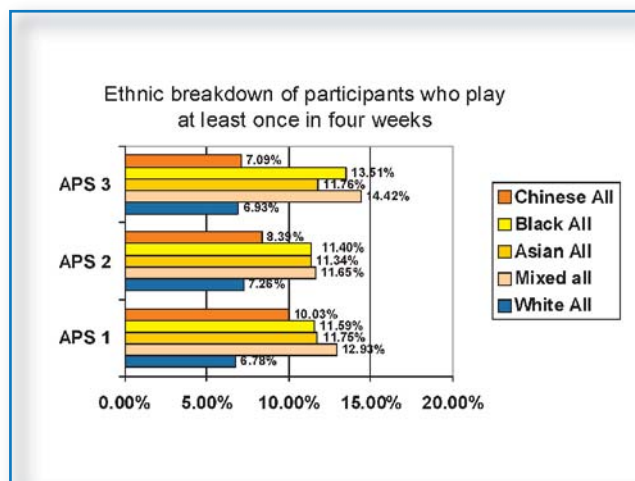
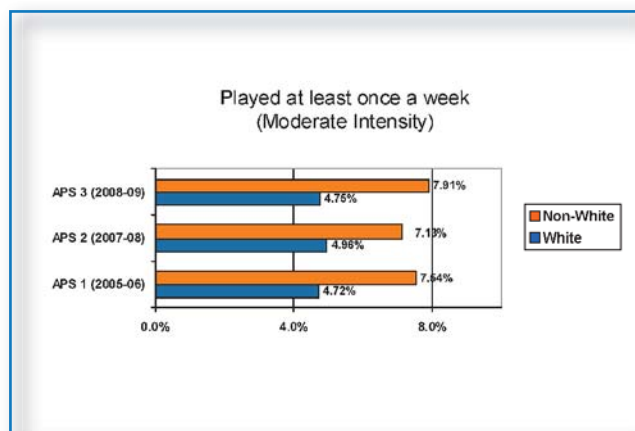
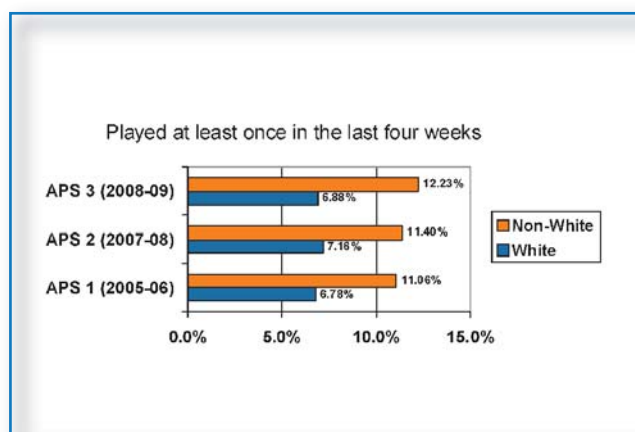


