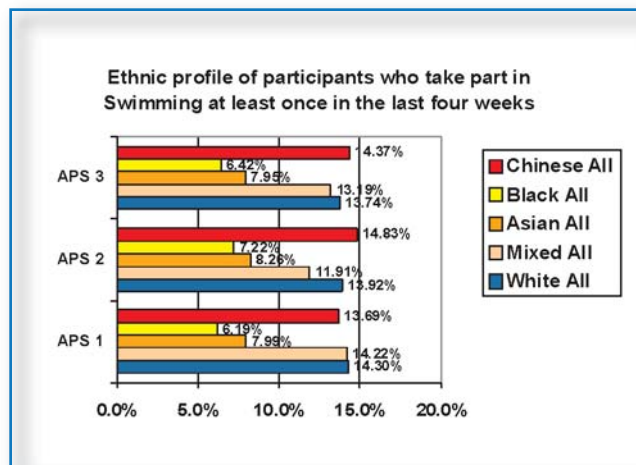
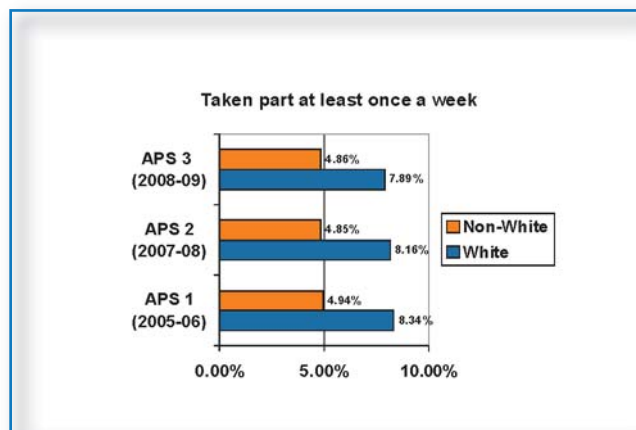
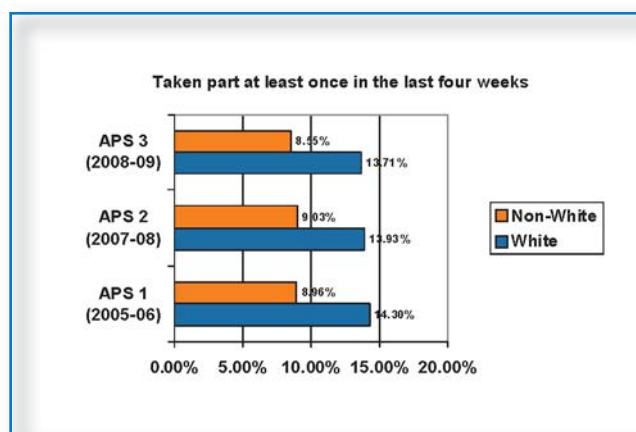


## Swimming

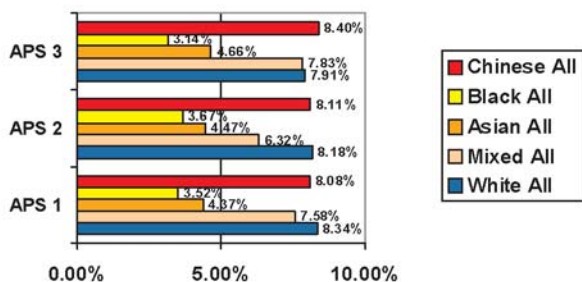
All chart-data is taken from the latest Active People Survey 3 (2008-09) unless stated otherwise. All adults (aged 16 and over).

- Around 202,900 non white participants take part in Swimming every week.
- Swimming is the second most popular sport with non white participants.
- Broken down by gender it is the most popular sport with non white females and fourth most popular sport for non white males.
- Participation in Swimming from non white groups has been relatively stable between APS1 and APS3.
- Swimming is an extremely popular sport with all ethnic groups, broken down however it is most popular with Chinese groups followed by White and Mixed groups.
- Broken down by Gender Swimming is more popular with both white and non white females compared to white and non white males.
- There is more latent demand for Swimming from BME groups than any other sport.

