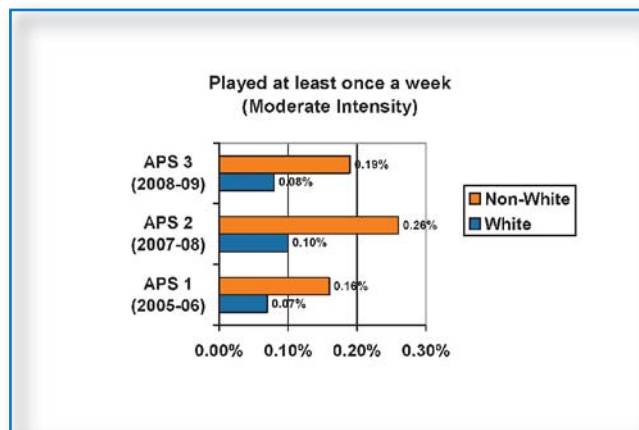
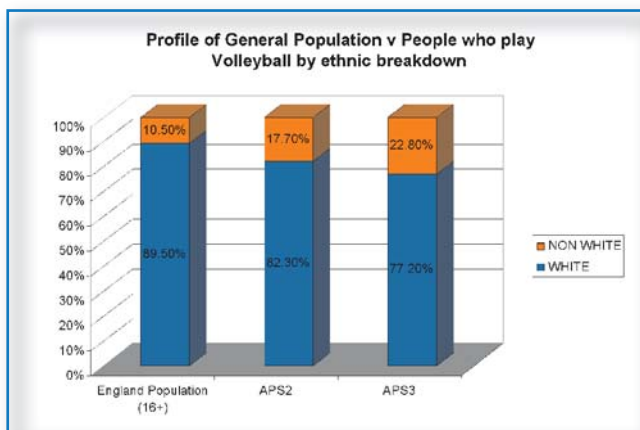
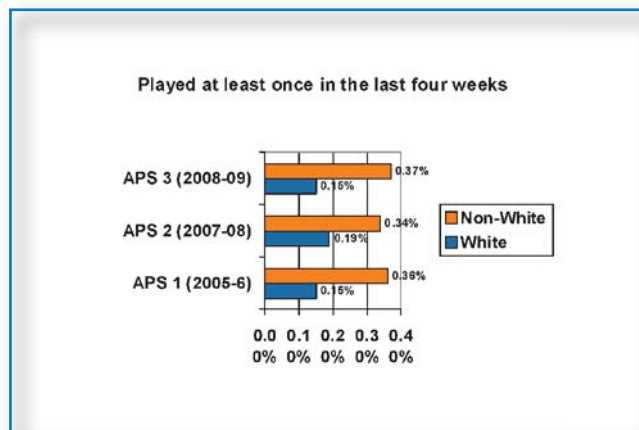
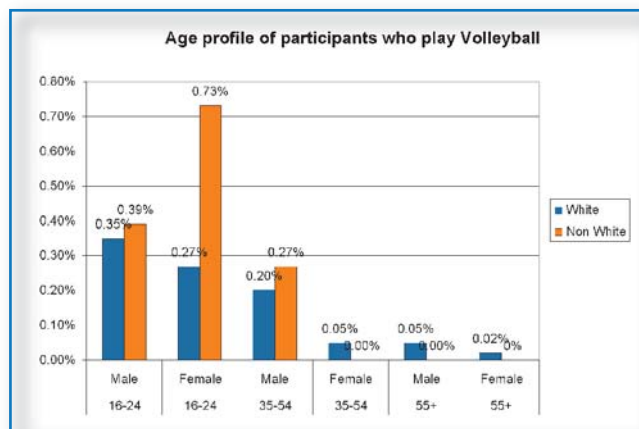


# Volleyball

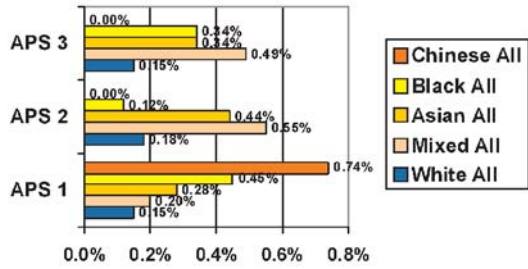
All chart-data is taken from the latest Active People Survey 3 (2008-09) unless stated otherwise. All adults (aged 16 and over).

- Volleyball has a higher than average non white participation profile. Around 8,300 non white participants take part in Volleyball every week.
- Volleyball is the seventeenth most popular sport with non white participants.
- Broken down by gender it is the tenth most popular sport for non white females and fifteenth most popular sport with non white males.
- There has been a small decrease for non white participants between APS2 and APS3 for those participating once a week.
- Volleyball particularly appeals to a female BME audience. Almost one in five female players are from a BME background, compared with just one in ten of the general population.
- Male participation cuts across all age groups however BME female participation tends to be only between the ages of 16 and 25.

