.16%	1.61%	1.90%	2.41%	4,484,465	1,150
Life stage	Northern Ireland	8.48%	2.11%	4.84%	3.28%	1,412,345	356
	Student/Workers house share	12.92%	4.19%	5.09%	8.09%	5,414,041	1,176
	Single	7.75%	2.83%	2.83%	3.75%	4,648,819	1,130
	Couple under 55	10.14%	3.61%	3.78%	4.59%	4,964,382	1,137
	Family	8.41%	2.99%	3.48%	3.77%	14,979,584	3,601
	Single parents	7.60%	2.44%	2.67%	4.49%	4,398,372	1,118
	Empty nesters	5.29%	1.47%	3.60%	1.17%	4,056,700	1,007
Greys	1.26%	0.31%	0.93%	0.16%	9,722,262	3,034	
Total	Total	7.25%	2.46%	3.05%	3.46%	48,184,160	12,203

Table 17 Participation in watersports categories by socio-demographic groups – Participant numbers

		Watersport category				UK Population	Base
		Any boating activity	Sail	Power	Manual		
Sex	Male	2,078,363	668,624	828,926	1,080,394	23,369,318	5,515
	Female	1,415,718	515,144	640,335	585,475	24,814,843	6,688
Age Group	16-34	1,526,930	515,256	574,377	853,796	14,421,904	3,347
	35-54	1,453,492	505,749	580,557	674,466	16,488,187	3,928
	55+	513,658	162,763	314,327	137,608	17,274,069	4,928
SEG	AB	1,116,870	406,695	452,484	585,102	9,415,692	2,175
	C1	1,275,862	474,350	516,290	591,861	13,822,658	3,129
	C2DE	1,101,349	302,723	500,487	488,907	24,945,811	6,899
Working status	Working	2,462,379	864,346	1,006,111	1,189,646	25,128,472	5,810
	Retired	256,966	78,422	150,077	66,242	12,134,515	3,620
	Other non-working	774,736	241,000	313,074	409,981	10,921,174	2,773
ITV regions	London/ East/ South East	1,287,905	509,620	583,366	577,765	15,887,733	3,904
	Wales/ West/ South West	351,712	96,857	159,909	160,118	5,078,259	1,321
	Midlands	650,286	221,866	213,489	372,691	6,432,060	1,634
	North West/ North East/ Yorkshire	853,167	253,230	359,114	400,974	14,889,299	3,838
	Border/ Scotland	231,204	72,386	84,994	108,001	4,484,465	1,150
Life stage	Northern Ireland	119,807	29,808	68,388	46,320	1,412,345	356
	Student/Workers house share	699,656	227,062	275,727	438,189	5,414,041	1,176
	Single	360,409	131,722	131,332	174,194	4,648,819	1,130
	Couple under 55	503,327	179,295	187,547	227,711	4,964,382	1,137
	Family	1,259,614	448,634	521,451	564,692	14,979,584	3,601
	Single parents	334,079	107,277	117,404	197,486	4,398,372	1,118
	Empty nesters	214,511	59,557	145,857	47,558	4,056,700	1,007
Greys	122,484	30,220	89,944	16,039	9,722,262	3,034	
Total	Total	3,494,081	1,183,768	1,469,261	1,665,869	48,184,160	12,203

4. Regional Participation

Table 18 provides an indication of the variations in participation by residential area of the country in 2006. ITV regions have been grouped to provide more robust sample sizes and therefore more robust estimates of participation. However, it must still be considered that the sample sizes in some of the grouped regions are still relatively small varying between 356 and 3,904 across all activities. This means we can provide an indication of participation rates by region, but the statistics are less reliable than the national estimates.

We have highlighted participation rates where changes are statistically significant compared with 2005. The darker grey (or orange in colour copies) is used to indicate apparent rises in the participation the lighter grey (or blue) to indicate an apparent decline. However, the small numbers in each region for an individual sport mean that the data should be treated with caution. The numbers of respondents in each region are provided at the bottom of the table. The regions are defined as follows:

Figure 4 ITV regions

South East and East England	South, South East, East and London ITV regions (covered by Meridian, LWT & Carlton and Anglia)
The West	Wales, South West and West ITV regions (covered by West country, HTV and Central)
Midlands	Midlands ITV region (covered by Central)
Northern England	North West, North East and Yorkshire ITV regions (covered by Granada, Yorkshire and Tyne Tees)
Scotland	Border and Scotland ITV regions (covered by Grampian, Scottish and Border)
Northern Ireland	Northern Ireland

Table 19 shows our estimate of the percentage of people participating in each sport by ITV region. In Western and Northern regions we record a general decline in participation rates, 6 and 7 activities respectively out of the 21 have seen significant decreases in participation. The Midlands on the other hand has seen significant increases in 3 activities.

The top spot when looking at 'any boating activity' has now been taken by the Midlands at 10.11%. Hence, the Wales/West/South West region records no longer the highest participation rate of all ITV regions. Despite a significant drop in the Wales/West/South West region to 6.93%, it still records the highest participation rate in "any activity" (35.89%).

The 0% participation rate for some of the activities in the regions is due to the comparatively small sample size in this region. The sample for Northern Ireland is particularly small with just 356 respondents.

Table 18 Watersports and Leisure participation rates by ITV regions 2006

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	30.41%	35.89%	29.83%	23.18%	19.24%	43.78%	28.03%	
Any boating activity	8.11%	6.93%	10.11%	5.73%	5.16%	8.48%	7.25%	
Canoeing	2.14%	2.59%	3.42%	1.72%	1.92%	2.28%	2.21%	
Water skiing	0.71%	0.23%	1.38%	0.54%	0.16%	1.73%	0.67%	
Small sail boat activities	1.40%	0.87%	1.67%	0.71%	0.72%	1.05%	1.09%	
Rowing	1.06%	0.59%	1.51%	0.86%	0.41%	0.00%	0.92%	
Windsurfing	0.69%	0.50%	0.52%	0.55%	0.27%	0.00%	0.54%	
Using personal watercraft	0.67%	0.00%	0.57%	0.61%	0.47%	1.57%	0.57%	
Motor boating/Cruising	1.66%	1.00%	1.02%	0.84%	0.63%	2.81%	1.19%	
Yacht cruising	1.10%	0.51%	0.61%	0.36%	0.48%	0.82%	0.68%	
Power boating	0.87%	1.34%	0.66%	0.49%	0.66%	0.46%	0.74%	
Small sail boat racing	0.66%	0.17%	0.65%	0.20%	0.00%	0.24%	0.39%	
Canal boating	0.87%	0.92%	1.31%	0.70%	0.24%	0.00%	0.80%	
Yacht racing	0.40%	0.15%	0.33%	0.05%	0.23%	0.00%	0.23%	
Surfboarding	1.74%	2.76%	1.41%	0.55%	0.51%	1.84%	1.32%	
Kitesurfing	0.14%	0.00%	0.16%	0.07%	0.00%	0.00%	0.09%	
Angling (from a boat)	0.93%	1.73%	0.76%	0.97%	2.15%	1.04%	1.12%	
Angling (from the shore)	1.90%	3.70%	1.97%	2.09%	2.87%	2.68%	2.27%	
Cliff climbing	0.89%	1.56%	0.81%	0.76%	0.97%	0.51%	0.91%	
Coastal walking	13.21%	17.03%	12.56%	9.81%	7.00%	23.85%	12.21%	
Outdoor swimming	15.39%	15.35%	13.80%	9.21%	6.54%	12.30%	12.35%	
Leisure sub-aqua diving (from the shore and boat)	0.84%	0.80%	1.19%	0.57%	0.76%	0.81%	0.79%	
Spending general leisure time at the beach	13.06%	18.11%	10.88%	10.79%	7.86%	25.59%	12.49%	
None	69.59%	64.11%	70.17%	76.82%	80.76%	56.22%	71.97%	
Base	3,904	1,321	1,634	3,838	1,150	356	12,203	

Base: all respondents (12,203; Source WaterSports and Leisure Omnibus Survey 2006)

Table 19 Watersports participation by ITV region 2006 – Participant numbers

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	4,832,099	1,822,835	1,918,736	3,450,976	862,962	618,379	13,505,988	
Any boating activity	1,287,905	351,712	650,286	853,167	231,204	119,807	3,494,081	
Canoeing	339,552	131,711	219,986	256,126	86,142	32,152	1,065,668	
Water skiing	112,955	11,730	88,468	80,082	6,995	24,368	324,598	
Small sail boat activities	222,841	44,312	107,657	105,370	32,173	14,894	527,247	
Rowing	168,476	30,119	97,330	128,242	18,604	-	442,772	
Windsurfing	109,782	25,558	33,226	81,252	12,276	-	262,094	
Using personal watercraft	105,702	-	36,621	90,405	20,979	22,130	275,837	
Motor boating/Cruising	264,204	50,538	65,829	124,536	28,228	39,702	573,037	
Yacht cruising	174,539	26,110	38,946	54,334	21,673	11,539	327,141	
Power boating	138,190	67,978	42,473	73,656	29,738	6,556	358,591	
Small sail boat racing	105,392	8,642	41,655	29,110	-	3,375	188,174	
Canal boating	137,818	46,689	84,349	104,847	10,580	-	384,283	
Yacht racing	63,855	7,765	21,361	8,137	10,229	-	111,348	
Surfboarding	276,670	140,030	90,622	82,384	22,652	26,014	638,373	
Kitesurfing	22,884	-	10,261	10,349	-	-	43,494	
Angling (from a boat)	147,661	88,026	48,566	144,052	96,547	14,628	539,479	
Angling (from the shore)	301,100	188,094	126,813	311,283	128,924	37,806	1,094,020	
Cliff climbing	141,447	79,068	52,187	112,600	43,720	7,144	436,165	
Coastal walking	2,099,501	864,979	807,770	1,460,544	313,703	336,872	5,883,368	
Outdoor swimming	2,444,611	779,698	887,570	1,371,093	293,453	173,671	5,950,095	
Leisure sub-aqua diving (from the shore and boat)	133,344	40,593	76,692	84,380	34,136	11,403	380,547	
Spending general leisure time at the beach	2,074,820	919,856	700,112	1,607,298	352,462	361,381	6,015,929	
Base	3,904	1,321	1,634	3,838	1,150	356	12,203	

Base: all respondents (12,203, Source Watersports Omnibus Survey 2006)

In Table 20 we have combined the 2004 to 2006 samples to provide an average participation rate over the two seasons.

