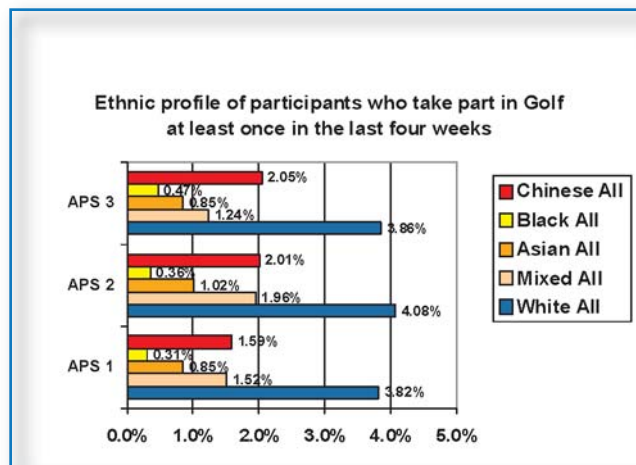
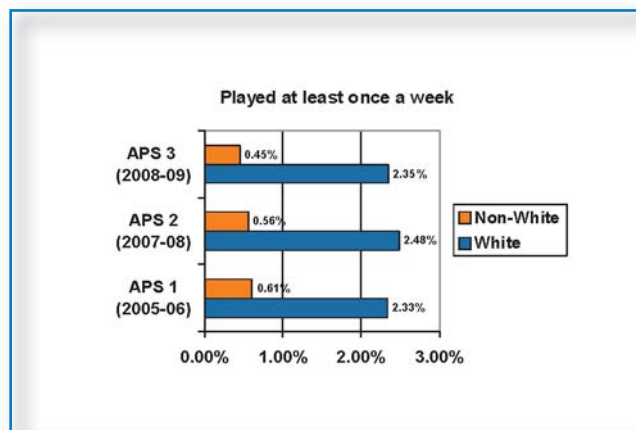
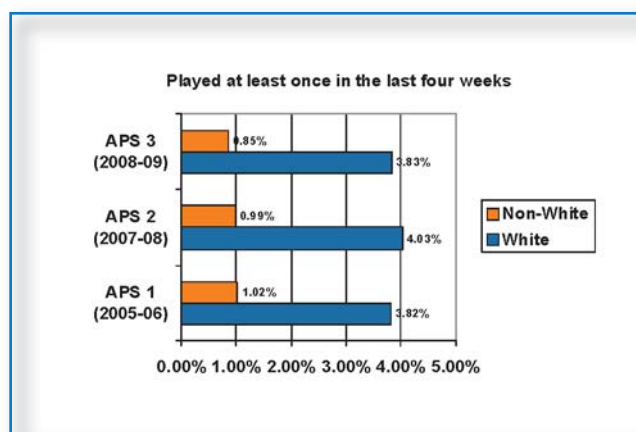