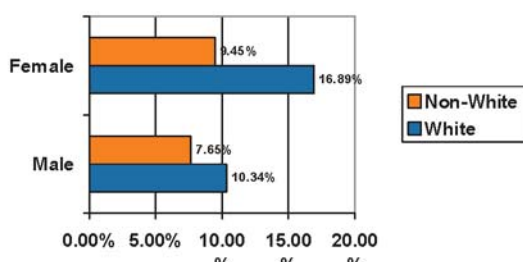
### Overview of ethnic minority participation in Swimming



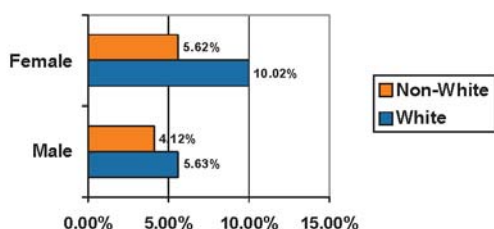
Ethnic breakdown of participants who take part in Swimming at least once a week



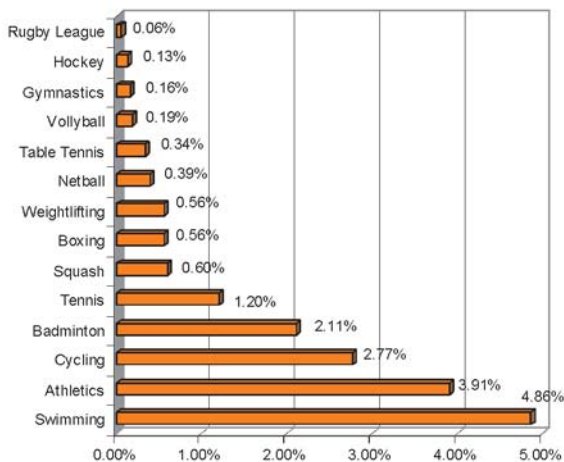
Proportion of people who play Swimming by Gender at least once in the last four weeks



Proportion of people who play Swimming by Gender at least once a week



How does Swimming Compare? Non White Participation in selected sports

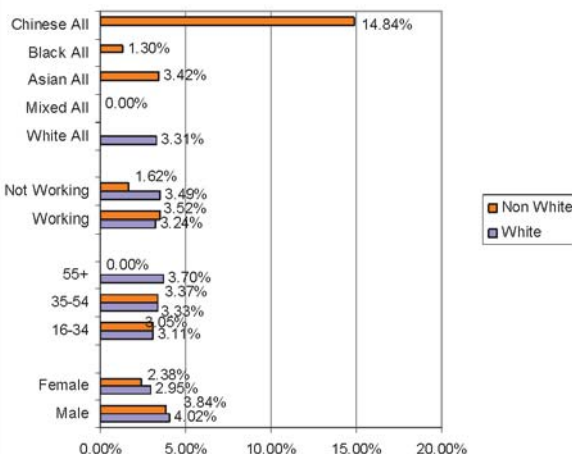


## Organised Participation

### Club Membership

- Highest club membership exists for those from Chinese groups, however no figures exist for Mixed groups.
- Compared to males, females are less likely to swim as a member of a club.