Table 20 Watersports participation by ITV regions– Average over 2004-2006

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Canoeing	2.10%	5.12%	4.23%	4.01%	2.77%	2.18%	4.13%	
Water skiing	1.15%	1.13%	1.56%	1.43%	0.78%	1.36%	1.38%	
Small sail boat activities	1.30%	1.20%	1.36%	0.91%	0.81%	0.53%	1.14%	
Rowing	1.26%	1.37%	1.41%	0.85%	0.32%	0.27%	1.07%	
Windsurfing	1.06%	0.85%	0.71%	0.90%	0.19%	0.40%	0.84%	
Using personal watercraft	0.99%	0.53%	0.62%	0.72%	0.45%	1.59%	0.82%	
Motor boating/Cruising	1.30%	1.13%	0.86%	1.06%	0.53%	1.41%	1.16%	
Yacht cruising	1.03%	1.22%	0.56%	0.57%	0.39%	0.89%	0.75%	
Power boating	1.03%	1.67%	0.59%	0.47%	0.79%	0.66%	0.80%	
Small sail boat racing	0.72%	0.54%	0.50%	0.44%	0.26%	0.38%	0.56%	
Canal boating	0.73%	0.73%	1.00%	0.61%	0.35%	0.12%	0.71%	
Yacht racing	0.38%	0.28%	0.43%	0.25%	0.24%	0.25%	0.37%	
Surfboarding	1.2%	3.7%	1.3%	0.8%	0.4%	1.4%	1.27%	
Kitesurfing	0.2%	0.2%	0.1%	0.2%	0.1%	0.0%	0.16%	
Angling (from a boat)	0.9%	1.8%	0.8%	1.1%	1.8%	1.7%	1.14%	
Angling (from the shore)	1.8%	3.3%	2.1%	2.2%	2.5%	3.8%	2.21%	
Cliff climbing	0.8%	1.5%	1.2%	1.0%	0.7%	0.5%	0.98%	
Coastal walking	10.8%	20.1%	10.6%	10.4%	8.8%	20.9%	11.62%	
Outdoor swimming	13.1%	16.1%	11.8%	10.3%	7.2%	10.1%	11.71%	
Leisure sub-aqua diving (from the shore and boat)	1.2%	1.3%	1.2%	1.1%	1.0%	0.9%	1.16%	
Spending general leisure time at the beach	10.7%	18.8%	9.5%	10.7%	8.3%	21.9%	11.39%	
Base 1	9,938	3,209	4,422	9,359	2,730	703	30,361	
Base 2	11,977	3,917	5,160	11,354	3,283	703	36,394	

Base 1: all respondents from 2004 to 2006 Watersports and Leisure Omnibus Survey and all respondents from the 2004 BMF, RYA and Sunsail Watersports and Leisure participation survey (for the original 12 activities – above the dotted line)

Base 2: all respondents from 2005 and 2006 Watersports and Leisure Omnibus Survey and all respondents from the 2004 MCA Watersports Omnibus survey (for the additional MCA activities – below the dotted line)

5. Frequency of Participation

Table 21 shows the results from participants in each sport that reported the frequency of their participation. Each respondent was asked how often they had participated over the last 12 months, with answers ranging from never to more than 25 times. The average frequency of participation is estimated from this data and, for frequency of participation in the UK, also takes into account the number of events people say they are participating in (as detailed in section 8). This is done in two ways. Firstly, during the interview the respondent's answer given at the frequency of participation question was compared during with the number of actual events (occurrences participated) quoted later on in the survey. If there was a discrepancy between the frequency category and the number of events, the respondent was asked which one he thought was a better reflection of his participation and either the frequency category or events number adjusted accordingly. Secondly, for those participating more than 25 times in an activity their actual participation rate was taken into account when calculating the average participation. For the frequency of participation categories below this, a median number was used to calculate the average participation (1 for once, 3.5 for 2-5, 9 for 6-12 and 19 for 13-25).

The tables show that for most sports more participation takes place in the UK than abroad. For example, Yacht racing displays a large difference in average participation rates, 4.6 times a year for the UK, compared to 1 times while abroad. Canal boating, rowing, coastal walking and angling (from the shore) are the activities people are least likely to do abroad. These results are consistent with previous years. There are two sports in which the majority of people

participate abroad. Leisure sub-aqua diving has the biggest proportion of people who only participate abroad. In 2006 half those participating in leisure sub-aqua diving, and more than half of those who participated in personal watercraft activities did so exclusively abroad.

Table 21 also shows variations in the average number of times people are participating in an activity. Average participation for Power Boating in the UK has for example risen from 5.1 times in 2005 to 6 in 2006. For other activities like canoeing or water skiing respondents are participating less in 2006 than in 2005.

Table 21 Frequency of Participation: UK

	Frequency of participation						Average participation				
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times	Base	2006	2005	2004	2003
Canoeing - in the UK	17.9%	34.0%	33.3%	7.7%	3.4%	3.8%	244	4.3	5.7	3.6	3.6
Water skiing - in the UK	36.6%	32.5%	21.2%	5.7%	0.0%	4.0%	73	4.5	5.7	1.6	3.4
Small sail boat activities - in the UK	14.8%	31.1%	33.9%	13.6%	1.9%	5.1%	120	4.9	5.1	4.4	5.2
Rowing - in the UK	7.4%	47.7%	32.8%	6.0%	1.2%	4.9%	98	9.2	9.6	5.0	5.7
Windsurfing - in the UK	24.0%	33.3%	25.3%	12.0%	1.5%	3.9%	56	4.0	5.3	3.7	3.4
Using personal watercraft - in the UK	56.1%	15.1%	13.1%	10.6%	3.2%	1.8%	63	4.9	4.1	4.1	3.8
Motor boating/cruising - in the UK	22.4%	38.2%	24.1%	4.8%	3.1%	7.4%	132	4.7	4.5	4.7	4.1
Yacht cruising - in the UK	17.1%	47.7%	17.3%	8.4%	6.6%	2.9%	77	4.0	3.9	4.7	2.6
Power boating - in the UK	27.9%	24.0%	19.3%	10.0%	9.5%	9.3%	81	6.0	5.1	4.5	5.7
Small sail boat racing - in the UK*	11.2%	28.0%	45.2%	11.7%	0.0%	3.9%	44*	4.3	8.7	4.6	4.1
Canal boating - in the UK	3.7%	65.0%	26.3%	2.9%	2.1%	0.0%	95	2.3	2.3	3.7	2.3
Yacht racing - in the UK*	12.4%	43.2%	31.0%	3.5%	2.9%	7.0%	25*	4.6	8.8	8.9	7.6
Surf boating - in the UK	16.7%	35.9%	29.9%	9.8%	1.8%	6.4%	138	5.3	7.4	9.0	n/a
Kitesurfing - in the UK*	42.3%	31.3%	15.5%	10.9%	0.0%	0.0%	9*	1.8	4.0	4.4	n/a
Angling (from a boat) - in the UK	15.4%	26.1%	27.8%	19.3%	5.0%	6.5%	120	7.0	4.9	7.5	n/a
Angling (from the shore) - in the UK	7.9%	11.9%	29.6%	21.2%	13.1%	16.4%	250	13.1	9.5	10.4	n/a
Cliff climbing - in the UK	12.2%	37.5%	33.7%	8.9%	6.6%	1.0%	101	4.0	4.2	4.2	n/a
Coastal walking - in the UK	6.6%	15.8%	42.5%	19.1%	7.9%	8.1%	1424	11.2	10.9	9.9	n/a
Outdoor swimming - in the UK	31.2%	17.4%	30.2%	13.0%	4.3%	3.9%	1393	4.8	4.1	4.1	n/a
Leisure sub-aqua diving (from the shore and boat) - in the UK	50.3%	18.6%	17.7%	6.6%	3.5%	3.3%	88	6.0	3.2	8.4	n/a
Spending general leisure time at the beach - in the UK	13.1%	15.9%	36.0%	19.5%	8.9%	6.7%	1457	9.3	8.0	5.0	n/a

Base: all respondents who participate in watersports

Source: Watersports participation survey 2006

*Caution: small base size

The question about participation abroad only covered the original 12 activities. Only in water skiing and personal watercraft have more than 50% of participants done at least some of their participation abroad. The number of times people participate abroad is far less than in the UK. For example, the average participation for canoeing is 0.8 abroad, in the UK the average participation is 4.3. For using personal watercraft the average participation abroad is 2.3 compared to 4.9 in the UK.

Table 22 Frequency of Participation: Abroad 2006

	Frequency of participation							Average participation			
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times	Base	2006	2005	2004	2003
Canoeing Abroad	67.7%	20.0%	9.9%	2.4%	0.0%	0.0%	244	0.8	1.4	0.8	1.6
Water skiing Abroad	38.2%	34.4%	19.9%	3.9%	1.9%	1.7%	73	2.3	2.2	3.1	1.7
Small sail boat activities Abroad	60.2%	25.9%	9.2%	3.5%	0.0%	1.2%	120	1.3	1.4	2.2	1.5
Rowing Abroad	83.3%	11.7%	5.0%	0.0%	0.0%	0.0%	98	0.3	0.4	1.0	1.7
Windsurfing Abroad	54.5%	27.7%	13.5%	1.4%	0.0%	2.9%	56	1.7	1.9	2.1	1.8
Using personal watercraft Abroad	31.1%	41.4%	21.2%	2.8%	1.6%	1.9%	63	2.3	3.4	2.3	2.1
Motor boating/Cruising Abroad	56.6%	28.2%	8.6%	2.2%	0.9%	3.5%	132	2.0	1.4	1.8	0.5
Yacht cruising Abroad	58.0%	27.2%	11.5%	2.2%	1.1%	0.0%	77	1.1	1.6	0.9	0.9
Power boating Abroad	53.8%	19.2%	20.3%	3.7%	1.6%	1.5%	81	2.0	1.6	2.5	1.9
Small sail boat racing Abroad*	68.2%	15.3%	10.2%	4.3%	2.1%	0.0%	44*	1.3	1.8	2.1	1.4
Canal boating Abroad	93.1%	5.9%	1.0%	0.0%	0.0%	0.0%	95	0.1	0.0	0.7	0.2
Yacht racing Abroad*	75.2%	7.3%	12.5%	5.0%	0.0%	0.0%	25*	1.0	1.1	1.8	2.0

Base: all respondents who participate in watersports

Source: Watersports participation survey 2006

*Caution: small base size

Table 23 and 24 convert the participation rates into estimates of how many people are participating how frequently in each sport. The category of participation with the highest number of participants has been highlighted in bold.