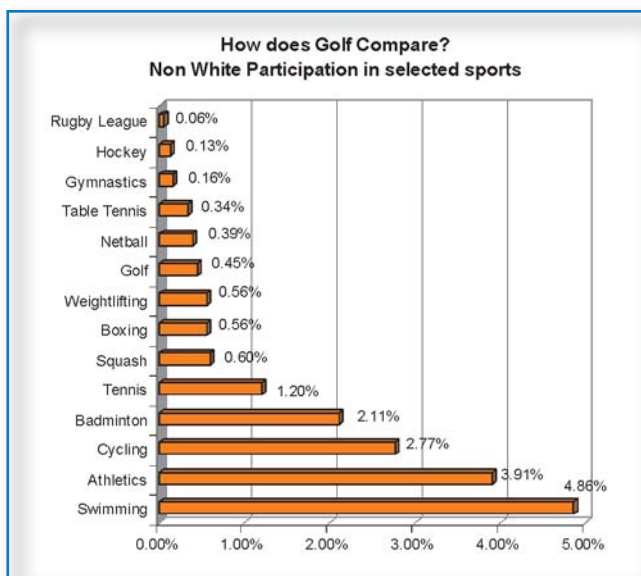
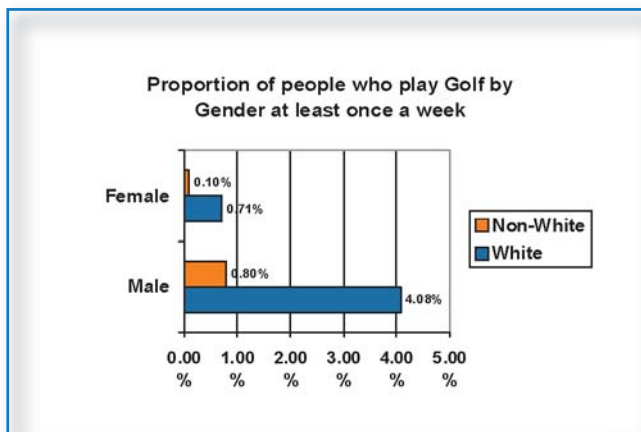
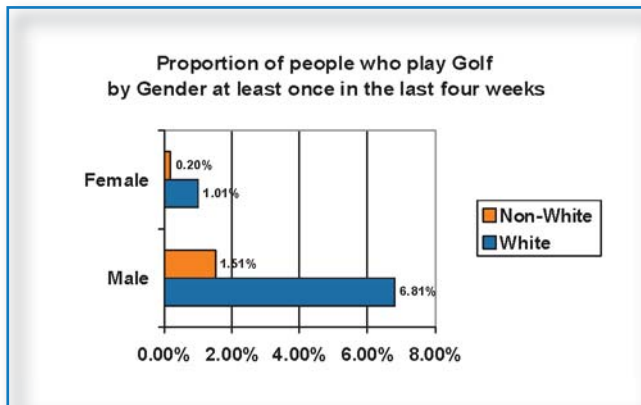
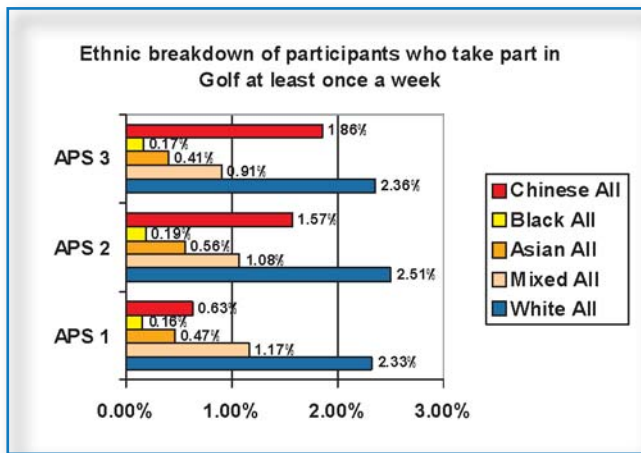
Golf

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

- Around 19,000 non white participants take part in Golf every week.
- Golf is the twelfth most popular sport with non white participants.
- Broken down by gender Golf is the twelfth most popular sport with non white males and seventeenth most popular sport for non white females.
- There has been a small decrease in participation levels for non white groups between all survey years.
- Golf is the most popular with white males. Participation from females is considerably low and is even further lower for non white females.
- Broken down by ethnicity, Golf is relatively popular with all ethnic groups, however it is the most popular with White, Mixed and Chinese groups.

