

Watersports Participation 2003

The Old Coach House
Wharf Road
Guildford Surrey
GU1 4RP
01483 510 310
01483 510 319
Email comms@arkenford.co.uk

Contacts;
Crawford Christie



Foreword

By Paul Bayliss, RYA

Research into participation levels in watersports is important for many reasons. Decision making can be more informed, and resources can be more accurately planned, as can marketing activity. Many "broad brush" surveys are far too disparate to give the levels of detail that the Marine Industry requires. This is why the RYA, the BMF and Sunsail have joined forces to commission this research study for the second consecutive year.

Whilst sampling errors make it difficult to establish trends when comparing two years, each additional year this exercise is conducted adds to confidence in the research and builds on the existing picture. This years research confirms the first years findings that "Boating" (in all it's shapes and forms) is a substantially popular leisure pursuit. An additional detail this year has been to ask respondents whether they participate either within the UK or abroad, or even both. This detail further enhances these figures for the industry, organisations and the voluntary sector alike.

Understanding the Tables

The purpose of this survey is to provide a robust estimate of the level of participation in Watersports. A baseline survey was conducted in 2002. The 2003 results offer the first opportunity to track annual trends by sport.

The data on which the analysis has been based comes from a nationally representative sample of 5929 respondents across England, Scotland and Wales. The sample was designed to reflect the socio-economic make up of the British Population.

The Questions

Each respondent was asked if they had ever taken part in each of 12 watersports over the last 12 months (from September 2003). As far as possible the descriptions of each sport were provided in layman's terms to allow all respondents whatever their expertise to give accurate replies. Additional explanation was provided where misunderstandings were possible.

It was made clear that:

- Dinghies excluded small rubber boats used at the seaside, and were restricted to boats that are brought ashore after use.
- Yachts, unlike dinghies could be left in the water after use.
- 'Power boats' were defined as small craft that plane over the water, whereas 'general motor boats' go through the water.

For all those activities which respondents had taken part in the last 12 months, they were asked how often they had taken part over the last year. In 2003 the question was split into two parts covering participation in the UK and participation that took place abroad. The questions used in the survey are attached as an appendix to the report.

The Data

The data provided in this summary report covers all adults (those over 16). A brief explanation on the interpretation of each of the tables is given below. The omnibus survey on which the 3 questions are placed is carried out in England, Scotland and Wales, it does not include Northern Ireland.

The Analysis

In this section we provide notes on each table explaining any assumptions made and how the data should be interpreted.

2003 Water Sports Participation

Table 1 Watersports Participation in GB.

2003 Participation Rates

The first column of Table 1 overleaf titled '% for 2003' is our best estimate of participation rates for each sport in 2003. The figure of 7.23% is the most likely actual level of participation in the country as measured by the survey. However, any estimate based on a sample of the population may be slightly inaccurate.

The four percentages to the right give an indication of our lower and upper estimates of participation within different levels of confidence. So for example, we are 90% confident that the overall participation rate lies between 6.68% and 7.79%

2003 Participation Numbers

In the next columns the reported rates of participation are converted into an estimate of the likely numbers of participants in each sport. This year the estimates of numbers of participants are based on the 'Marketing Pocket Book 2003'¹. There is a drop of almost 2 million on the national population estimate that was given in 2002. This is a dramatic adjustment and results from the revision of national estimates following the 2001 census. The 2002 population figures were based on estimates for mid-2000, and are taken from ONS Mid-2000 Population estimates. The population figures for this year's survey, were based on Population Data, Census Day 2001.

This drop in overall population will affect each sports' estimate and it is therefore misleading to compare absolute figures from this year with 2002. This should be taken into account when comparing absolute numbers of participants in 2002 and 2003.

Interpreting Trends

We have also provided a comparison with the participation figures presented in 2002. So for example in 2002 we estimated canoeing participation at 2.60, in 2003 we have estimated it at 2.23%. A drop of 0.37%.

In interpreting the figures it is important to consider if they are measuring a real change in participation or a random fluctuation in the data. As we are estimating the participation rate from a sample of the population small changes could be caused by random variation. As the scale of change increases the likelihood that it is caused by random variation declines and it is increasingly likely to reflect a real change.

The drop of 0.37% in canoeing is one of the larger declines recorded for individual sports. However, it is still within the confidence limits we have set. The drop may therefore be the result of random fluctuation. We are 90% certain that the true participation in canoeing in 2003 is between 2.54% and 1.91%, the minimum estimate in 2003 was 2.3%. The minimum estimate in 2002 is now in the middle of the 2003 range. The change may be purely random but statistically speaking it is likely that there has been a small overall drop in participation.

¹ Published by The Advertising Association in association with the "World Advertising Research Centre

Table 1 - Watersports Participation in the GB - 2003

	Participation rate					Number of participants 2003		Participation rate		Number of participants 2002	
	% for 2003	Min	90%	90%	Max	Min 90%	Max 90%	% for 2002	Change	Min 90%	Max 90%
		95%	95%	N	N	N	N				
Any Watersport	7.23	6.57	6.68	7.79	7.89	2,976,000	3,467,000	8.25	-1.01	3530000	4065000
Canoeing	2.23	1.85	1.91	2.54	2.60	853,000	1,133,000	2.60	-0.37	1049000	1359000
Water skiing	1.23	0.95	1.00	1.47	1.51	444,000	653,000	1.74	-0.51	661000	913000
Other small sail boat activities (dinghies)	0.83	0.60	0.64	1.02	1.06	284,000	456,000	1.31	-0.48	492000	712000
Rowing	1.15	0.87	0.92	1.37	1.42	409,000	611,000	1.30	-0.15	492000	712000
Windsurfing	0.74	0.52	0.56	0.92	0.96	247,000	410,000	1.18	-0.44	449000	662000
Using personal watercraft	1.05	0.79	0.83	1.27	1.31	372,000	565,000	1.14	-0.09	408000	611000
General motor boating	0.92	0.68	0.72	1.12	1.16	319,000	500,000	1.05	-0.13	366000	560000
Yacht cruising	0.72	0.50	0.54	0.90	0.93	239,000	399,000	0.94	-0.22	325000	509000
Power boating	0.87	0.64	0.67	1.07	1.11	300,000	477,000	0.83	0.04	284000	457000
Small sail boat racing (dinghies)	0.78	0.56	0.59	0.97	1.00	264,000	430,000	0.72	0.06	243000	405000
Canal boating	0.61	0.41	0.44	0.77	0.80	197,000	344,000	0.48	0.13	163000	300000
Yacht racing	0.24	0.12	0.14	0.35	0.37	61,000	154,000	0.33	-0.09	86000	192000
None	92.8	92.11	92.21	93.32	93.43	41,069,000	41,561,000	91.75		42242000	42777000
Base	5929					44536529	44536529	6063		46307000	46307000