Table 23 Frequency of participation in UK (Numbers) 2006

	Frequency of participation							Total Number of people participating	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times			
Canoeing - in the UK	191,159	362,388	354,480	81,587	35,991	40,064	874,509	244	
Water skiing - in the UK	118,685	105,648	68,794	18,363	-	13,109	205,914	73	
Small sail boat activities - in the UK	77,773	164,234	178,622	71,654	8,049	26,916	449,475	120	
Rowing - in the UK	32,840	211,061	145,447	26,749	5,131	21,545	409,932	98	
Windsurfing - in the UK	62,867	87,244	66,192	31,557	4,005	10,228	199,227	56	
Using personal watercraft - in the UK	154,782	41,655	36,246	29,319	8,748	5,088	121,056	63	
Motor boating/Cruising - in the UK	128,540	219,127	138,075	27,631	17,545	42,119	444,497	132	
Yacht cruising - in the UK	55,981	156,147	56,580	27,497	21,554	9,381	271,160	77	
Power boating - in the UK	100,123	85,974	69,132	35,927	34,186	33,249	258,467	81	
Small sail boat racing - in the UK*	21,004	52,703	85,064	21,971	-	7,432	167,170	44*	
Canal boating - in the UK	14,215	249,725	100,975	11,155	8,214	-	370,069	95	
Yacht racing - in the UK*	13,833	48,129	34,519	3,883	3,218	7,765	97,514	25*	
Surfboarding - in the UK	106,400	226,364	190,806	62,631	11,562	40,611	531,973	138	
Kitesurfing - in the UK*	18,401	13,618	6,729	4,746	-	-	25,093	9*	
Angling (from a boat) - in the UK	82,910	140,542	149,908	103,873	27,184	35,063	456,569	120	
Angling (from the shore) - in the UK	86,847	129,692	323,391	231,568	143,397	179,124	1,007,172	250	
Cliff climbing - in the UK	53,304	163,478	147,155	38,777	28,949	4,501	382,861	101	
Coastal walking - in the UK	389,642	931,909	2,499,799	1,122,644	463,650	475,725	5,493,725	1,424	
Outdoor swimming - in the UK	778,020	945,782	2,142,114	1,161,186	526,622	396,371	5,172,075	1,393	
Leisure sub-aqua diving (from the shore and boat) - in the UK	118,585	66,176	115,043	49,424	16,415	14,903	261,962	88	
Spending general leisure time at the beach - in the UK	3,028,672	1,117,659	1,061,999	398,723	211,535	197,340	2,987,257	1,457	

Base: all respondents who participate in watersports

Source: Watersports participation survey 2006

*Caution: small base size

Table 24 Frequency of participation abroad (Numbers) 2006

	Frequency of participation						Total Number of people participating abroad	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times		
Canoeing Abroad	721,789	212,860	105,862	25,157	-	-	343,879	244
Water skiing Abroad	124,091	111,667	64,555	12,767	6,051	5,467	200,507	73
Small sail boat activities Abroad	317,271	136,412	48,747	18,251	-	6,566	209,976	120
Rowing Abroad	368,695	51,951	22,126	-	-	-	74,077	98
Windsurfing Abroad	142,826	72,594	35,426	3,757	-	7,491	119,268	56
Using personal watercraft Abroad	85,822	114,073	58,588	7,811	4,318	5,225	190,016	63
Motor boating/Cruising Abroad	324,562	161,554	49,292	12,588	5,052	19,988	248,475	132
Yacht cruising Abroad	189,649	88,923	37,565	7,290	3,715	-	137,492	77
Power boating Abroad	192,877	68,696	72,914	13,234	5,574	5,296	165,714	81
Small sail boat racing Abroad*	128,294	28,878	19,101	8,021	3,880	-	59,880	44*
Canal boating Abroad	357,850	22,613	3,821	-	-	-	26,433	95
Yacht racing Abroad*	83,733	8,137	13,903	5,574	-	-	27,615	25*

Base: all respondents who participate in watersports

Source: Watersports participation survey 2006

*Caution: small base size

Table 25 shows the changes in the proportion of people carrying out any participation in UK and abroad from 2005 to 2006. Significant changes are highlighted in red. The change in yacht cruising, outdoor swimming and spending general leisure time at the beach show significant increases in the proportion of people undertaking at least some of their activity in the UK, whereas using personal watercraft has seen a significant drop. There are no significant changes for participation abroad.

Table 25 Changes in the location of Participation 2005 to 2006

	Proportion of participants participating in						Base 2006	Base 2005
	UK			Abroad				
	Change	2006	2005	Change	2006	2005		
Canoeing	-1.5%	82.1%	83.6%	-2.9%	32.3%	35.2%	244	217
Water skiing	-1.6%	63.4%	65.0%	7.5%	61.8%	54.3%	73	80
Other small sail boat activities	1.4%	85.2%	83.9%	3.1%	39.8%	36.7%	120	118
Rowing	2.3%	92.6%	90.3%	0.9%	16.7%	15.8%	98	110
Windsurfing	3.4%	76.0%	72.6%	-2.5%	45.5%	48.0%	56	61
Using personal watercraft	-14.8%	43.9%	58.7%	6.8%	68.9%	62.1%	63	83
General Motor boating	8.0%	77.6%	69.5%	-2.6%	43.4%	45.9%	132	128
Yacht cruising	11.9%	82.9%	71.0%	-3.2%	42.0%	45.2%	77	72
Power boating	0.5%	72.1%	71.6%	-3.4%	46.2%	49.6%	81	80
Small sail boat racing*	10.7%	88.8%	78.2%	-5.6%	31.8%	37.4%	44*	33*
Canal boating	2.6%	96.3%	93.7%	2.8%	6.9%	4.1%	95	63
Yacht racing*	0.5%	87.6%	87.1%	-7.1%	24.8%	31.9%	25*	19*
Surfboarding	-0.9%	83.3%	84.2%	n/a	n/a	n/a	138	134
Kitesurfing*	-7.8%	57.7%	65.5%	n/a	n/a	n/a	9*	22*
Angling (from a boat)	3.9%	84.6%	80.8%	n/a	n/a	n/a	120	108
Angling (from the shore)	1.6%	92.1%	90.5%	n/a	n/a	n/a	250	210
Cliff climbing	-1.3%	87.8%	89.0%	n/a	n/a	n/a	101	100
Coastal walking	0.3%	93.4%	93.1%	n/a	n/a	n/a	1,424	1,373
Outdoor swimming	5.7%	68.8%	63.1%	n/a	n/a	n/a	1,393	1,194
Leisure sub-aqua diving (from the shore and boat)	10.0%	49.7%	39.7%	n/a	n/a	n/a	88	122
Spending general leisure time at the beach	3.4%	86.9%	83.5%	n/a	n/a	n/a	1,457	1,315

Base: all respondents who participate in watersports

Source: Watersports participation survey 2006 and Watersports participation survey 2005

*Caution: small base size

6. Where the Balance of Participation is taking place

For the 12 original watersports we are able to examine where the balance of people's participation is taking place. This set of results is derived from bringing together each person's reported activity in both UK and Abroad. Their activities are then categorised into six groups to show where each person is doing their sport.

UK only	Only participated in UK
High in UK low abroad	Participated more than 5 times in UK and less than 6 times abroad.
Low in UK and abroad	Less than 6 times in UK and abroad.
High in UK and abroad	More than 5 times in UK and abroad.
Low in UK and high abroad	Participated less than 6 times in UK and more than 5 times abroad.
Abroad only	Only participated abroad.

It should be borne in mind that the numbers of people interviewed for each sport are small and therefore the data should only be taken as indicative of the overall patterns of participation.

Table 26 Where participation is taking place – 2006

	UK only	High in UK low abroad	Low in UK and Abroad	High in UK and Abroad	Low in UK and high Abroad	Abroad only
Canoeing	67.7%	2.9%	9.1%	1.3%	1.0%	17.9%
Water skiing	38.2%	1.2%	22.1%	1.1%	0.7%	36.6%
Small sail boat activities	60.2%	2.9%	19.5%	2.6%	0.0%	14.9%
Rowing	83.3%	2.3%	7.0%	0.0%	0.0%	7.4%
Windsurfing	54.5%	3.4%	16.1%	2.0%	0.0%	24.0%
Using personal watercraft	30.5%	3.7%	9.6%	0.0%	1.2%	55.0%
Motor boating/Cruising	56.6%	3.3%	11.9%	4.0%	1.8%	22.4%
Yacht cruising	58.0%	2.5%	19.1%	1.1%	2.2%	17.1%
Power boating	53.8%	6.8%	7.4%	2.6%	1.5%	27.9%
Small sail boat racing*	68.2%	2.5%	16.7%	1.4%	0.0%	11.2%
Canal boating	93.1%	0.0%	3.2%	0.0%	0.0%	3.7%
Yacht racing*	75.2%	0.0%	7.4%	0.0%	5.0%	12.4%

Base: all respondents participating in an activity in 2006

Source: Watersports Omnibus 2006 *Caution: small base size

7. Combinations of Activities

Below we compare cross participation between the 3 aggregated watersports groups described earlier. These 3 groups only contain the original 12 watersports, not the activities added by the MCA.