Overview of ethnic minority participation in Golf

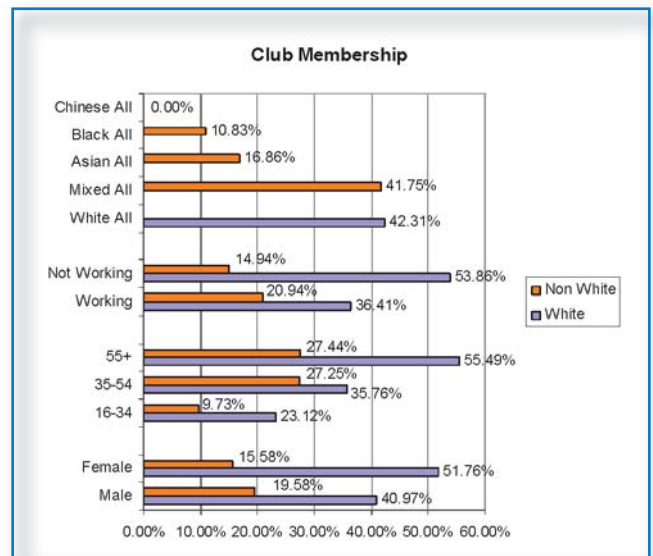




Organised Participation

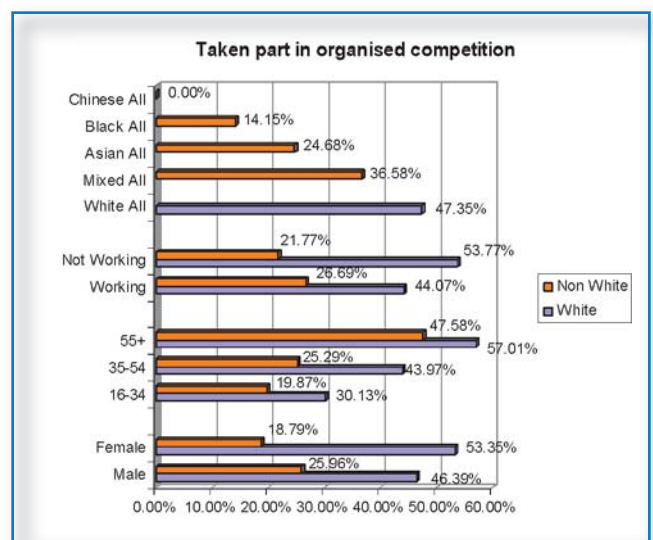
Club Membership

- White males and females are almost twice as likely to be club members compared to their non white counterparts.
- Club membership tends to increase with age for all groups.
- There is some club membership from all ethnic groups with the exception of the Chinese group.



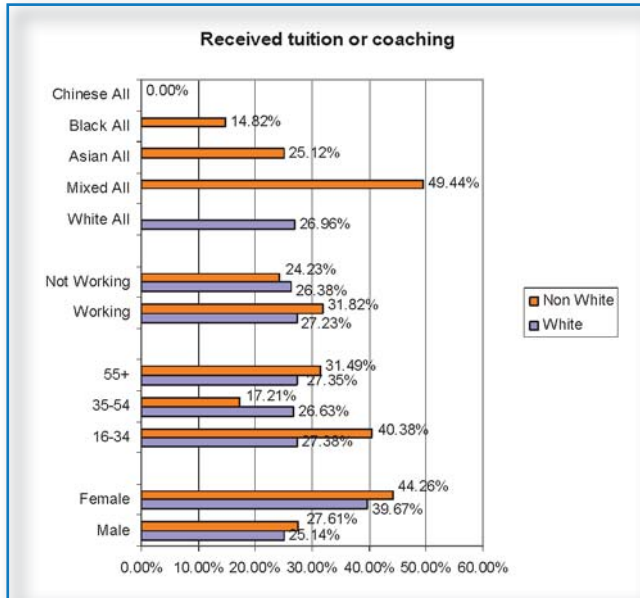
Taken part in organised competition

- White males and females are almost twice as likely to take part in organised competition compared to their non white counterparts.
- Most ethnic groups have taken part in some organised competition with the exception of the Chinese group.

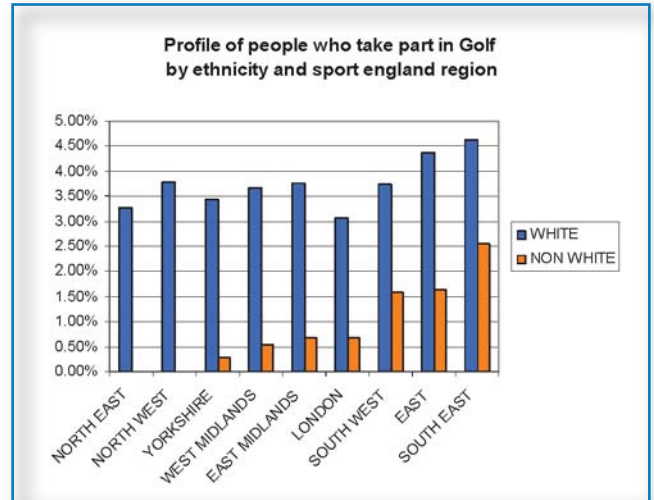


Received Tuition or Coaching

- Non white males and females are more likely to receive tuition/coaching compared to their white counterparts.
- Most ethnic groups have received some form of tuition with the exception of the Chinese group.