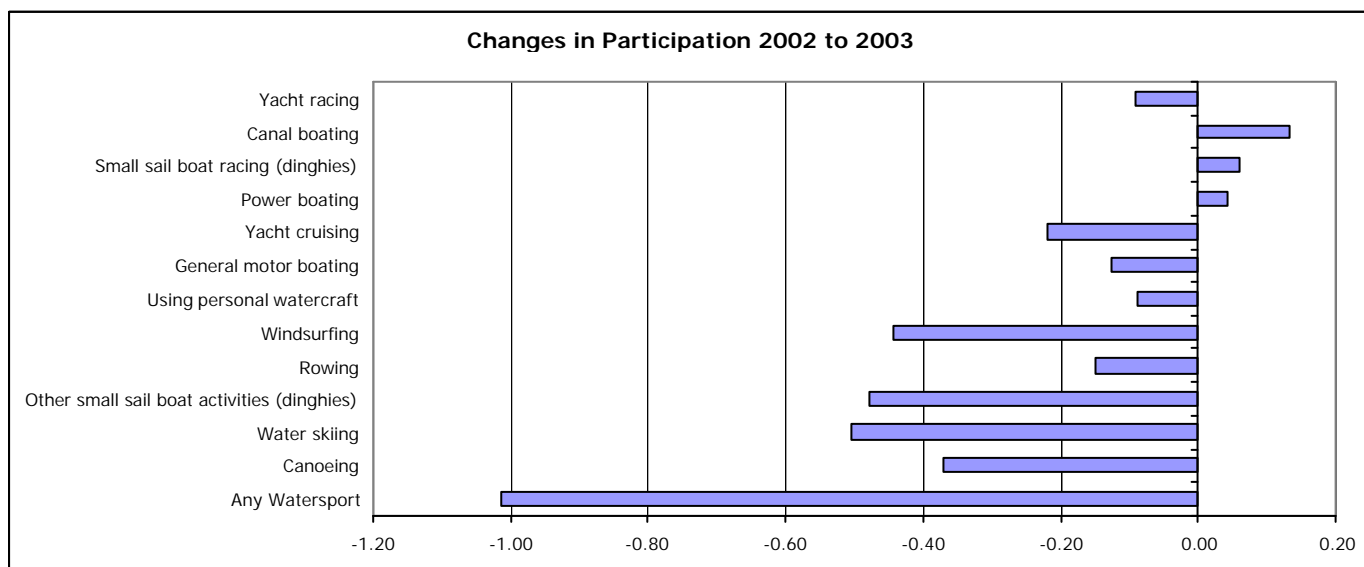
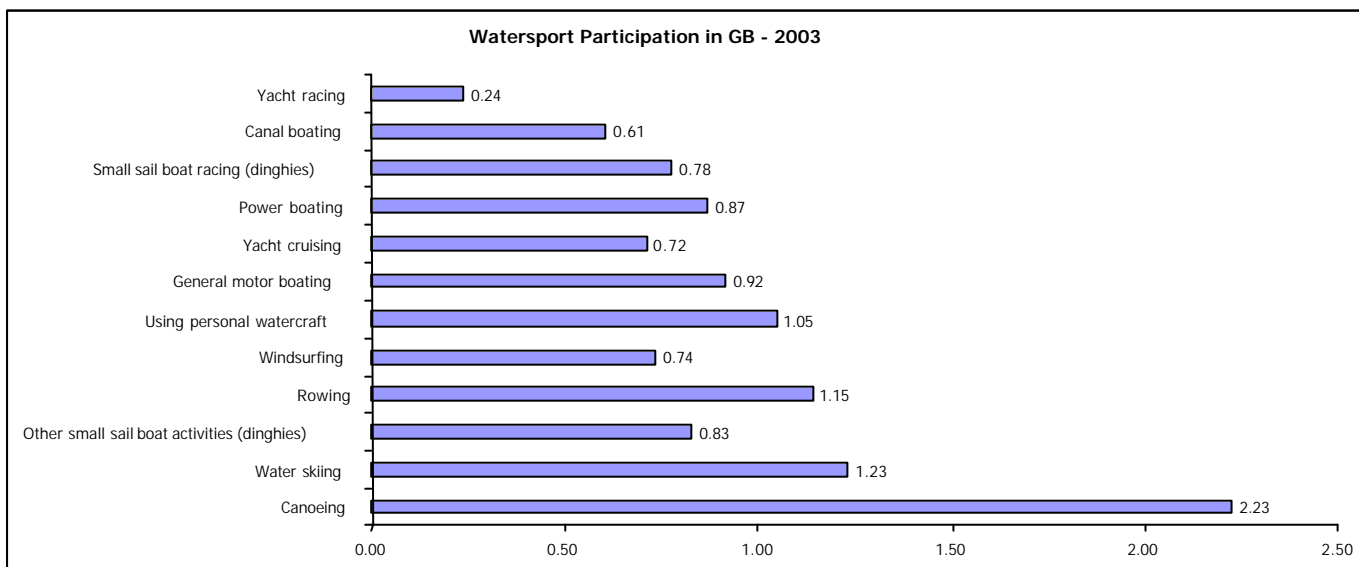
Base: All respondents (5929)

Source: Watersports Omnibus Survey - 2003

Note 1: Based on GB population aged 16 and over.

Note 2: Population estimates based on population aged over 16 - "Marketing Pocket Book 2003".

Note 3: For comparative purposes the 2001 Census data from "Marketing Pocket Book 2003" gives a figure of 44,537,000 people aged over 16.



Regional Participation

Table 2a Watersports Participation by ITV Region.

Table 2a provides an indication of the variations in participation by area of the country in 2003. ITV regions have been grouped to provide more robust sample sizes and therefore more robust estimates of participation. However, the sample sizes in each region are still small varying between 500 and 2000. This means they provide an indication of participation rates by region.