Table 27 presents numbers and percentages of the proportion of people who do each type of sport who also participate in other types of watersports.

Table 27 Grouped Watersports Combination 2006

People who do	Also do					
	Sail		Power		Manual	
	No.	%	No.	%	No.	%
Sail	1,183,768	100%	251,020	17%	374,183	22%
Power	251,020	21%	1,469,261	100%	308,320	19%
Manual	374,183	32%	308,320	21%	1,665,869	100%

Base: All who participate in one or other Watersports.

Source: Watersports Omnibus Survey – 2006

In Table 28 we have combined data from 2004 to 2006 to provide an indication of the proportion of people who do an activity who also participate in other watersports. This increases the robustness of the estimates for individual sports, although distorts annual results. Even with 3 years data combined some of the smaller sports still have relatively small numbers of participants for the cross sport analysis. Proportions highlighted if greater than 20%.

Table 28 Watersports combinations – average 2004-2006

Also do...														Base 2004-2006
People who do...	Canoeing	Water skiing	Small sail boat activities	Rowing	Using personal watercraft	Motor boating/Cruising	Yacht cruising	Power boating	Small sail boat racing	Windsurfing	Canal boating	Yacht racing		
	%	%	%	%	%	%	%	%	%	%	%	%	%	
Any boating activity	31.2%	11.8%	15.7%	14.7%	10.9%	14.9%	10.0%	11.1%	6.4%	9.7%	9.2%	2.9%	1,940	
Canoeing	100.0%	7.1%	11.9%	16.2%	5.7%	6.0%	4.3%	8.4%	6.7%	11.6%	3.6%	1.4%	584	
Water skiing	18.5%	100.0%	11.5%	9.3%	16.3%	16.2%	7.9%	23.5%	8.7%	18.1%	3.7%	3.0%	206	
Small sail boat activities	23.5%	9.0%	100.0%	12.8%	8.8%	5.8%	10.2%	13.5%	8.3%	9.4%	3.7%	3.3%	300	
Rowing	33.6%	7.7%	13.9%	100.0%	5.7%	10.6%	8.7%	11.2%	9.8%	11.6%	3.1%	3.8%	273	
Using personal watercraft	16.3%	17.4%	12.7%	7.3%	100.0%	9.8%	5.8%	14.7%	5.0%	9.9%	2.8%	2.8%	195	
Motor boating/Cruising	13.7%	14.0%	6.1%	11.8%	7.6%	100.0%	8.9%	10.0%	5.3%	7.1%	5.1%	2.5%	301	
Yacht cruising	13.5%	9.5%	16.1%	12.8%	6.5%	12.3%	100.0%	13.7%	9.2%	9.0%	7.2%	14.2%	196	
Power boating	23.3%	25.0%	18.9%	14.9%	14.8%	12.7%	12.3%	100.0%	11.3%	16.4%	4.1%	5.0%	206	
Small sail boat racing	29.2%	15.4%	8.3%	21.3%	9.6%	9.8%	15.7%	17.7%	100.0%	17.3%	4.1%	13.4%	114	
Windsurfing	37.6%	22.0%	16.5%	17.0%	11.2%	9.9%	9.4%	18.2%	11.9%	100.0%	2.5%	6.9%	165	
Canal boating	12.6%	5.8%	6.1%	5.6%	3.2%	8.3%	8.8%	5.6%	3.1%	3.3%	100.0%	2.1%	197	
Yacht racing	14.0%	11.2%	17.5%	19.5%	10.0%	11.3%	48.1%	18.2%	29.5%	23.9%	6.1%	100.0%	57	

Base: All who participate in one or other Watersports.

Source: Watersports Omnibus Surveys – 2004 to 2006

8. Distribution between Inland and Coastal Areas

Respondents participating in the UK were then asked how many of the events quoted at the previous question they had participated in at the coast and inland. NB Prior to 2006 this question was asked differently. Respondents participating in surfboarding, coastal walking and spending general leisure time at the beach were not asked this question

Table 29 Number of coastal and inland events in the UK

	Number of coastal events	Number of inland events	Number of total events	Number of UK participants (i.e. who participate in the UK)	Number of respondents
Total any activity	163,082,775	37,427,944	200,510,719		
Total boating activity	10,804,069	12,684,270	23,488,340		
Canoeing	1,534,308	3,012,295	4,546,603	874,509	203
Water skiing*	370,083	1,065,955	1,436,038	205,914	46*
Small sail boat activities	1,182,159	1,265,508	2,447,667	450,065	101
Rowing	175,614	3,844,669	4,020,283	409,932	90
Windsurfing*	886,418	200,821	1,087,238	199,227	43*
Using personal watercraft*	1,058,571	290,128	1,348,700	121,056	28*
Motor boating/Cruising	1,442,854	1,182,436	2,625,290	440,691	101
Yacht cruising	1,189,095	91,845	1,280,940	271,160	64
Power boating	1,960,394	590,818	2,551,213	258,467	58
Small sail boat racing*	483,173	281,266	764,438	167,170	39*
Canal boating	35,397	846,385	881,782	370,069	91
Yacht racing*	486,004	12,144	498,148	97,514	22*
Surfboarding	3,324,405	-	3,324,405	531,973	118
Kitesurfing*	74,058	4,447	78,505	25,093	5*
Angling (from a boat)	1,448,171	2,244,098	3,692,269	456,569	102
Angling (from the shore)	6,445,248	8,366,763	14,812,011	1,007,172	232
Cliff climbing	781,038	966,329	1,747,367	382,861	89
Coastal walking	66,363,070	-	66,363,070	5,494,400	1,333
Outdoor swimming	16,915,562	11,745,278	28,660,840	4,098,565	960
Leisure sub-aqua diving (from the shore and boat)*	835,669	1,416,758	2,252,427	188,964	43*
Spending general leisure time at the beach	56,091,487	-	56,091,487	5,229,301	1,267

Base: all respondents who participate in an activity in the UK *Caution: small base size

Table 30 shows which proportion of the events as shown in Table 29 are happening at the coast in 2006. It also compares this proportion with an average number of coastal events number across the past 3 years. Significant changes are highlighted in red. The most notable drops in the proportion of coastal events are recorded for:

- rowing (just 4.4% of events versus a running average of 19.6% for all three years).
- Small sail boat activities (48.3% of events versus a running average of 58.5%)
- Angling from a boat (39.2% of events versus a running average of 59.4%)
- Leisure sub-aqua diving (37.1% of events versus a running average of 54.5%)

In 2006 a total of 81% of all events were recorded as happening on the coast, whereas the average across 3 years is 85.8%. For the 12 boating activities 46% of events took place at the coast compared to 50% when taking an average across the past 3 years.

Table 30 Proportion of Coastal events

	Proportion of Coastal Events 2006	Proportion of Coastal Events Average 2004-2006	Change in 2006 (percentage points)	Number of respondents 2006	Number of respondents 2004-2006
Canoeing	33.7%	33.0%	0.7%	203	501
Water skiing*	25.8%	36.3%	-10.5%	46*	139
Small sail boat activities	48.3%	58.5%	-10.2%	101	241
Rowing	4.4%	19.6%	-15.2%	90	257
Windsurfing*	81.5%	73.2%	8.3%	43*	116
Using personal watercraft*	78.5%	77.1%	1.4%	28*	99
Motor boating/Cruising	55.0%	62.1%	-7.2%	101	226
Yacht cruising	92.8%	87.6%	5.2%	64	146
Power boating	76.8%	81.4%	-4.6%	58	141
Small sail boat racing*	63.2%	49.4%	13.8%	39*	92
Canal boating	4.0%	5.2%	-1.2%	91	150
Yacht racing*	97.6%	80.4%	17.2%	22*	50
Surfboarding	100.0%	100.0%	0.0%	118	302
Kitesurfing*	94.3%	98.1%	-3.7%	5*	29
Angling (from a boat)	39.2%	59.4%	-20.2%	102	282
Angling (from the shore)	43.5%	39.1%	4.4%	232	578
Cliff climbing	44.7%	51.6%	-6.9%	89	239
Coastal walking	100.0%	100.0%	0.0%	1333	3312
Outdoor swimming	59.0%	61.8%	-2.8%	960	2257
Leisure sub-aqua diving (from the shore and boat)*	37.1%	54.5%	-17.4%	43*	139
Spending general leisure time at the beach	100.0%	100.0%	0.0%	1268	2847

Base: all respondents who participate in an activity in the UK

Source: Watersports participation survey 2006

*Caution: small base size

9. Club Membership

Respondents were also asked if they are a member of a club for the activity or activities they participate in. For obvious reasons, this question was not asked of people participating in spending general leisure time at the beach.

Table 31 shows that only for small sail boat racing, yacht racing, yacht cruising and leisure sub-aqua diving club membership is close to 30%, diving has the highest proportion of club members. For all of the other activities club membership is not very wide spread. These proportions for club membership have stayed stable compared to 2005 for most activities. Big differences can be seen for activities with small base sizes. Cliff climbing and rowing show big drops in club membership rates compared to 2005, power boating shows a big increase.

Table 31 Club membership

	Change			Number of	Number of
	2006	2005	(percentage points)	respondents	respondents
Canoeing	7.6%	12.0%	-4.4%	203	181
Water skiing*	2.0%	7.7%	-5.7%	46*	52
Small sail boat activities	16.2%	17.9%	-1.8%	101	100
Rowing	6.9%	12.1%	-5.3%	90	100
Windsurfing*	3.0%	6.7%	-3.7%	43*	44*
Using personal watercraft*	0.0%	8.8%	-8.8%	28*	49*
Motor boating/Cruising	11.1%	10.0%	1.1%	102	87
Yacht cruising	28.0%	28.0%	0.0%	64	51
Power boating	21.0%	9.8%	11.2%	58	56
Small sail boat racing*	26.5%	48.1%	-21.6%	39*	26*
Canal boating	3.0%	1.3%	1.8%	91	59
Yacht racing*	28.7%	66.7%	-38.0%	22*	17*
Surfboarding	6.2%	5.7%	0.4%	118	114
Kitesurfing*	0.0%	5.1%	-5.1%	5*	15*
Angling (from a boat)	18.5%	15.4%	3.1%	102	89
Angling (from the shore)	19.7%	17.9%	1.9%	232	192
Cliff climbing	3.9%	12.1%	-8.2%	89	89
Coastal walking	1.2%	1.1%	0.1%	1333	1281
Outdoor swimming	1.5%	1.2%	0.3%	960	770
Leisure sub-aqua diving (from the shore and boat)*	29.6%	32.2%	-2.6%	43*	47*
Spending general leisure time at the beach	n/a	n/a	n/a	n/a	n/a

Base: all respondents who participate in an activity in the UK

Source: Watersports participation survey 2006

*Caution: small base size

Table 31 shows the number of events (i.e. each time a person participates) last year of club members and non-club members. It shows that in some sports there seems to be a clear relationship between the number of events and club membership. For example, only 16% of respondents who participate in small sail boat activities in the UK said they are a club member, but when looking at their number of events they generate 40% of the total events in that activity in the UK. Club members for leisure sub-aqua diving generate 80% of the total events in the UK.