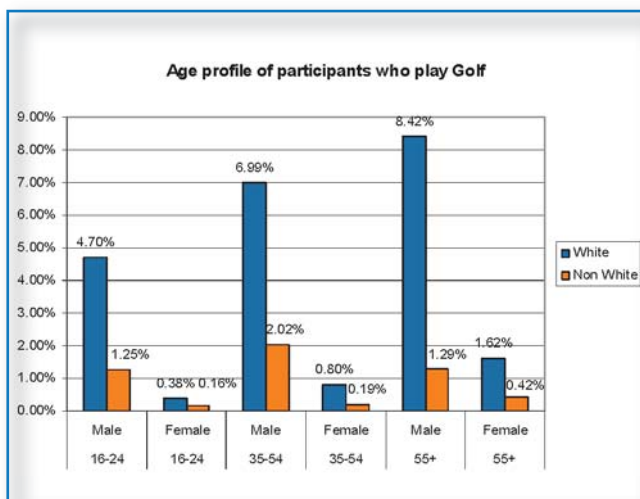


- The South East, East, and South West have the highest non white participation. The North East and North West are regions which have no non white participation. The English Golf Partnership could capitalise on regions such as the West and East Midlands and London which have high BME demographics.

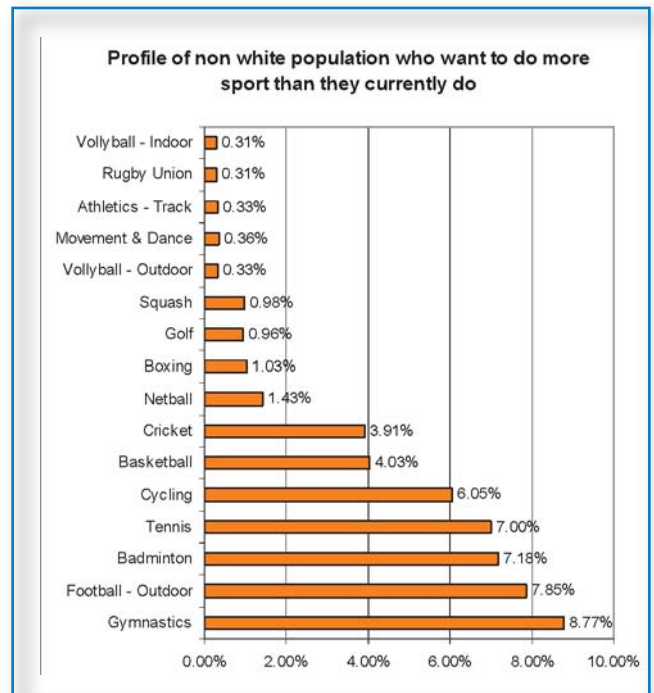


Demographics

- Golf is one of the few sports where popularity seems to increase with age for all groups.

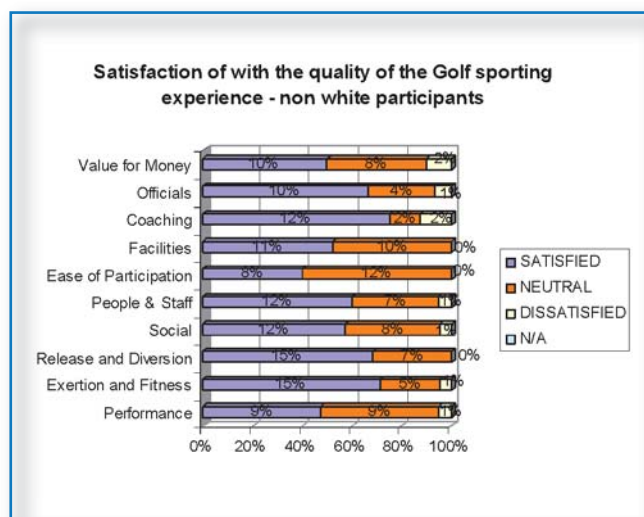


Latent Demand



Satisfaction

- Non white participants are particularly satisfied with the release and diversion, and exertion and fitness which this sport gives them.
- However non white participants are particularly dissatisfied with the coaching experience and the value for money element.



Summary

Golf is a white male dominated sport, however there is some participation from BME groups which is mainly from non white males. Golf is more popular with non white males than non white females where participation levels are extremely low. With all groups, popularity for golf seems to increase with age.

Golf is a relatively popular sport with all ethnic groups however there is scope for more work to be done to increase participation to change the profile of the sport.

Golf could focus on efforts to attract more women to the game and increase club membership for all ethnic groups as well as supporting all ethnic groups to take part in organised competition. In particular more BME women could be supported to help access these opportunities.

There is some latent demand which the England Golf Partnership can capitalise on through 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. Golf could also target efforts to make the sport more accessible through offering 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 golf in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in golf in the last 12 months'.
- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in golf 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 as the sample size for non white participants is extremely small.)

References: ONS population estimates

Produced: August 2010