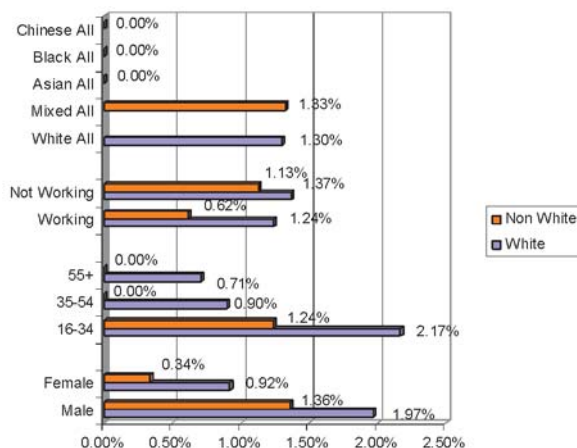
Club Membership



### Taken part in organised competition

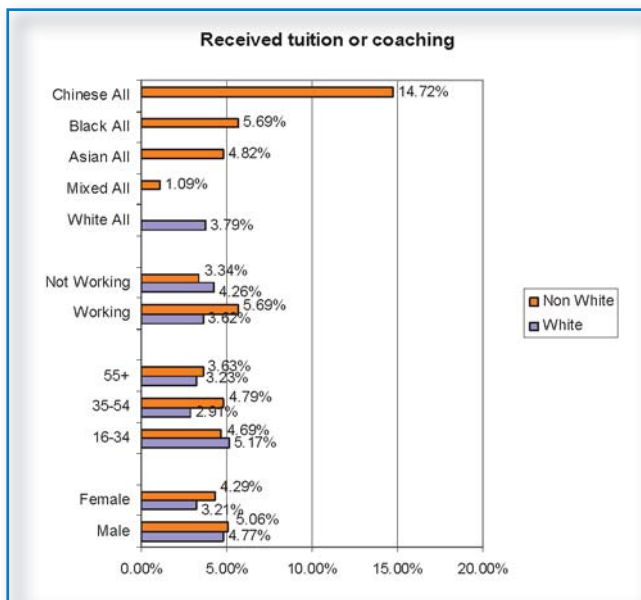
- Data profiles suggest that only White and Mixed groups are likely to take part in organised competition.
- White females are more than twice as likely to take part in organised competition than their non-white female counterparts.
- White males are more likely to take part in organised competition compared to non white males.

Taken part in organised competition



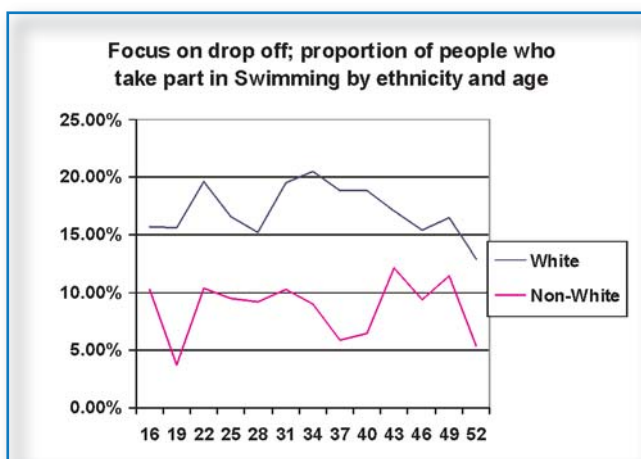
## Received Tuition or Coaching

- Data suggests all ethnic groups receive some sort of tuition/coaching.
- BME groups are slightly more likely to receive tuition compared to their white counterparts.
- Participants from Chinese backgrounds are more than twice as likely to received tuition/coaching compared to other ethnic groups.