Table 31 Number of events by club membership status

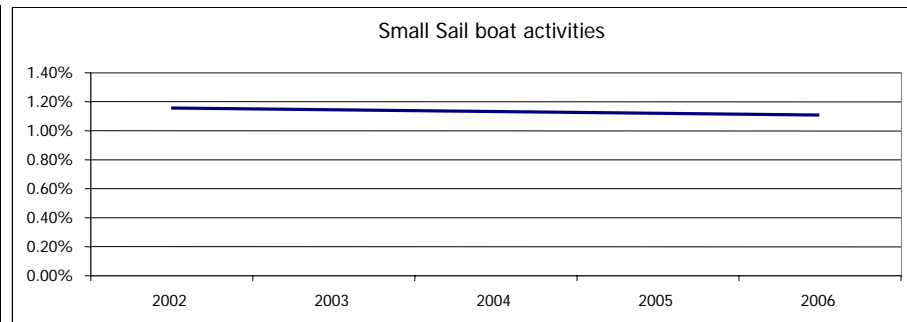
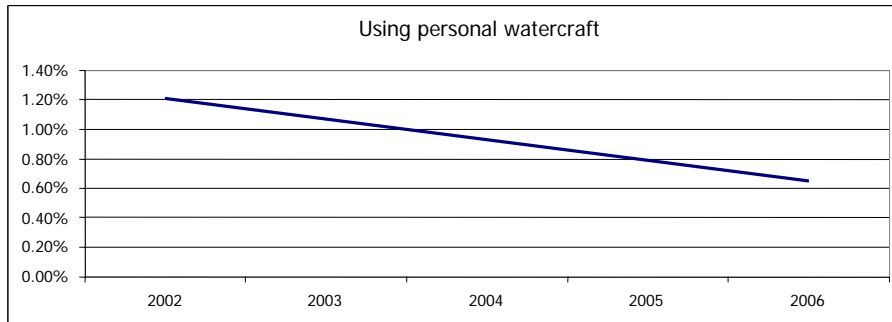
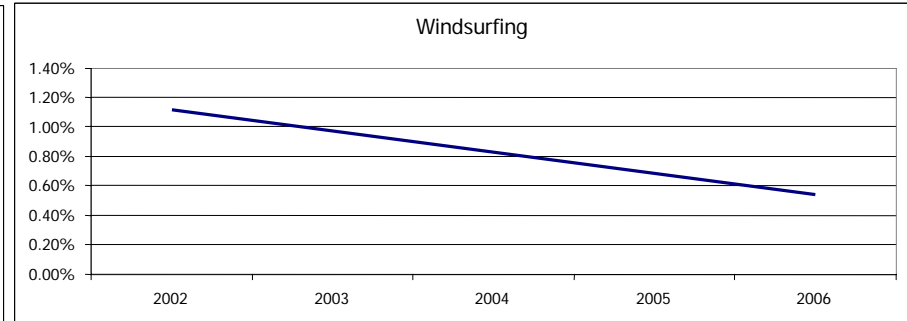
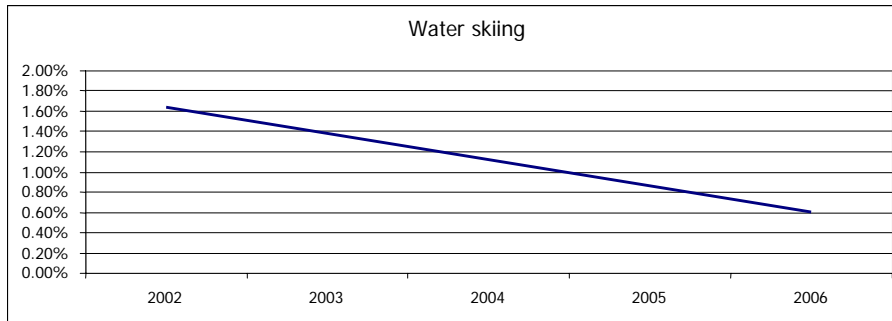
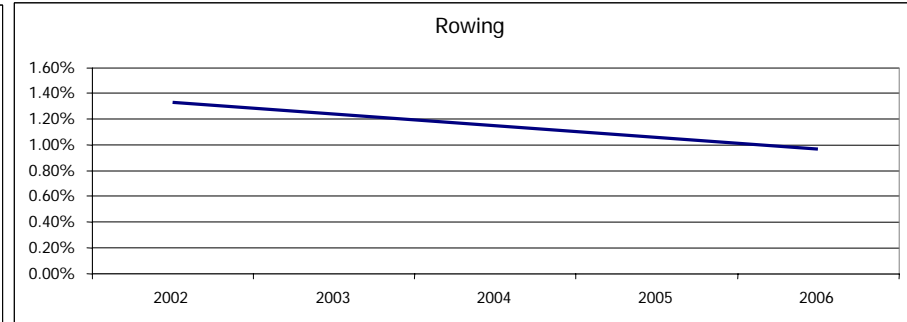
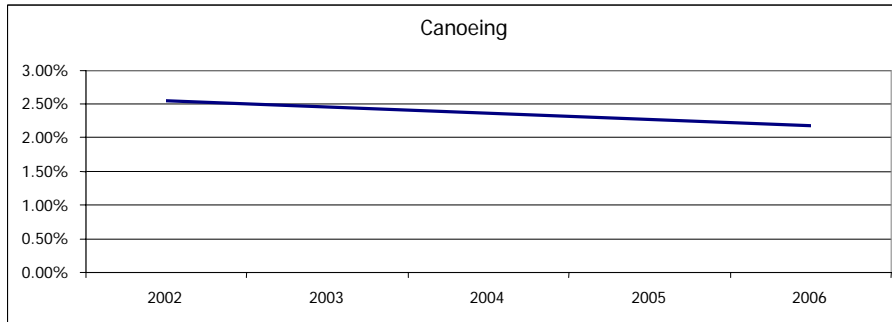
	Club member					Non-club member					Total number of respondents
	Number of coastal events	Number of inland events	Total Number of events	UK participant number	Number of respondents	Number of coastal events	Number of inland events	Total number of events	UK participant number	Number of respondents	
Canoeing	571,918	766,926	1,338,844	66,235	15	962,390	2,245,368	3,207,759	808,274	188	203
Water skiing*	-	595,249	595,249	4,022	1	370,083	470,705	840,788	201,892	45	46*
Small sail boat activities	410,924	598,861	1,009,784	72,763	17	771,235	666,648	1,437,883	377,303	84	101
Rowing	67,242	1,988,939	2,056,181	28,186	6	108,372	1,855,730	1,964,102	381,746	84	90
Windsurfing*	19,218	2,289	21,507	5,949	2	867,200	198,532	1,065,732	193,278	41	43*
Using personal watercraft*	-	-	-	-	-	1,058,571	290,128	1,348,700	121,056	28	28*
Motor boating/Cruising	1,197,210	1,219,157	2,416,367	49,322	12	923,706	655,181	1,578,887	395,175	90	102
Yacht cruising	744,637	36,519	781,155	76,022	17	444,458	55,327	499,785	195,139	47	64
Power boating	612,596	340,236	952,832	54,287	12	1,347,798	250,582	1,598,380	204,181	46	58
Small sail boat racing*	281,929	171,464	453,393	44,372	11	201,244	109,801	311,045	122,798	28	39*
Canal boating	-	87,656	87,656	11,270	3	35,397	758,729	794,125	358,799	88	91
Yacht racing*	359,786	-	359,786	27,977	6	126,218	12,144	138,362	69,537	16	22*
Surfboarding	668,552	-	668,552	32,927	7	2,655,853	-	2,655,853	499,047	111	118
Kitesurfing*	-	-	-	-	-	74,058	4,447	78,505	25,093	5	5*
Angling (from a boat)	321,282	794,273	1,115,555	84,491	19	1,126,889	1,449,825	2,576,714	372,078	83	102
Angling (from the shore)	1,841,238	4,151,743	5,992,980	198,906	47	4,604,010	4,215,021	8,819,031	808,267	185	232
Cliff climbing	60,372	84,804	145,175	14,890	3	720,666	881,525	1,602,191	367,972	86	89
Coastal walking	800,163	-	800,163	67,425	16	65,562,906	-	65,562,906	5,426,976	1,317	1,333
Outdoor swimming	666,893	1,151,802	1,818,696	60,825	14	16,248,669	10,593,475	26,842,144	4,037,740	946	960
Leisure sub-aqua diving (from the shore and boat)*	514,663	1,301,517	1,816,180	55,914	13	321,006	115,242	436,247	133,049	30	43*
Spending general leisure time at the beach	-	-	-	-	-	56,091,487	-	56,091,487	5,229,301	1,267	1,267