We have highlighted participation rates where changes are statistically significant since 2002. 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 of participants in each sport sampled in each region mean that the data should be treated with caution. The numbers of respondents in each region are provided at the bottom of the table. Also providing a table of the counts for each region

While most regions follow the overall trend showing a small decline in participation the West Midlands records an small overall rise in participation. The regions are defined as follows:

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)

In Table 2b we have combined the 2002 and 2003 sample to provide a more stable indication of participation over the two seasons.

Table 2a - Watersports participation by ITV regions – 2003

	ITV regions 2003					
	All regions	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland
	%	%	%	%	%	%
Any watersport	7.2	7.7	9.2	8.0	6.1	5.7
Canoeing	2.2	2.3	2.7	3.1	1.7	1.3
Water skiing	1.2	1.0	1.7	1.3	1.2	1.5
Other small sail boat activities	0.8	0.7	1.8	0.6	0.8	0.5
Rowing	1.1	1.3	0.8	1.0	1.1	1.5
Windsurfing	0.7	0.9	0.7	0.9	0.6	0.5
Using personal watercraft	1.1	1.1	0.9	1.3	0.8	1.5
General motor boating	0.9	1.0	0.6	1.0	0.9	0.9
Yacht cruising	0.7	0.6	2.2	0.4	0.6	0.3
Power boating	0.9	0.9	0.8	1.1	0.7	1.0
Small sail boat racing	0.8	1.3	0.6	1.1	0.2	0.7
Canal boating	0.6	0.6	0.4	0.8	0.6	0.6
Yacht racing	0.2	0.3	0.5	0.0	0.2	0.2
None	92.8	92.3	90.8	92.0	93.9	94.3
Base	44536529	14897528	5069314	7151030	13473870	3944787

Base: All respondents (5929)

Source: Watersports Omnibus Survey - 2003

Table 2b - Watersports participation by ITV regions - 2003 (No.s)

ITV regions						
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	All Regions
Small sail boat racing	193,413	29,026	76,745	21,468	26,363	347,016
Other small sail boat activities	109,224	90,707	45,732	103,946	19,982	369,590
Yacht racing	50,071	26,292	0	22,374	8,544	107,281
Yacht cruising	84,062	113,604	28,247	79,766	13,353	319,032
Power boating	129,413	42,232	78,532	99,431	39,057	388,664
General motor boating	150,501	30,320	74,846	117,529	36,161	409,358
Canal boating	85,971	22,662	55,130	82,755	23,832	270,351
Canoeing	349,766	136,265	221,957	232,036	52,496	992,520
Rowing	187,528	41,258	73,038	149,141	59,008	509,974
Windsurfing	127,891	37,610	66,964	77,793	18,263	328,521
Water skiing	152,069	85,082	89,992	162,292	59,326	548,762
Using personal watercraft	165,452	47,672	91,627	104,053	59,470	468,273
None	13,756,748	4,601,184	6,579,616	12,656,601	3,720,866	41,315,015
Population	14,897,528	5,069,314	7,151,030	13,473,870	3,944,787	44,536,529

Base: All respondents (5929)

Source: Watersports Omnibus Survey - 2003

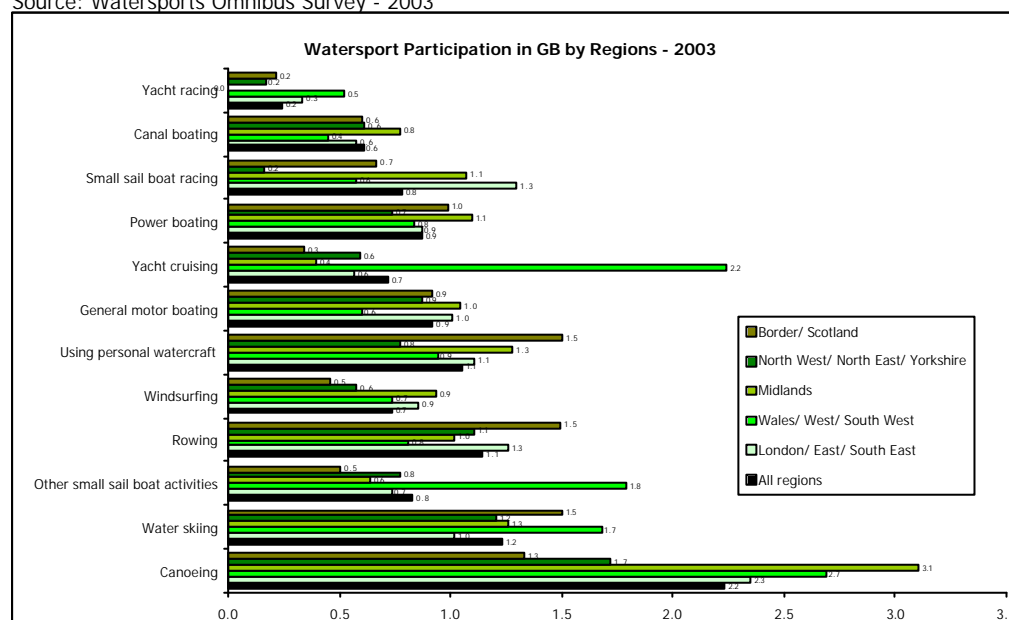


Table 2c - Watersports participation by ITV regions– Average over 2002 and 2003

ITV Regions 2002/2003						
	All regions %	London/ East/ South East %	Wales/ West/ South West %	Midlands %	North West/ North East/ Yorkshire %	Border/ Scotland %
Any watersport	7.7	8.2	10.9	7.2	6.6	6.4
Canoeing	2.4	2.7	3.5	3.0	1.6	1.5
Water skiing	1.5	1.5	1.7	1.2	1.6	1.5
Other small sail boat activities	1.1	1.1	2.2	0.8	0.9	0.6
Rowing	1.2	1.4	1.5	0.8	1.2	1.0
Windsurfing	1.0	1.2	0.8	1.1	0.6	1.0
Using personal watercraft	1.1	1.1	0.9	1.1	1.0	1.7
General motor boating	1.0	1.2	0.9	0.9	0.8	0.9
Yacht cruising	0.8	0.8	1.7	0.5	0.6	0.8
Power boating	0.8	1.0	1.0	0.6	0.6	1.2
Small sail boat racing	0.7	1.1	0.7	0.7	0.5	0.6
Canal boating	0.6	0.5	0.6	0.7	0.5	0.6
Yacht racing	0.3	0.5	0.4	0.1	0.1	0.2
None	92.3	91.8	89.1	92.8	93.4	93.6
Base	44536529	14897528	5069314	7151030	13473870	3944787

Base: All respondents (5929)

Source: Watersports Omnibus Survey - 2003

Frequency of Participation

Table 3(a and b) Frequency of Participation (in GB and abroad).