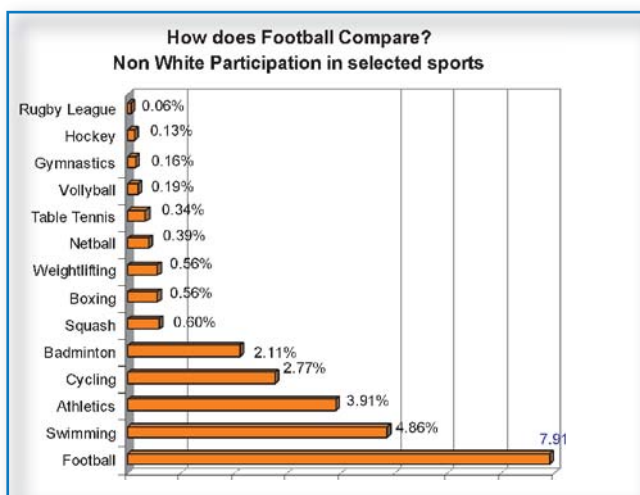
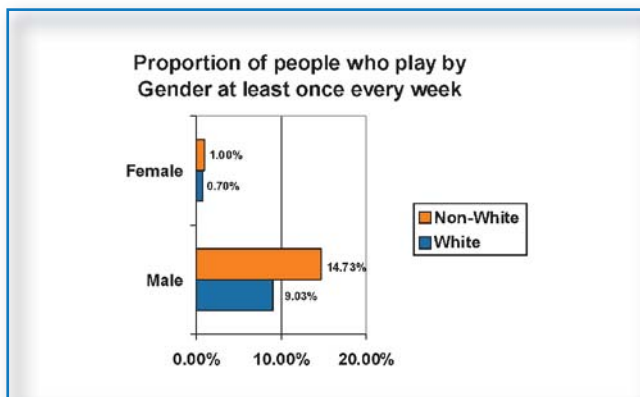
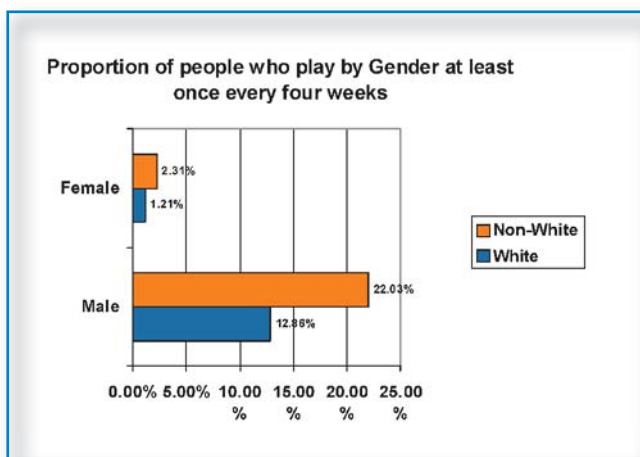
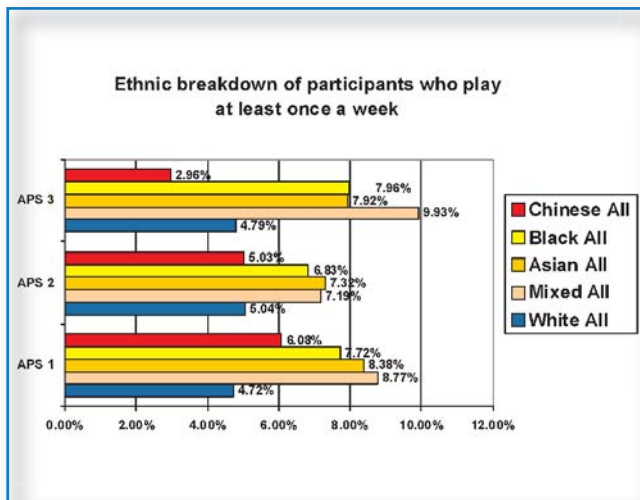
Football

All chart-data is taken from the latest Active People Survey 3 (2008-09) unless stated otherwise. All adults (aged 16 and over).

- Football is the most popular sport with BME communities.
- Around 329,800 non white participants take part in football every week.
- Broken down by gender it is the most popular sport for non white males and fifth most popular sport for non white females.
- Non white participants are significantly more likely to play football compared to their white counterparts.
- Non white women are almost twice as likely to play football as white women.
- Football is an extremely popular sport with Mixed, Asian and Black communities.
- There has been a significant increase in non white participants playing football at least once a week between APS2 and APS3.
- Football is often played informally and as part of recreational activity with BME communities.