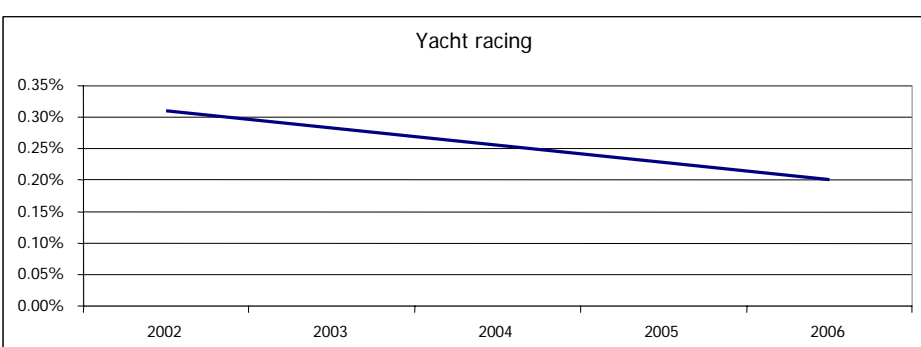
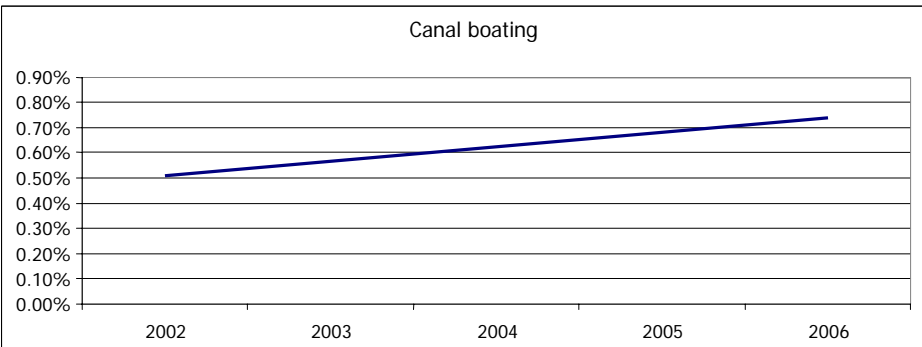
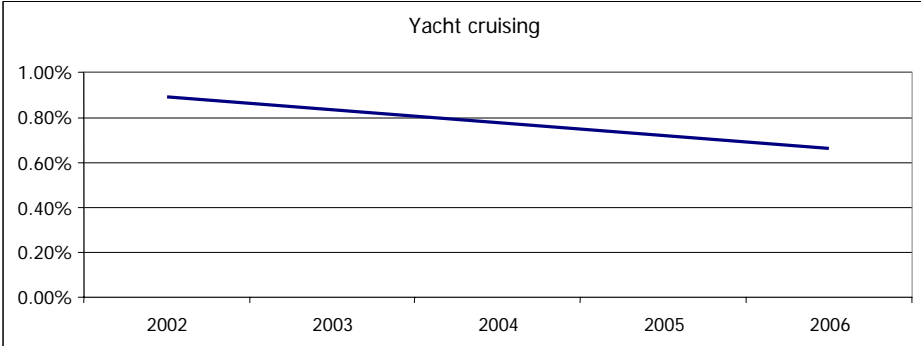
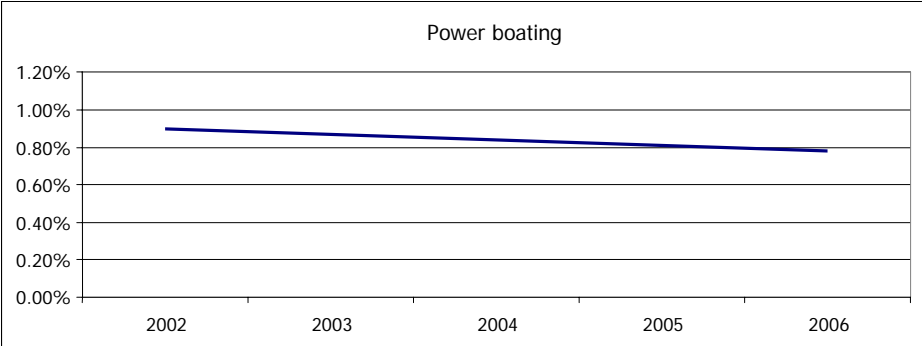
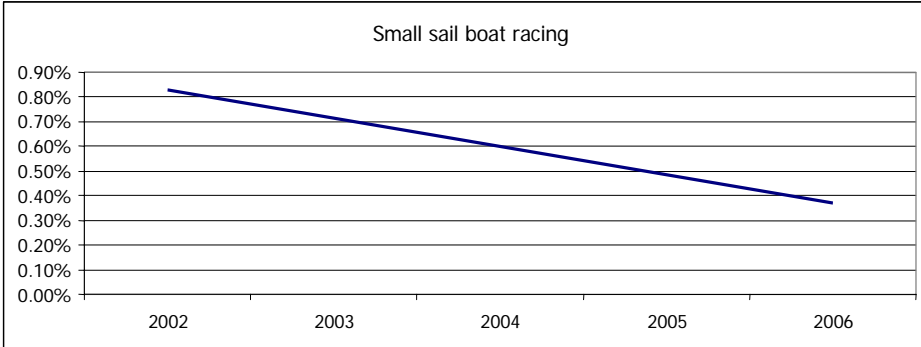
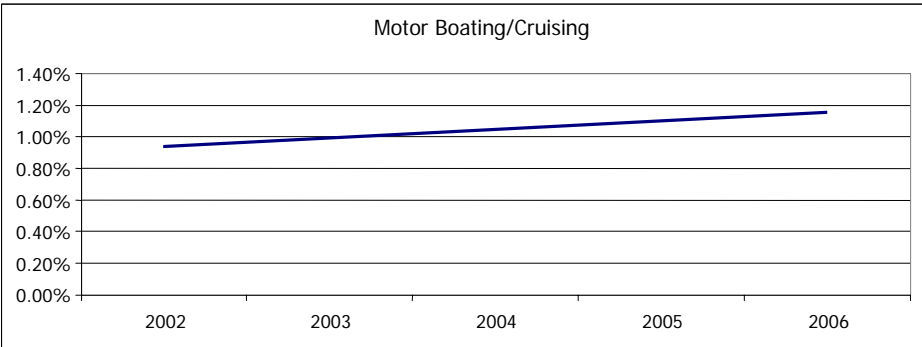
Base: all respondents who participate in an activity in the UK

Source: Watersports participation survey 2006

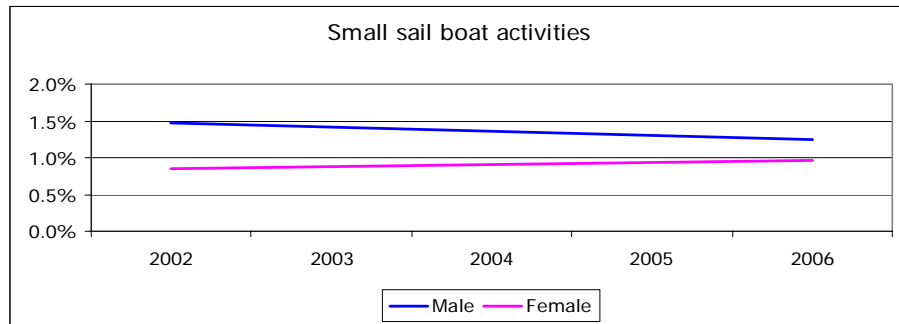
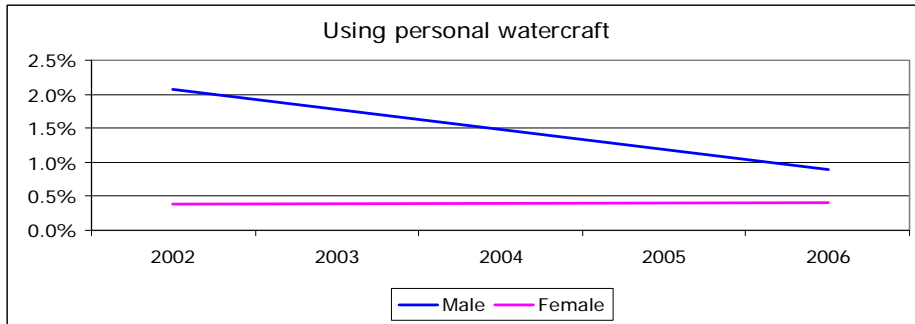
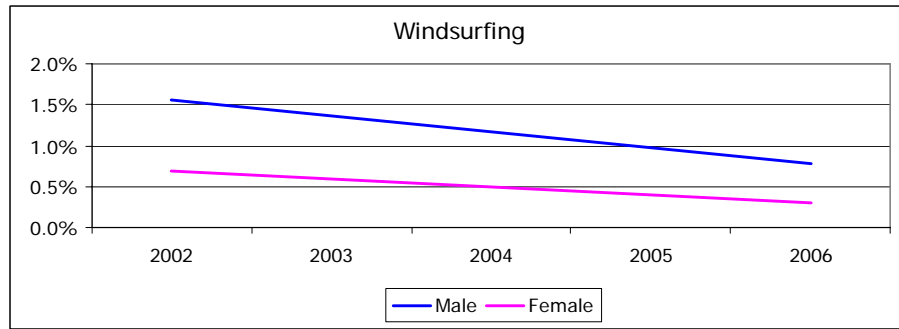
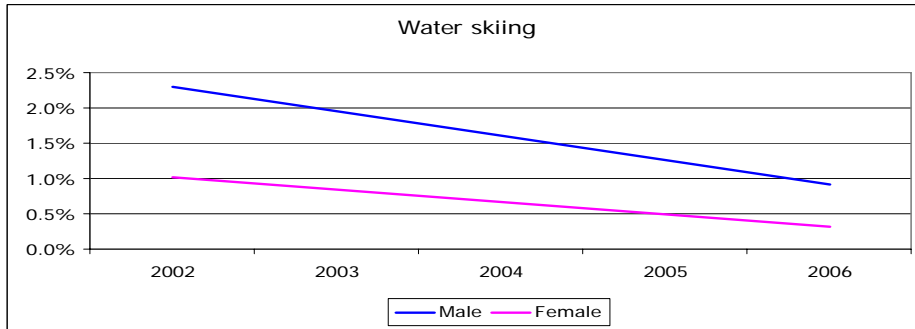
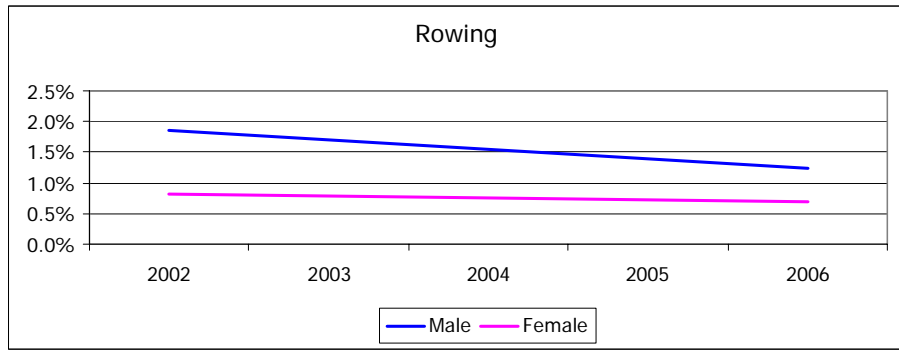
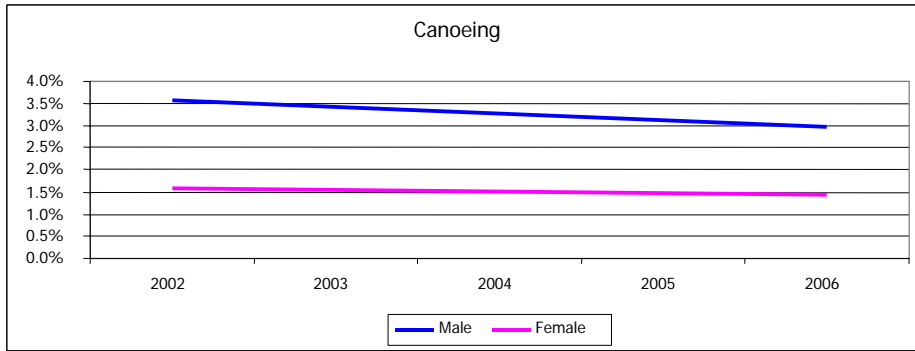
*Caution: small base size

