Using the Scottish Opinion Survey (2003-6) to understand the role of voluntary sector sports clubs in Scotland

- Fiona Reid
- Department of Sport, Culture and the Arts
- University of Strathclyde
Outline of Presentation

- Sport in Scotland
- Scottish Opinion Survey 2003-6
- Sports Clubs in Scotland and previous research
- Research Findings
- Future Directions

Fiona Reid, University of Strathclyde
Scotland and Physical Activity

- 38% of all adults are considered physically active enough for health

- Terms sport and physical activity are used interchangeably

- Most common activities:
  - Men: sports and exercise
  - Women: housework, followed by sport and exercise

- The Scottish Government (PATF) target is 50% of adults physically active by 2022

Fiona Reid, University of Strathclyde
Scotland and Sport

Latest sportscotland figures show sports participation at 47% of adults (2005-7)

National Target for 2020 is 60% of adults participating (Reaching Higher, 2007)
Scottish Opinion Survey (SOS)

- Scottish Opinion Survey 2003-6
- 2006: boosted sample to minimum of 600 adults from each LA
- Total 42,000 respondents randomly selected

Limitations of data set
- Questions asked

Fiona Reid, University of Strathclyde
Respondents were asked

“In the last 4 weeks, have you taken part, however informally, in any of these sports or physical recreations in Scotland? “

If they answered “yes” then

[For each sport mentioned up to five] Are you a member of a club for <APPROPRIATE SPORT>?
Scottish Opinion Survey: Limitations

- Data available – excluding walking, snooker + dance
- Data available – question asked EXACT age – data released with age groupings
- Only those that had participated in last 4 weeks (other members who had not may have been missed)
- Not sure which type of provision – voluntary sports club?
- Still low numbers – up to 3% error
- Quantitative not qualitative so do not know WHY
- No causal relationships shown – just possible links
Sports Club Survey 1999

Approx 13,000 sports clubs in 1999 and 3,500 sports clubs responded to a survey.

Just 1% of sports clubs surveyed in 1999 (Allison 2001) were “commercial” with profits shared amongst owners or shareholders.

81% had volunteer staff.

Study of CLUBS not people – so different to SOS which looks at individual people.

Fiona Reid, University of Strathclyde
Regional Variations

- Importance of understanding regional variations for target setting and policy making
- Coalter and Dowers (2006): first attempt to map regional sports participation in Scotland
- For example, 69% of men in Moray were sports participants, while just 29% of women in Glasgow City took part in sport
Regional Variation

- Large variations % population that participate in sport:
- From 34% in Glasgow City to 65% in Moray.
- Includes snooker and dance but NOT walking
SOS Findings : Sports Clubs

- 17% of adults and 41% of sports participants in Scotland are club members (2006)
- Sports less walking, snooker, dance
Regional Variation

Large variations in club membership rates – from 13% in South Lanarkshire to 25% in Perth and Kinross. WHY?

Correlation

Strong relationship between rate of participation in sport and sports club membership by Local Authority (r=0.724)

Fiona Reid, University of Strathclyde
Regional Variation

Large variations in proportion of sports participants that are club members – from 33% in North Lanarkshire to 52% in Perth and Kinross.

WHY?

Fiona Reid, University of Strathclyde
Explaining the Patterns

- Demographics
  - Age
  - Class
  - SIMD
  - Home tenure
  - Cars in household
  - Children under 16 in household
  - Ethnicity
  - Gender
  - Volunteering

- Location

- Sport Culture
E.g. Perth and Kinross:
- 36% of population is over 55 and active (national average 28%).
- 65% of participants over 55 are club members (sportscotland, 2008c)
• E.g. North Lanarkshire (11.7% members)
• Lower percentage of population in social class AB (14%) than average (19%) and lower sports participation rates in that group (54% cf 60%)
• More from social class DE (46%) than the Scottish average (40%) but lower sports participation rates in that group (25% cf 32%) (sportscotland, 2008).
Highest percentage of sports participants are sports club members in least deprived SIMD quartile

Percentage of Adult Population are Sports Club Members

- Worst quartile: 10.81%
- 2nd quartile: 15.80%
- 3rd quartile: 19.09%
- Best quartile: 24.80%
- Scotland: 17.42%

Fiona Reid, University of Strathclyde
Highest percentage of population are sports volunteers in least deprived SIMD quartile.

% of Population involved in Volunteering and Sport Volunteering in Scotland

- % of population volunteered in sport in last year
- % of population volunteered in non-sport activities in last year
- % of population volunteered in last year
Sports Club Members and Volunteering

48.2% of sports participants who were club members had volunteered in last year (compared to 29.4% of all adults)

33.7% of sports participants who were club members had volunteered in sport in the last year (compared to 13.9% of all adults)

Fiona Reid, University of Strathclyde
Are Sports Club Members Home Owners?

Sports Participants and Sports Club Members:
Tenure of Home

- Owner occupied: 80%
- Rented: 20%
- Other: 0%

Fiona Reid, University of Strathclyde
Sports Club Members and Cars

Sports Participants and Sports Club Members:
Number of Cars in Household

<table>
<thead>
<tr>
<th>Number of Cars</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>0%</td>
</tr>
<tr>
<td>One</td>
<td>50%</td>
</tr>
<tr>
<td>Two+</td>
<td>30%</td>
</tr>
</tbody>
</table>

Fiona Reid, University of Strathclyde
Sports Club Members and Dependant Children

Sports Participants and Sports Club Members: Children Under 16 in Household?

Yes No

Percentage

Fiona Reid, University of Strathclyde
Sports Club Members and Ethnicity

- White: 99%
- Ethnic minority: 1%

Fiona Reid, University of Strathclyde
Sports Club Membership and Gender in different LAs

- 52% of men participate in sport and almost ½ in sports clubs (23%)
- 37% of women participate in sport, but only 1/3 in sports clubs (12%)

Example: Scottish Borders
- 60% of male participation in sport is undertaken in a sports club, while only 25% of female participation is within a club
- 27% of total male population are sports club members (9% of women)
- Overall participation rates low (40%)

Fiona Reid, University of Strathclyde
Club Membership and Location

- Higher percentage of the population are sports club members in RURAL rather than urban areas – 20% in small remote towns, 16% in urban areas
- Majority of sports club members are resident in URBAN rather than rural locations

Fiona Reid, University of Strathclyde
Sports Club Culture

• Male participation (as club members)
  • bowls : 82%
  • rugby : 79%
  • judo : 74%

• Female participation (as club members)
  • martial arts : 74%
  • multigym : 70%
  • curling : 66%

(sportscotland, 2008)
Conclusion

• Regional variation in sports club membership in Scotland

• Future Directions
  • Evaluation of present situation
  • Qualitative and quantitative studies

• Implications
Regional Variation

Large variations in proportion of sports participants that are club members – from 33% in North Lanarkshire to 52% in Perth and Kinross. WHY?

Fiona Reid, University of Strathclyde
Questions

- Further discussion?
  - Please get in touch
  - Fiona Reid
  - University of Strathclyde
  - fiona.a.reid@strath.ac.uk