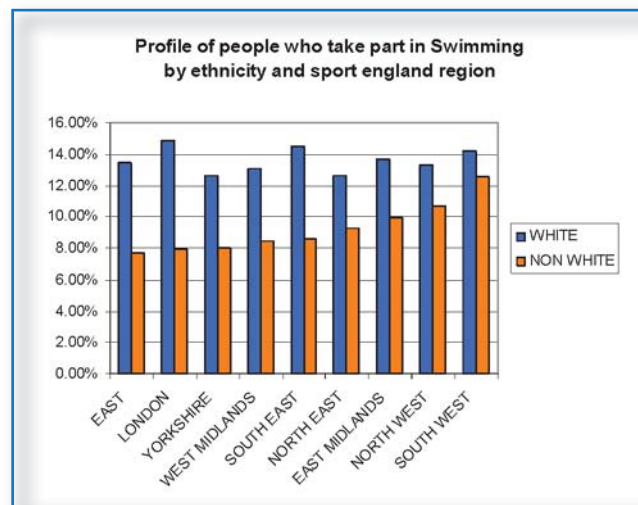


## Demographics

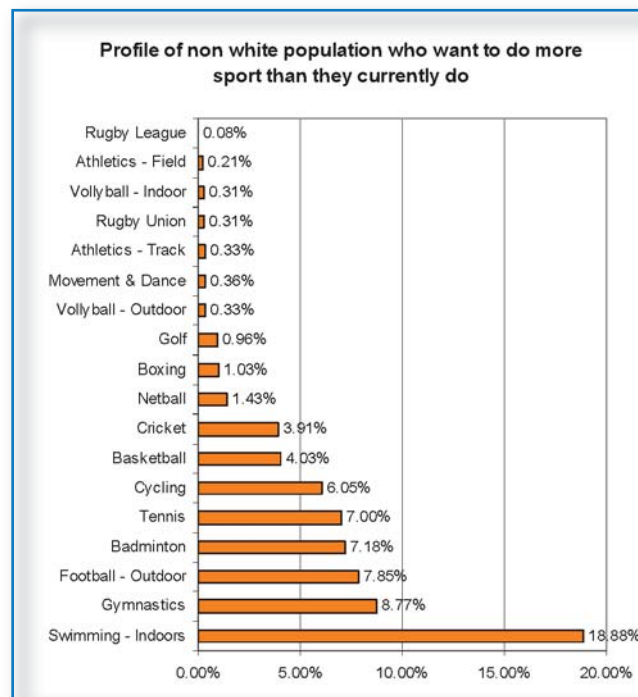
The most significant drop-off for non white participants is at the age of 16. Overall however swimming seems relatively popular with all BME age groups.



- The South West and the North West have the highest non white participation levels. Overall there is a relatively even distribution of participation between regions.

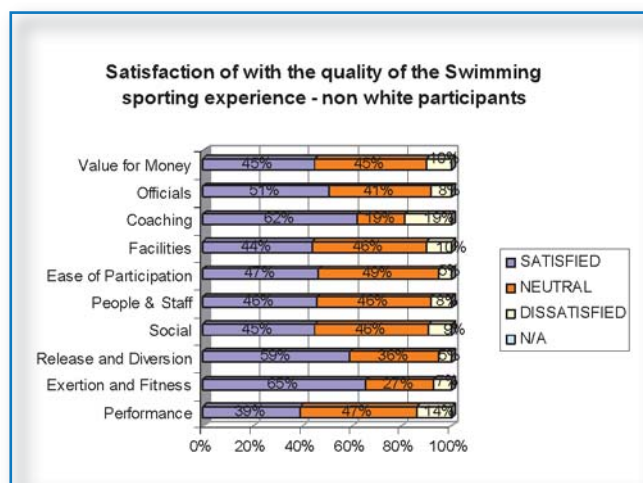


## Latent Demand



## Satisfaction

- Non white participants are particularly satisfied with the release and diversion and the exertion and fitness elements of the sport.
- However non white participants are particularly dissatisfied with the coaching experience and the performance element of this sport. Value for money and facilities are also areas where people feel less satisfied.



## Summary

Swimming has a higher than average non-white participation profile and is a relatively popular sport with all ethnic groups. It is more popular with white and non white females compared to white and non white males.

Swimming is often carried out as a recreational activity with BME groups which is why it is so popular, however there is scope for ASA to attract more BME groups and in particular females to become club members and support them to take part in organised competition.

Swimming is popular with all age groups however focus could be given to help reduce the BME drop off at 16.

There is significant latent demand for Swimming which ASA could capitalise on through targeting initiatives in regions which have high BME demographics such as London and the West Midlands. Research could also be carried out to explore barriers and what is preventing BME groups from swimming based on this high latent demand.

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. Focus could also be given to ensuring facilities are accessible to all BME groups and offer value for money.

## 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 swimming in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in swimming in the last 12 months'.
- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in swimming 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: September 2010