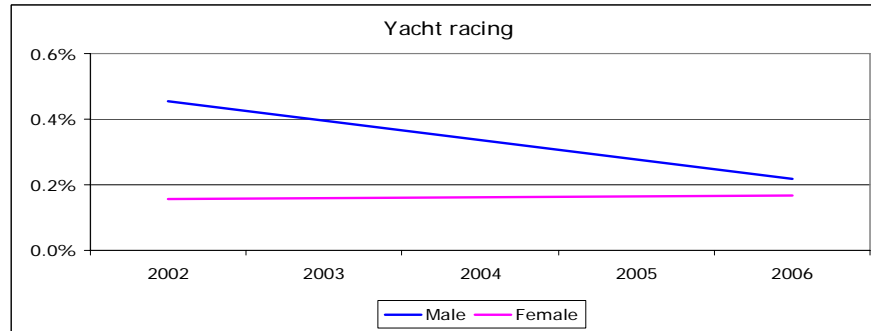
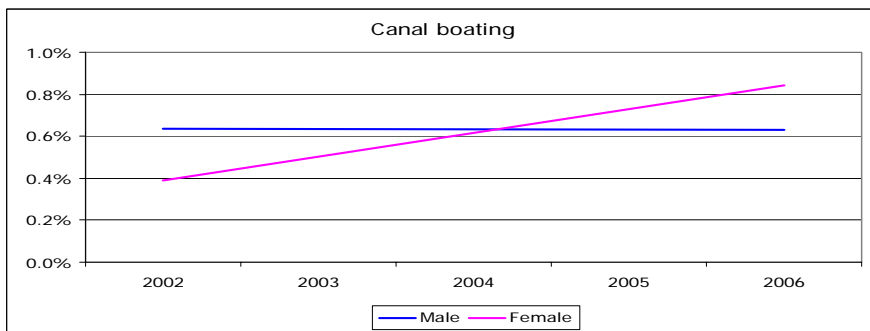
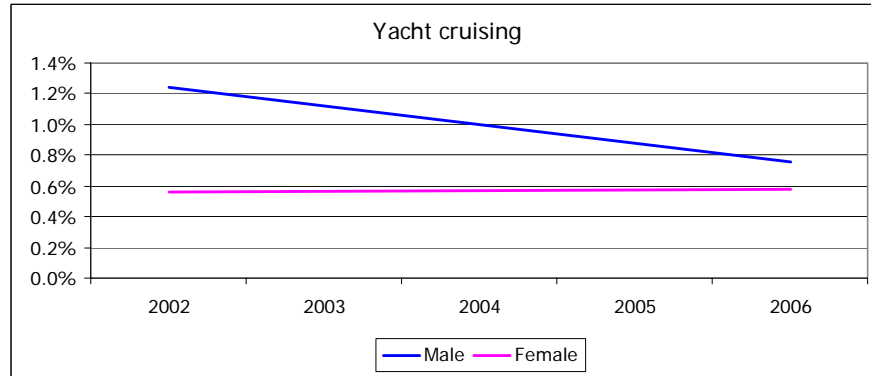
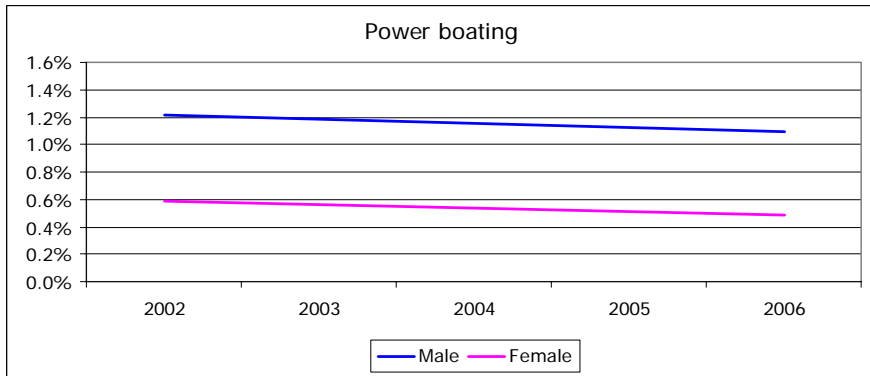
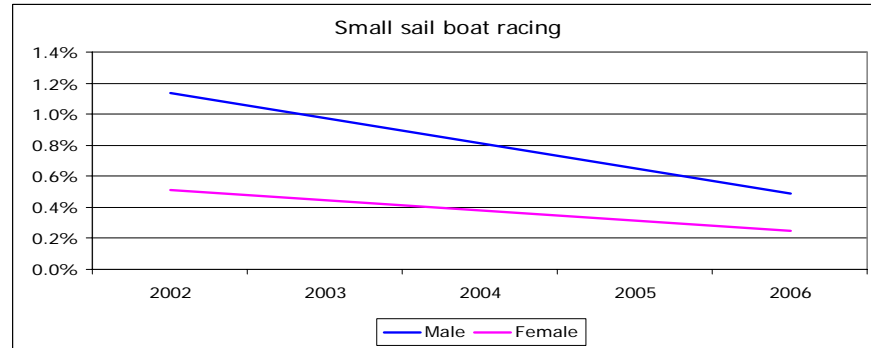
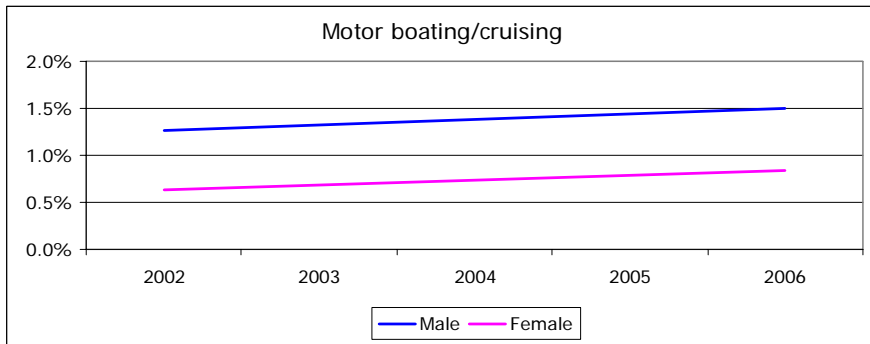
Linear Regression Trends For Activities