This year we have expanded the survey to establish where participation took place. This means that tables a and b constructed from two independent estimates of activity in UK and abroad and is not directly comparable to the 2002 figures.

The Tables show the percentage of participants in each sport that reported their participation within each frequency group. The average frequency of participation is estimated from this data. We do not know whether participation was year round or only in summer months. Two further tables also provide counts for participation in UK and abroad.

The tables show that there is consistently more participation in the UK than abroad. For example Yacht racing displays a large difference in average participation rates, 7.6 times a year for the UK, compared to 2.0 times while abroad.

Using personal watercraft and windsurfing are the sports in which the biggest proportion of activity takes place abroad, and water sports. Water skiing has the largest proportion of people who only participate abroad.

Table 3a - Frequency of Participation: GB – 2003

	Abroad only	Frequency of Participation					Base	Average participation
		Once	2-5 times	6-12 times	13-25 times	More than 25 times		
Canoeing in GB	20.1%	37.9%	28.2%	7.7%	2.8%	3.5%	118	3.6
Water skiing in GB	47.3%	14.4%	24.6%	6.4%	3.4%	3.8%	62	3.4
Other small sail boat activities in GB	28.4%	20.1%	27.4%	13.0%	4.4%	6.6%	49	5.2
Rowing in GB	9.2%	38.1%	32.7%	4.9%	7.1%	7.9%	59	5.7
Windsurfing in GB	35.0%	13.4%	42.3%	0.0%	9.3%	0.0%	36	3.4
Using personal watercraft in GB	35.1%	26.2%	25.1%	5.1%	3.0%	5.5%	52	3.8
General motor boating in GB	15.2%	40.3%	26.7%	10.6%	3.1%	4.1%	47	4.1
Yacht cruising in GB	19.1%	44.7%	27.6%	6.6%	0.0%	2.0%	39	2.6
Power boating in GB	25.5%	25.8%	22.9%	11.5%	6.2%	8.1%	42	5.7
Small sail boat racing in GB	25.1%	28.3%	32.1%	6.8%	2.4%	5.3%	38	4.1
Canal boating in GB	13.6%	52.5%	28.0%	3.0%	3.0%	0.0%	35	2.3
Yacht racing in GB	0.0%	16.9%	43.7%	23.8%	8.0%	7.6%	11	7.6

Base: All respondents who participate in Watersport anywhere

Source: Watersport Omnibus Survey - 2003

Table 3a2 - Frequency of participation in GB (No.s) 2003

	Once	2-5 times	6-12 times	13-25 times	More than 25 times	Total
	No.	No.	No.	No.	No.	No.
Small sail boat racing in GB	98,272	111,371	23,626	8,197	18,338	259,803
Other small sail boat activities in GB	74,448	101,300	48,094	16,294	24,506	264,642
Yacht racing in GB	18,181	46,878	25,481	8,544	8,197	107,281
Yacht cruising in GB	142,678	88,162	20,946	0	6,242	258,028
Power boating in GB	100,357	89,081	44,565	24,039	31,347	289,390
General motor boating in GB	164,780	109,472	43,356	12,877	16,698	347,182
Canal boating in GB	141,914	75,594	8,154	7,997	0	233,659
Canoeing in GB	375,925	279,512	76,097	27,643	34,247	793,424
Rowing in GB	194,381	166,946	24,942	36,115	40,459	462,843
Windsurfing in GB	44,073	138,848	0	30,641	0	213,563
Water skiing in GB	79,109	135,091	35,391	18,651	20,682	288,924
Using personal watercraft in GB	122,468	117,678	24,030	14,244	25,652	304,072

Base: All respondents who participate in Watersport anywhere

Source: Watersport Omnibus Survey – 2003

Table 3b - Frequency of Participation: Abroad – 2003

	Frequency of Participation						Base	Average participation
	In GB only	Once	2-5 times	6-12 times	13-25 times	More than 25 times		
Canoeing Abroad	54.8%	29.0%	12.5%	1.4%	0.0%	2.4%	118	1.6
Water skiing Abroad	33%	25.6%	41.6%	0.0%	0.0%	0.0%	62	1.7
Other small sail boat activities Abroad	54%	28.0%	10.7%	5.0%	1.9%	0.0%	49	1.5
Rowing Abroad	59%	21.1%	15.1%	1.3%	1.3%	2.0%	59	1.7
Windsurfing Abroad	39%	42.2%	10.2%	5.7%	2.9%	0.0%	36	1.8
Using personal watercraft Abroad	34%	34.2%	26.4%	3.8%	0.0%	1.8%	52	2.1
General motor boating Abroad	71%	22.6%	4.8%	1.6%	0.0%	0.0%	47	0.5
Yacht cruising Abroad	45%	45.3%	7.8%	2.1%	0.0%	0.0%	39	0.9
Power boating Abroad	55%	19.1%	22.3%	1.6%	0.0%	2.5%	42	1.9
Small sail boat racing Abroad	57%	23.9%	14.0%	2.3%	2.4%	0.0%	38	1.4
Canal boating Abroad	84%	14.3%	1.9%	0.0%	0.0%	0.0%	35	0.2
Yacht racing Abroad	76%	7.6%	7.6%	0.0%	8.9%	0.0%	11	2.0

Base: All respondents who participate in Watersport anywhere

Source: Watersports Omnibus Survey - 2003

Table 3b2 - Frequency of participation abroad (No.s) – 2003

	Once	2-5 times	6-12 times	13-25 times	More than 25 times	Total
	No.	No.	No.	No.	No.	No.
Small sail boat racing Abroad	83,074	48,450	7,897	8,197	0	147,618
Other sail boat racing Abroad	103,663	39,712	18,610	7,172	0	169,157
Yacht racing Abroad	8,197	8,197	0	9,534	0	25,928
Yacht cruising Abroad	144,582	24,854	6,698	0	0	176,133
Power boating Abroad	74,284	86,548	6,242	0	9,534	176,609
General motor boating Abroad	92,439	19,618	6,450	0	0	118,508
Canal boating Abroad	38,794	5,146	0	0	0	43,940
Canoeing Abroad	287,559	124,339	13,623	0	23,523	449,043
Rowing Abroad	107,648	77,199	6,698	6,450	10,028	208,023
Windsurfing Abroad	138,486	33,440	18,647	9,453	0	200,026
Water skiing Abroad	140,570	228,514	0	0	0	369,084
Using personal watercraft Abroad	160,110	123,718	17,650	0	8,293	309,771