Overview of ethnic minority participation in Football

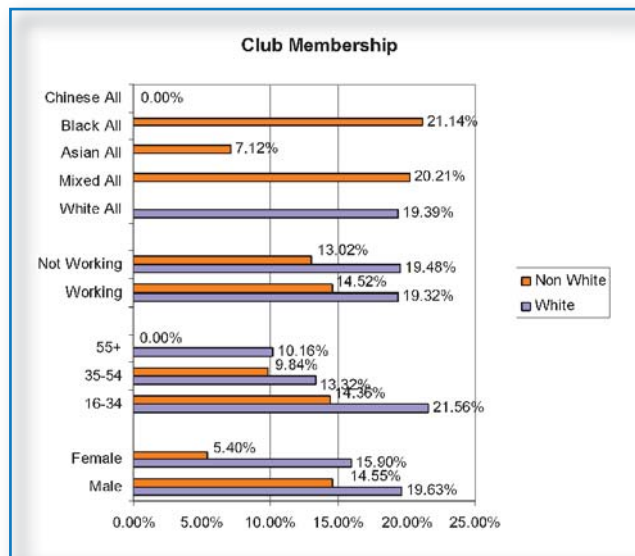




Organised Participation

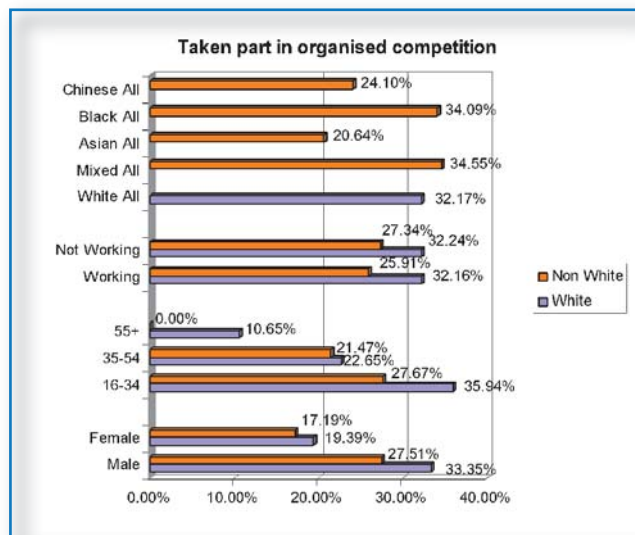
Club Membership

- White, Mixed and Black participants are twice as likely to be club members compared to their Asian counterparts.
- No club membership exists for Chinese participants.
- Non white females are less likely to be club members.



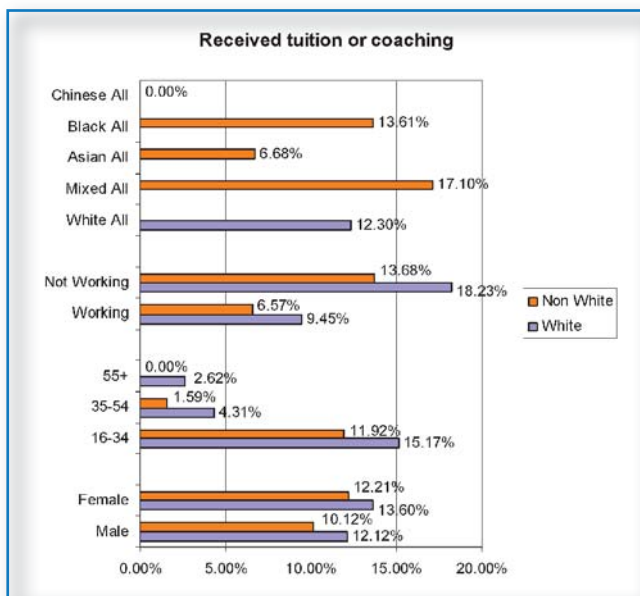
Taken part in organised competition

- All ethnic groups take part in organised competition.
- Both white and non white females are less likely to take part in organised competition compared to their male counterparts.



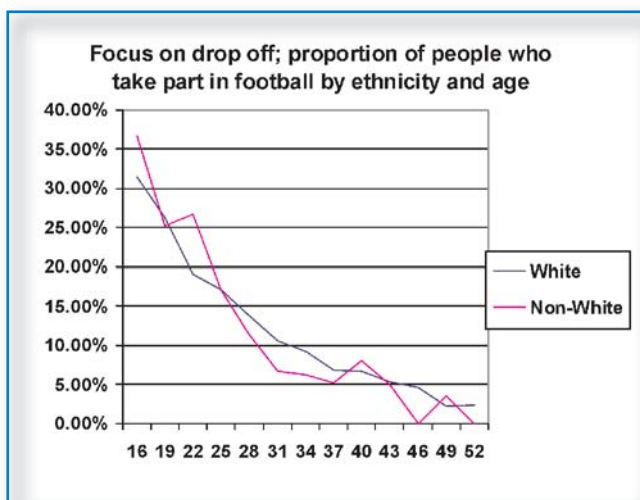
Received Tuition or Coaching

- White, Mixed and Black participants are almost twice as likely to receive tuition/coaching compared to their Asian counterparts.
- Chinese groups are unlikely to receive any tuition/ coaching.
- Chinese groups are unlikely to receive any tuition/ coaching.
- Younger groups (16-34) are more likely to receive tuition/coaching compared to their older counterparts.
- Mixed participants are the most likely to receive tuition/coaching.