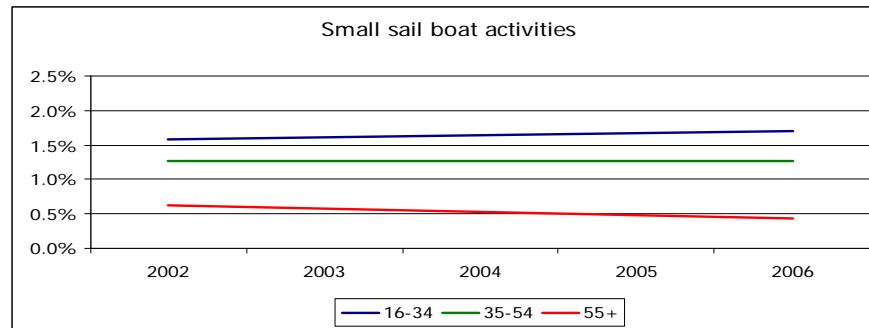
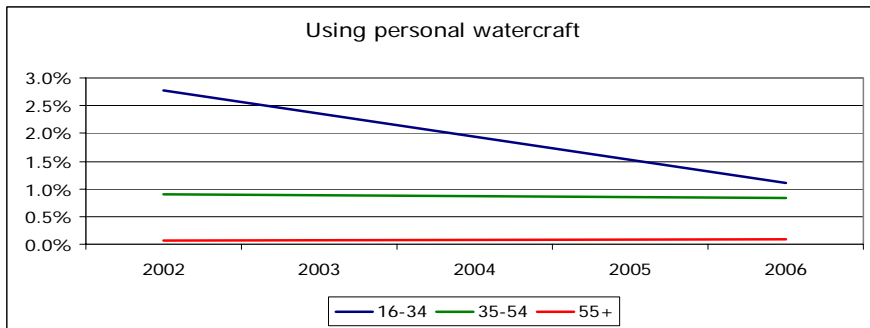
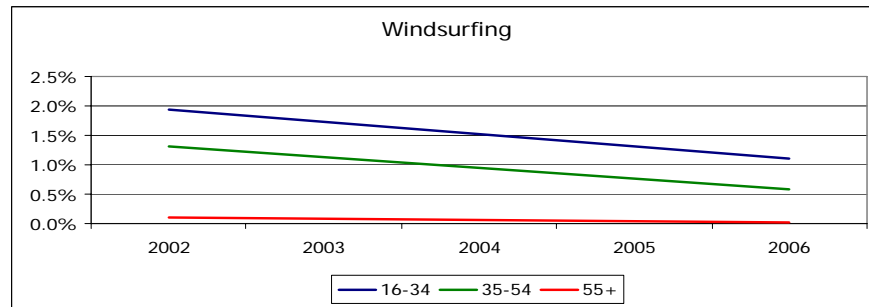
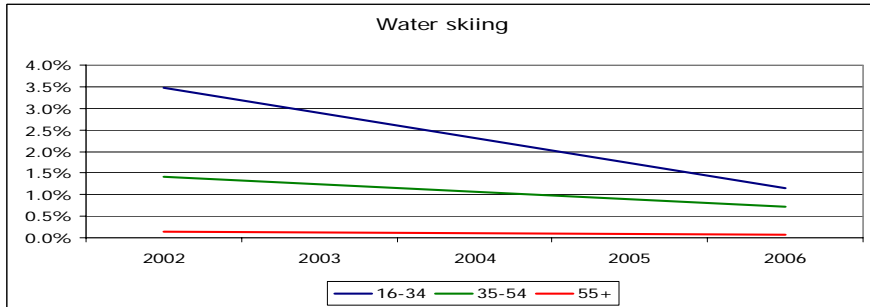
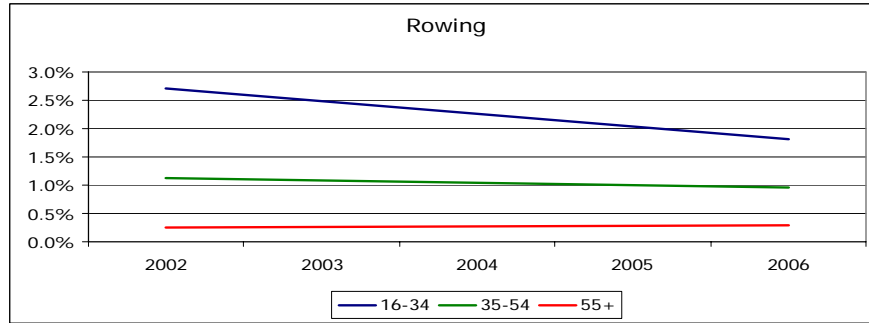
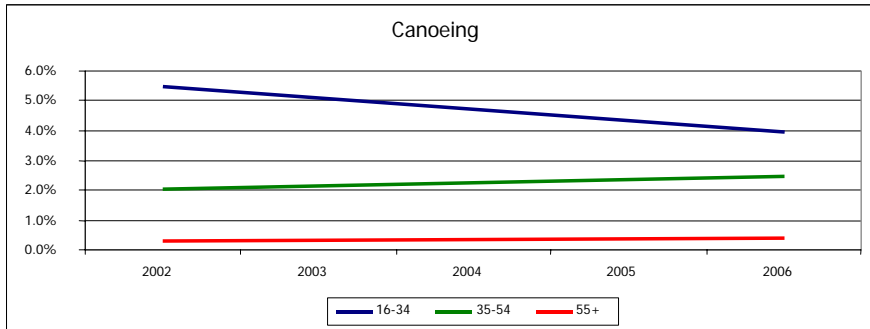


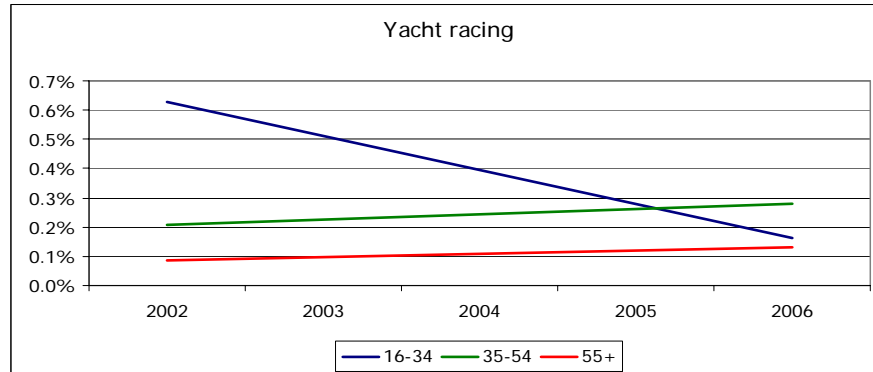
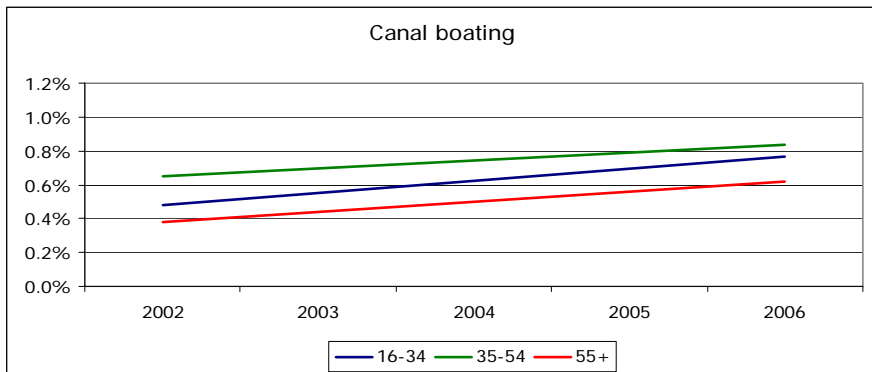
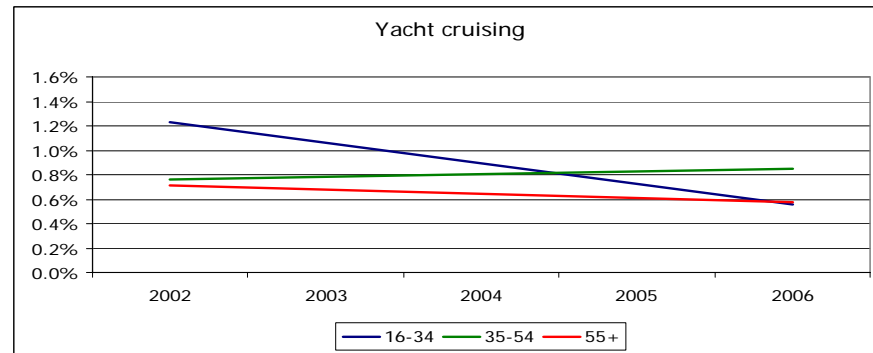
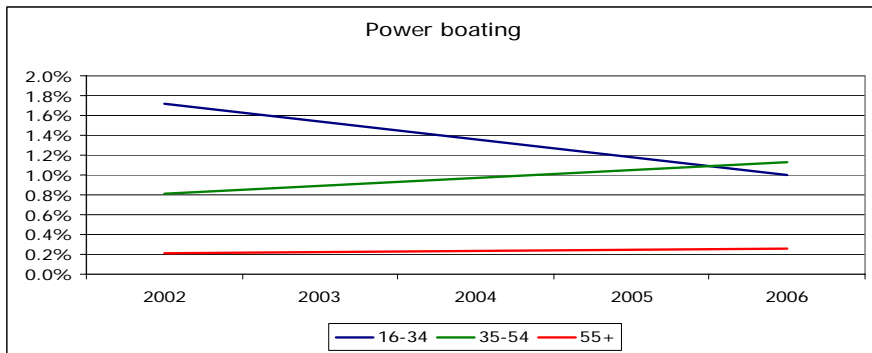
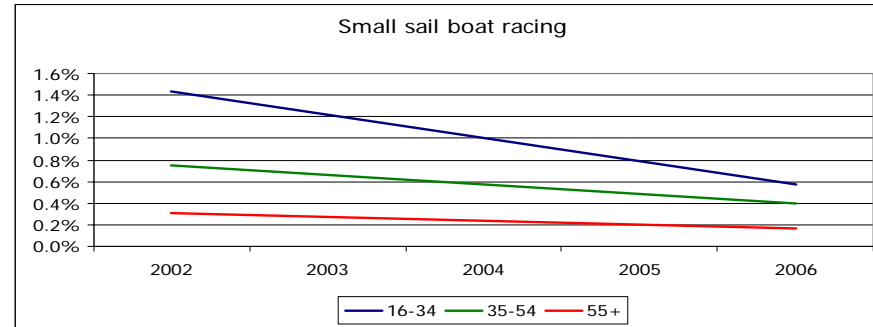
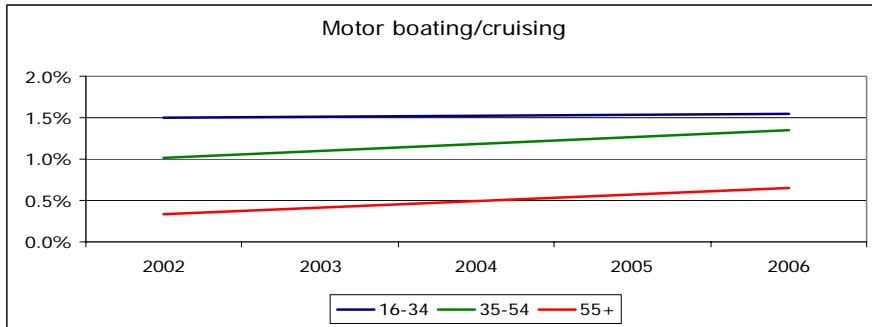
Linear Regression Trends For Activities By Gender





Linear Regression Trends For Activities By Age Groups





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