Base: All respondents who participate in Watersport anywhere

Source: Watersports Omnibus Survey - 2003

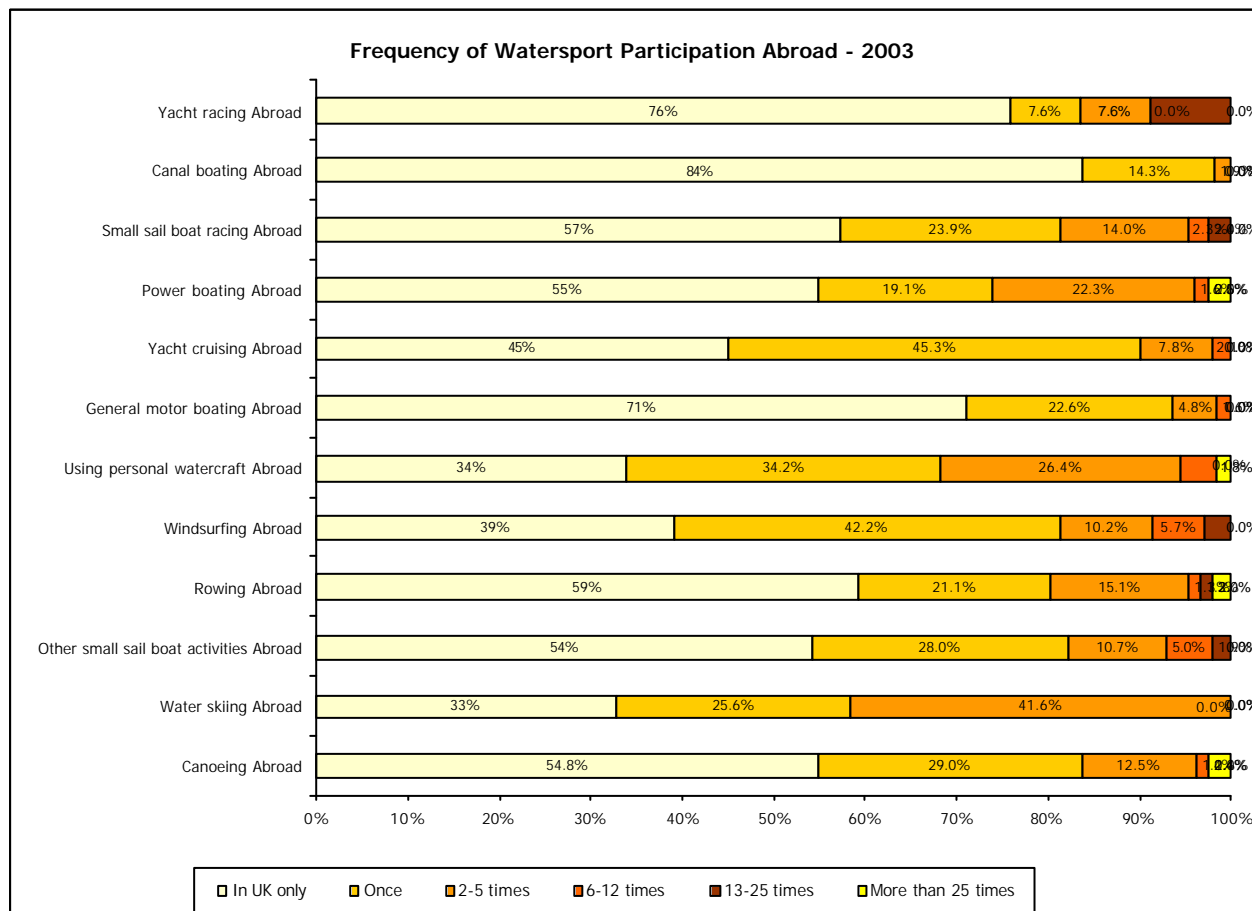
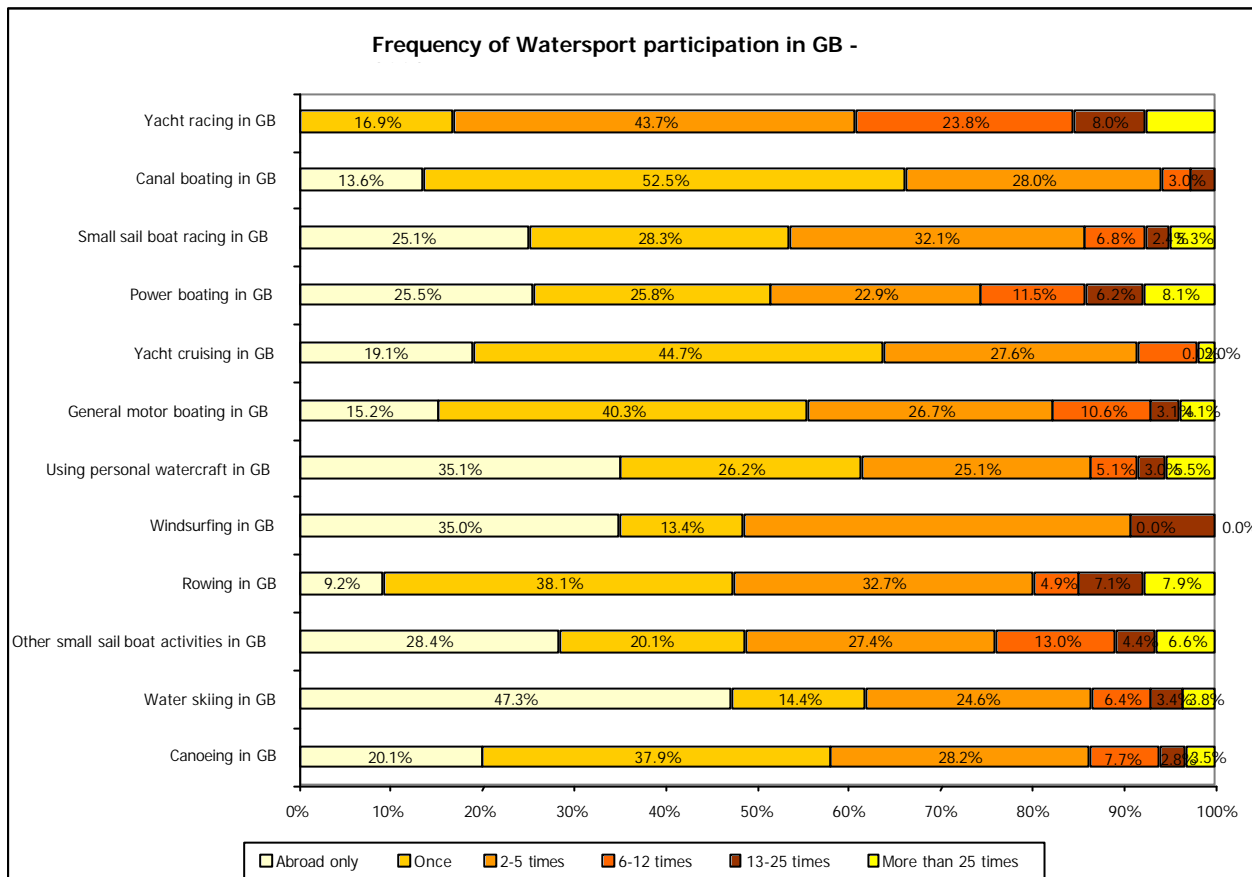