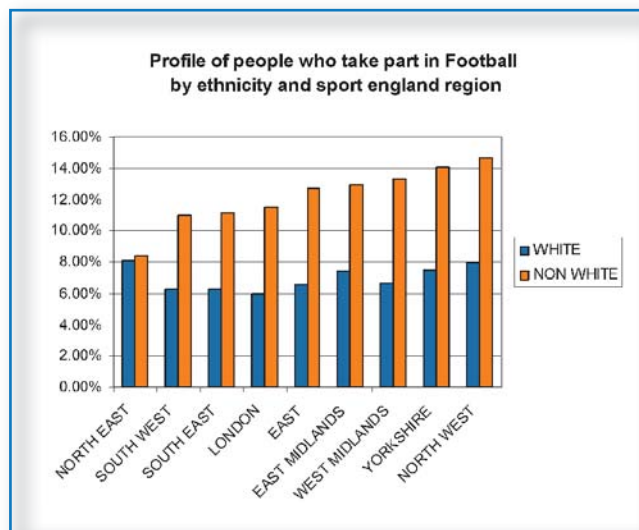


Demographics

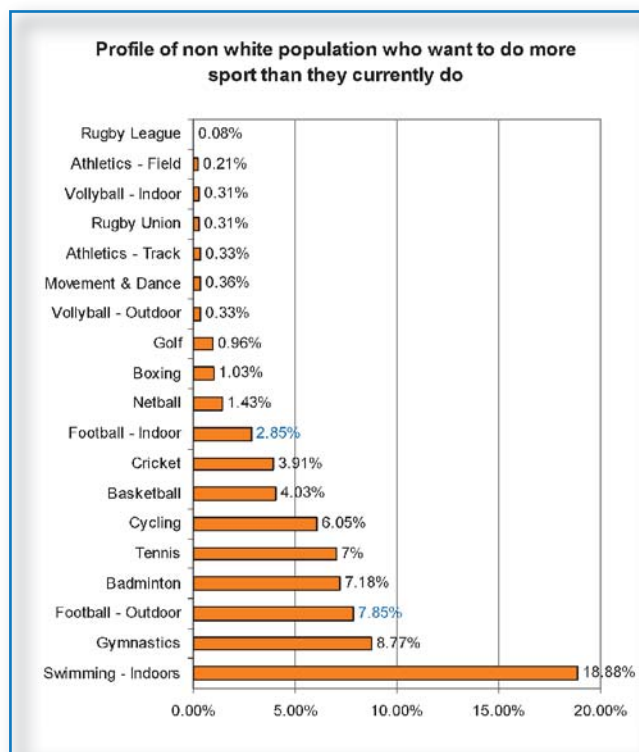
- Football has a very similar drop off profile for both white and non white - participation declines with age and is more popular with the younger age groups.



- On a regional basis Football has the highest non white participation levels in the North West, Yorkshire and the Midlands. The North East has the lowest participation levels. Overall football is a relatively popular sport in all the regions.

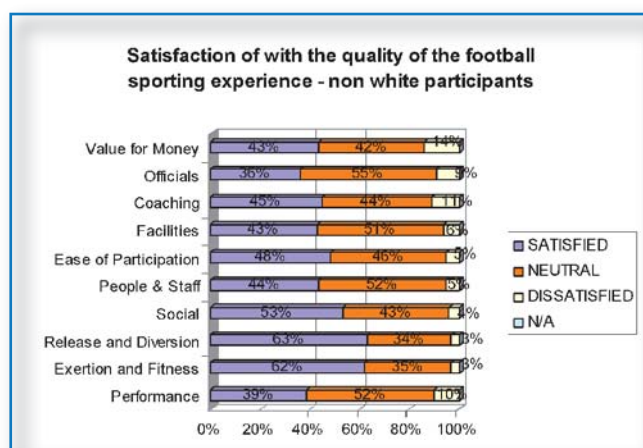


Latent Demand



Satisfaction

- Non white participants are particularly satisfied with the release and diversion and exertion and fitness element of this sport.
- Non white participants are particularly dissatisfied with the opportunities available to help improve their performance, their coaching experience and the value for money element of this sport.



Summary

Football is the most popular sport with BME communities. It is extremely popular with non white males and participation has been steadily increasing over the past couple of years. There is scope, however, to increase participation from both white and non white females.

There is an obvious challenge to convert non white participants from informal to formal participants. Increasing club membership may be one way of keeping more BME participants interested in the sport as they grow older. Emphasis could be given to increasing club membership particularly with those from the Asian and Chinese communities and non white females.

There is a significant latent demand particularly for outdoor football which the FA can capitalise on by targeting initiatives in regions which have high BME demographics such as London and the West Midlands.

Based on the findings of the Sport England Satisfaction Survey, there is scope to improve the coaching experience and help provide opportunities to help BME groups improve their performance alongside making the sport more accessible through value for money initiatives.

Notes;

- The Active People Survey is designed to collect data on sports participation amongst a sample of adults aged 16 and over living in England. The survey is a telephone survey, which was conducted with a total of 363,724 (Active People Survey 1), 191,325 (Active People Survey 2), and 193,947 (Active People Survey 3) adults in England.
- Club membership is based on those who have been a member of a sports club to participate in football in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in football in the last 12 months'.

- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in football in the last 12 months'.
- Sport England' Satisfaction Survey (2009). Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. [Based on 44390 questionnaires returned in total using an online methodology and postal questionnaires. Fieldwork period: March - May 2009].

(Figures should be treated with caution due to the small sample size of the non white population)

References: ONS population estimates

Produced: July 2010