

Frequently Asked Questions

Active Adults 2014

What is the Active Adults Survey?

The Active Adults Survey 2014 is the latest in a series of large-scale population based surveys of adult sport participation in Wales that have been commissioned by the Sports Council for Wales (Sport Wales) since 1987. Adults (defined as aged 15 and above) living in private households in Wales were eligible to take part in the survey. The survey is done face to face, with an interviewer visiting the person at their home. Households are selected at random, and the interviewer randomly selects someone from the household to take part in the survey, when they visit.

How many people took part?

In total, 8,156 adults in Wales were interviewed for the survey. Interviews were spread evenly across survey period to account for the seasonal nature of sport participation. Interviews were also spread evenly across all LAs to allow regional analysis of sport participation.

When did the survey take place?

Fieldwork took place from 29th January 2014 through to 2nd March 2015.

What does the survey cover?

- Participation levels in a range of sports and physical recreation activities;
- Sports club membership
- Barriers and motivations for participation in sport;
- Volunteering and coaching
- Leisure and culture activities taken part in, including use of leisure/fitness centres
- Health and wellbeing
- Personal characteristics – a range of demographic information for analysis, including gender, age, ethnicity, disability, Welsh language ability and use of Welsh, social class, income level and household structure.

What has the data been used for?

Active Adults data is used to:

- ★ help shape and set strategic priorities in forthcoming years
- ★ assess the success in delivering the *Vision for Sport in Wales* and associated strategies, namely the *Coaching Strategy*, *Elite Sport Strategy*, *Child Poverty Strategy*, and *Community Sport Strategy*
- ★ to provide statistics for performance management within the sports sector
- ★ to inform investment decisions
- ★ to form the basis of quantitative and qualitative research projects on sport-related issues
- ★ to update and develop segmentation tools. Segmentation provides a tool by which we can better understand the adult population and target resources more effectively.

What do we mean by 'hooked on sport'?

For adults, we classify someone as being hooked on sport if they take part on average **three or more occasions a week** in sport or physical recreation.

We also refer to children and young people being hooked on sport. For school age pupils, someone is 'hooked on sport' if they take part in school-based extracurricular sport, or sport with a club not at school on **three or more occasions per week**. This gives us a measure of their participation in structured activities.

As different measures are used to calculate 'hooked on sport' for children and young people and 'hooked on sport' for adults, then we can't directly compare the percentages. However, our surveys allow us to look at the patterns of participation in sport, attitudes and associated well-being from the age 7 upwards.

Is walking included in the 'hooked on sport' measure for adults?

Walking is included in the measure if someone is walking two or more miles. We collect information on the reasons people walk 2 or more miles and whether it is:

- ★ Purely as a means of exercise
- ★ Competitive walking
- ★ Walking for pleasure (e.g. walking in the countryside)
- ★ To get from A to B (shops, work, friends etc.)
- ★ To walk the dog
- ★ Other reason – respondents are asked to specify.

What is the definition of 'sports club membership'?

An adult is counted as being a member of a sports club if they report that they are a *member of a pure sports clubs that cover one or more sports, as well as clubs that take place at leisure centres and fitness centres.*

We do not ask whether the respondent is affiliated to the governing body for the sports that they take part in at these sports clubs – the level of affiliated membership is collected by each sport's governing body.

What do we mean by volunteering in sport?

The question interviewers ask is:

“In the past 12 months, have you actively helped, on an unpaid volunteer basis, to run any sporting activity after school or at a club e.g. helping with things like administration, coaching, catering, transport etc.? I do not mean only taking someone to and from some activity”.

The majority of volunteers help by providing coaching.

What geographical breakdowns do you have data for?

Where possible, data is reported at various geographical regions –

- ★ Local Authority
- ★ Health Board
- ★ Electoral Region and Constituency
- ★ Sport Wales Office Regions
- ★ Sport Wales Macro Regions

Which local authorities are in which geographical region?

Health Board:

- ★ **Betsi Cadwaladr University Health Board:** Isle of Anglesey, Conwy, Denbighshire, Flintshire, Gwynedd, Wrexham
- ★ **Powys Teaching Health Board:** Powys
- ★ **Hywel Dda Health Board:** Carmarthenshire, Ceredigion, Pembrokeshire
- ★ **Abertawe Bro Morgannwg University Health Board:** Swansea, Neath Port Talbot, Bridgend
- ★ **Cwm Taf Health Board:** Merthyr Tydfil, Rhondda Cynon Taf
- ★ **Cardiff and Vale Health Board:** Cardiff, Vale of Glamorgan
- ★ **Aneurin Bevan Health Board:** Blaenau Gwent, Caerphilly, Monmouthshire, Newport, Torfaen

Sport Wales Office Region:

- ★ **North Wales:** Isle of Anglesey, Conwy, Denbighshire, Flintshire, Gwynedd, Wrexham
- ★ **Mid & West Wales:** Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire, Powys, Swansea
- ★ **Central South Wales:** Bridgend, Cardiff, Merthyr Tydfil, Rhondda Cynon Taf, Vale of Glamorgan
- ★ **South East Wales:** Blaenau Gwent, Caerphilly, Monmouthshire, Newport, Torfaen

Sport Wales Macro Region:

- ★ **Rural North:** Isle of Anglesey, Conwy, Denbighshire, Gwynedd.
- ★ **Rural Heartland:** Carmarthenshire, Ceredigion, Monmouthshire, Pembrokeshire, Powys.
- ★ **South Wales Valleys:** Blaenau Gwent, Caerphilly, Merthyr Tydfil, Neath Port Talbot, Rhondda Cynon Taf, Torfaen.
- ★ **Metropolitan Wales:** Bridgend, Cardiff, Flintshire, Newport, Swansea, The Vale of Glamorgan, Wrexham.

Why is there a lack of Black and Minority Ethnic data for adults?

Whereas the School Sport Survey was carried out in large volume at individual schools - allowing a much larger response rate, (116,000 responses) the Active Adults had a smaller survey sample that is designed to provide a look

at the national picture. As with many other surveys of this kind, given the smaller numbers it is not possible to provide a full statistically robust view of BME groups. Where data is available, it is shown in the published Tables of Statistics on the Sport Wales website.

How accurate is the data?

Like other random probability surveys, the Active Adults Survey has been weighted to ensure the sample is representative of the population of adults in Wales. Full details on the weighting process are contained in the Technical Report, which is available on request.

To ensure that the Active Adults Survey estimates quoted in the tables of statistics are robust, we have calculated the coefficient of variation (CV) for each estimate.

The CV is calculated as the standard error multiplied by 100 and divided by the mean. Estimates with a CV of 20% or more give an indication of the *prevalence* of a measured phenomenon, but are not considered reliable for certain practical purposes, for example *precise comparisons* with other statistics.

Results are then colour-coded according to the CV for each estimate. When the data is disaggregated into very small groups, such as looking at a small age bracket, by gender, or within an individual local authority, then the estimate may not be useful for comparative purposes.

When using the tables of statistics, you will see that any data that should be treated with caution is clearly highlighted.

Official Statistics and Codes of Conduct

Sport Wales is a producer of Official Statistics, responsible for collecting, compiling, processing, analysing, interpreting and disseminating statistics in line with the principles set out in the Code of Practice for Official Statistics. All elements of the Active Adults Survey are consistent with the Market Research Society Code of Conduct and the Code of Practice for Official Statistics.

All information collected, including all personal details are treated in the strictest confidence in accordance with the Data Protection Act.