Table 3c Where the Balance of Participation is taking place.

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

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

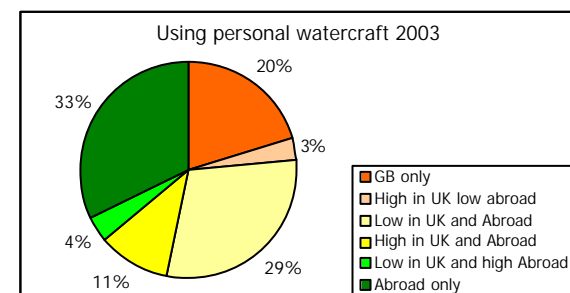
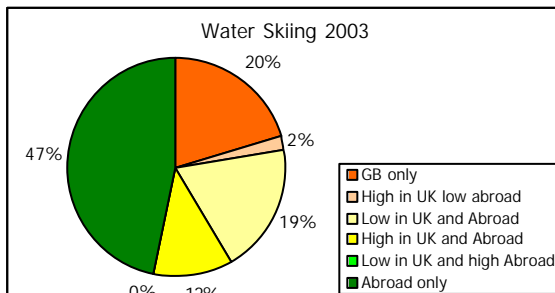
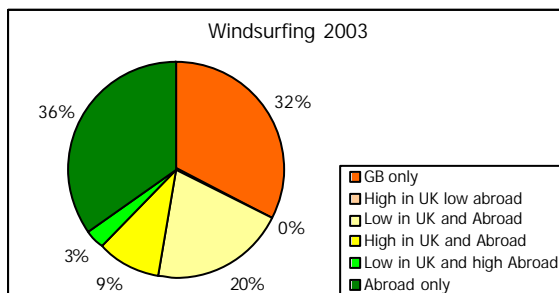
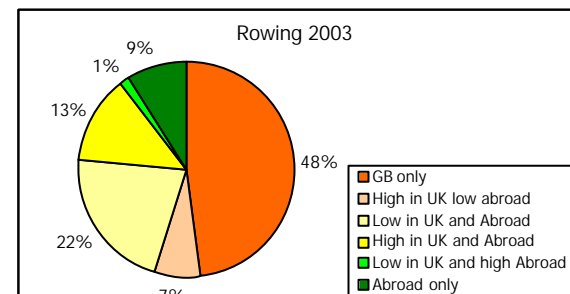
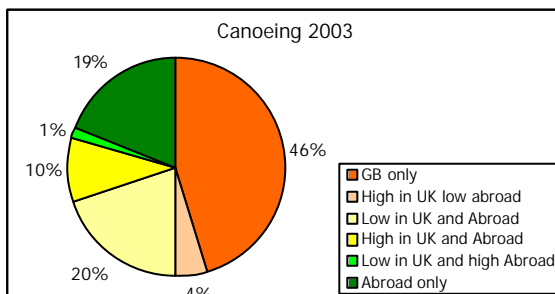
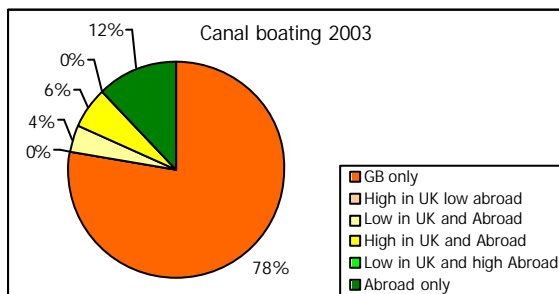
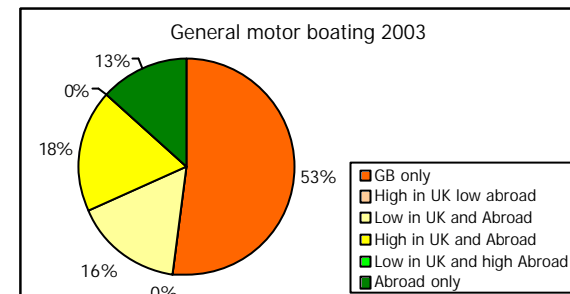
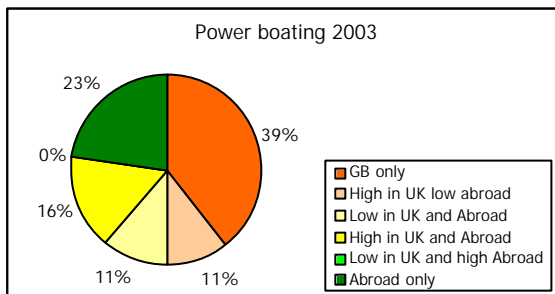
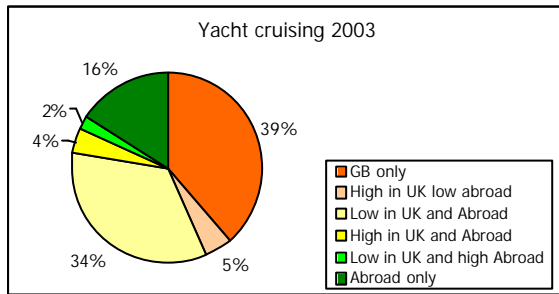
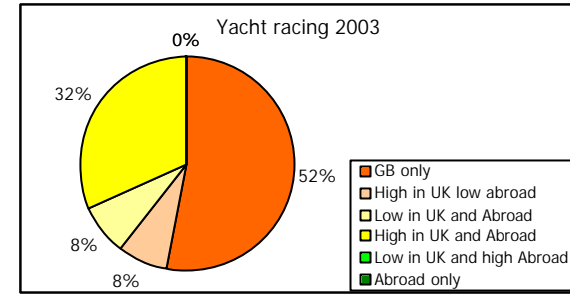
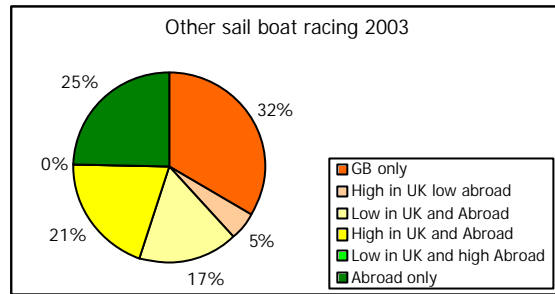
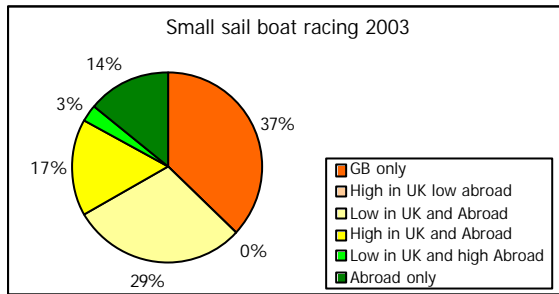
The data is presented as a table and pie charts for each water sport. It should be borne in mind that the numbers of people interviewed for each sport are small and therefore the data should only be taken as indicative of the overall patterns of participation.

Table 3c - Where participation is taking place in 2003

	GB only	High in UK low abroad	Low in UK and Abroad	High in UK and Abroad	Low in UK and high Abroad	Abroad only
Small sail boat racing	37.3	0.0	29.4	16.6	2.6	14.1
Other small sail boat activities	33.3	4.8	16.8	20.5	0.0	24.6
Yacht racing	53.0	7.6	7.6	31.7	0.0	0.0
Yacht cruising	38.5	4.7	34.4	4.2	2.2	16.1
Power boating	39.4	10.6	11.1	16.0	0.0	22.9
General motor boating	52.2	0.0	16.2	18.2	0.0	13.4
Canal boating	77.4	0.0	4.3	6.1	0.0	12.2
Canoeing	45.5	4.4	19.9	9.7	1.3	19.1
Rowing	48.0	6.8	21.5	13.1	1.3	9.2
Windsurfing	32.4	0.0	20.4	9.3	2.9	35.0
Water skiing	20.4	2.1	19.0	11.7	0.0	46.8
Using personal watercraft	20.2	3.5	29.3	10.8	3.9	32.3

Base: All respondents (5929)

Source: Watersports Omnibus Survey – 2003



Combinations of Activities

Table 4a Watersports Combinations.

This table provides an indication of the proportion of people who do each sport who also participate in other water sports. The data should not be considered to be statistically reliable enough to provide a robust estimate. A much larger sample would be required to do this.

Also do...													Weighted Base
Canoeing	Water skiing	Other small sail boat activities		Rowing	Using personal watercraft	General motor boating	Yacht cruising	Power boating	Small sail boat racing	Windsurfing	Canal boating	Yacht racing	
People who do...	%	%	%	%	%	%	%	%	%	%	%	%	
Any Water sport	30.8%	17.0%	11.5%	15.8%	14.5%	12.7%	9.9%	12.1%	10.8%	10.2%	8.4%	3.3%	429
Canoeing	100.0%	13.6%	12.8%	15.4%	7.9%	9.2%	7.5%	14.5%	10.0%	9.9%	1.8%	2.8%	132
Water skiing	24.5%	100.0%	7.6%	12.8%	19.1%	11.7%	6.0%	25.1%	5.7%	12.0%	5.0%	4.0%	73
Other small sail boat activities	34.4%	11.2%	100.0%	26.2%	6.7%	13.5%	6.7%	13.8%	6.9%	17.6%	7.0%	0.0%	49
Rowing	29.9%	13.8%	19.0%	100.0%	5.9%	14.3%	7.0%	15.3%	7.5%	16.0%	7.6%	0.0%	68
Using personal watercraft	16.7%	22.4%	5.3%	6.4%	100.0%	15.4%	1.8%	12.3%	1.7%	7.2%	0.0%	0.0%	62
General motor boating	22.2%	15.7%	12.2%	17.8%	17.6%	100.0%	2.0%	13.7%	4.5%	2.3%	11.2%	0.0%	54
Yacht cruising	23.3%	10.4%	7.7%	11.2%	2.7%	2.5%	100.0%	18.8%	13.4%	17.4%	0.0%	8.4%	42
Power boating	36.9%	35.4%	13.1%	20.1%	14.8%	14.4%	15.4%	100.0%	6.6%	14.6%	2.2%	5.6%	52
Small sail boat racing	28.5%	9.0%	7.3%	11.0%	2.3%	5.3%	12.3%	7.4%	100.0%	4.7%	1.2%	4.8%	46
Windsurfing	30.0%	20.0%	19.8%	24.8%	10.3%	2.9%	16.9%	17.3%	5.0%	100.0%	0.0%	0.0%	44
Canal boating	6.4%	10.1%	9.6%	14.4%	0.0%	17.0%	0.0%	3.2%	1.5%	0.0%	100.0%	0.0%	36
Yacht racing	25.9%	20.4%	0.0%	0.0%	0.0%	0.0%	24.9%	20.4%	15.6%	0.0%	0.0%	100.0%	14

Base: All who participate in one or other Watersports.

Source: Watersports Omnibus Survey – 2003

We have aggregated the various sports into 3 groups to provide more robust estimates of cross participation and the socio-demographics of participation. These groups are:

Sailing sports	Small sailboat racing, other small sailboat activities, yacht racing, yacht cruising and windsurfing.
Power sports	Power boating, general motor boating, canal boating and using personal watercraft.
Manual sports	Canoeing, rowing and water-skiing.

Table 4b presents numbers and percentages of the proportion of people who do each type of sport who also participate in other types of watersports.

Table 4b – Watersports Combination

Combination	Sail		Power		Manual	
	No.	%	No.	%	No.	%
	Sail	1,225,236	100	251,535	19	511,098
Power	251,535	21	1,318,565	100	494,215	29
Manual	511,098	42	494,215	37	1,730,161	100

Base: All who participate in one or other Watersports.

Source: Watersports Omnibus Survey – 2003

Water Sports Participation by Socio-Demographic Groups

Table 5 Watersports Participation By Socio- Demographic Groups

We have increased the sensitivity of the life stage monitor this year. Households are now defined as follows:

Life Stage	Definition
Student/Workers house share	Two or more adults not living as married, without children and all under 35.
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 adult with one or more child/children in household.
Family	Household of more two with children
Empty nesters	Two people 55 to 65 living in house with no children
Greys	Two or more living over 64 in house with no children or living alone and over 64

To provide robust estimates of the socio-demographics of an individual sport a larger sample of participants would be required.

Table 5a - GB Watersport participation by Socio-Demographic Groups* - 2003

		Watersport category					Population
		Any	Sail	Power	Manual	None	
		%	%	%	%	%	
Sex	Male	10.10%	3.73%	4.08%	5.51%	89.90%	21,711,558
	Female	4.50%	1.82%	1.90%	2.34%	95.50%	22,824,971
Age group	16-34	12.80%	4.22%	5.58%	8.12%	87.20%	14,115,586
	35-54	7.18%	2.75%	2.65%	3.31%	92.82%	15,016,006
	55+	2.19%	1.40%	0.87%	0.57%	97.81%	15,404,937
SEG	AB	13.02%	5.57%	4.30%	7.15%	86.98%	7,790,918
	C1	9.47%	3.30%	4.42%	5.25%	90.53%	13,083,233
	C2DE	4.09%	1.52%	1.71%	2.06%	95.91%	23,662,378
Working status	Working	10.02%	3.82%	4.42%	5.04%	89.98%	23,571,792
	Retired	1.43%	0.75%	0.59%	0.40%	98.57%	11,011,122
	Other / non-working	7.06%	2.42%	2.13%	5.01%	92.94%	9,953,615
ITV regions	London/East/S.East	7.66%	3.17%	3.05%	3.80%	92.34%	14,897,528
	Wales/West/S.West	9.23%	5.05%	2.68%	4.08%	90.77%	5,069,314
	Midlands	7.99%	2.44%	3.84%	4.44%	92.01%	7,151,030
	N.West/N.East/Yorks	6.07%	1.96%	2.61%	3.64%	93.93%	13,473,870
Life stage	Border/ Scotland	5.68%	1.47%	2.58%	3.78%	94.32%	3,944,787
	Student/Workers house share	17.76%	7.30%	7.64%	12.37%	82.24%	4,686,016
	Single	8.75%	3.04%	4.16%	4.74%	91.25%	4,736,703
	Couple under 55	10.66%	2.96%	4.96%	5.79%	89.34%	4,100,664
	Family	7.41%	2.67%	2.72%	3.69%	92.59%	16,742,935
	Single parents	2.61%	0.99%	0.74%	1.26%	97.39%	1,719,279
	Empty nesters	4.08%	2.74%	1.87%	0.37%	95.92%	3,818,840
	Greys	1.11%	0.56%	0.23%	0.39%	98.89%	8,726,945
	Total	7.23%	2.75%	2.96%	3.89%	92.77%	44,531,383

Base: All respondents (5929)

*Source: Watersports Omnibus Survey - 2003

Note 1: Based on GB population aged 16 and over

Note 2: Population estimates based on population aged over 16 - "Marketing Pocket Book 2003".

Note 3: For comparative purposes the 2001 Census data from "Marketing Pocket Book 2003" gives a figure of 44,537,000 people aged over 16.

Note 4: Sail includes small sail boat racing, other small sailboat activities, yacht racing, yacht cruising and windsurfing. Power includes power boating, general motor boating, canal boating and using personal watercraft.

Table 5b - UK Watersports participation by Sail/Power/Manual

		Watersport category				Population
		Any Water sport No.	Sail No.	Power No.	Manual No.	
Sex	Male	21,711,558	21,711,558	21,711,558	21,711,558	21,711,558
	Female	22,824,971	22,824,971	22,824,971	22,824,971	22,824,971
Age group	16-34	14,115,586	14,115,586	14,115,586	14,115,586	14,115,586
	35-54	15,016,006	15,016,006	15,016,006	15,016,006	15,016,006
	55+	15,404,937	15,404,937	15,404,937	15,404,937	15,404,937
SEG	AB	7,790,918	7,790,918	7,790,918	7,790,918	7,790,918
	C1	13,083,233	13,083,233	13,083,233	13,083,233	13,083,233
	C2DE	23,662,378	23,662,378	23,662,378	23,662,378	23,662,378
Working status	Working	23,571,792	23,571,792	23,571,792	23,571,792	23,571,792
	Retired	11,011,122	11,011,122	11,011,122	11,011,122	11,011,122
	Other non-working	9,953,615	9,953,615	9,953,615	9,953,615	9,953,615
ITV regions	London/ East/ South East	14,897,528	14,897,528	14,897,528	14,897,528	14,897,528
	Wales/ West/ South West	5,069,314	5,069,314	5,069,314	5,069,314	5,069,314
	Midlands	7,151,030	7,151,030	7,151,030	7,151,030	7,151,030
	North West/ North East/ Yorkshire	13,473,870	13,473,870	13,473,870	13,473,870	13,473,870
Life stage	Border/ Scotland	3,944,787	3,944,787	3,944,787	3,944,787	3,944,787
	Student/Workers house share	4,686,016	4,686,016	4,686,016	4,686,016	4,686,016
	Single	4,736,703	4,736,703	4,736,703	4,736,703	4,736,703
	Couple under 55	4,100,664	4,100,664	4,100,664	4,100,664	4,100,664
	Family	16,742,935	16,742,935	16,742,935	16,742,935	16,742,935
	Single parents	1,719,279	1,719,279	1,719,279	1,719,279	1,719,279
	Empty nesters	3,818,840	3,818,840	3,818,840	3,818,840	3,818,840
	Greys	8,726,945	8,726,945	8,726,945	8,726,945	8,726,945
Total	Total	44,531,383	44,531,383	44,531,383	44,531,383	44,531,383

Base: All who participate in one or other water sports.

Source: Watersports Omnibus Survey – 2003