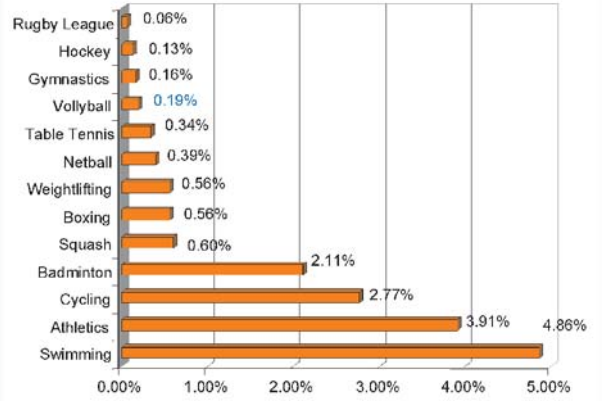
## Overview of ethnic minority participation in Volleyball



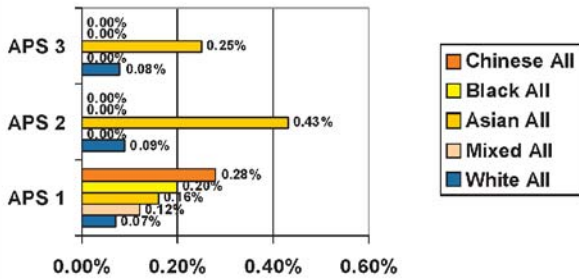
**Ethnic breakdown of participants who play Volleyball at least once in the last four weeks**



**How does Volleyball Compare? Non White Participation in selected sports**



**Ethnic breakdown of participants who play Volleyball at least once a week**

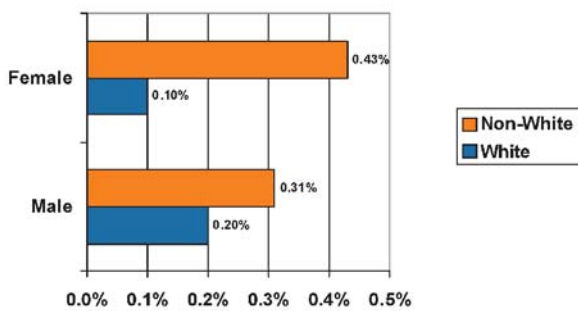


## Organised Participation

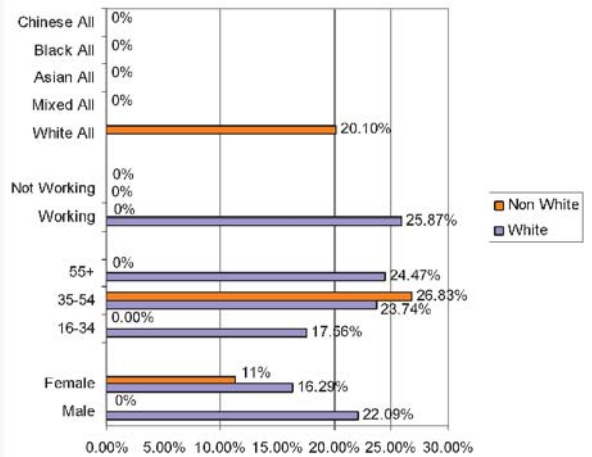
### Club Membership

- Non white females between the ages of 35-54 are the most likely to be club members. (Due to the small sample size ethnic breakdown figures are negligible).

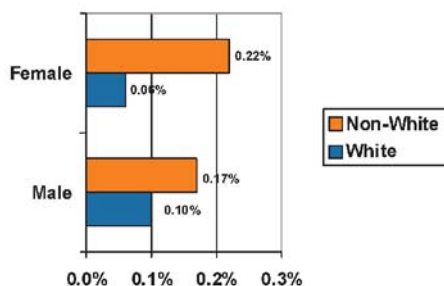
**Proportion of people who play Volleyball by Gender at least once in the last four weeks**



**Club Membership**

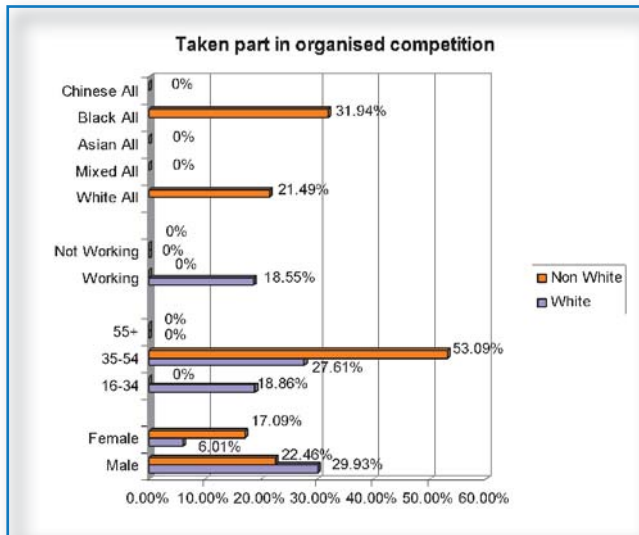


**Proportion of people who play Volleyball by Gender at least once every week**



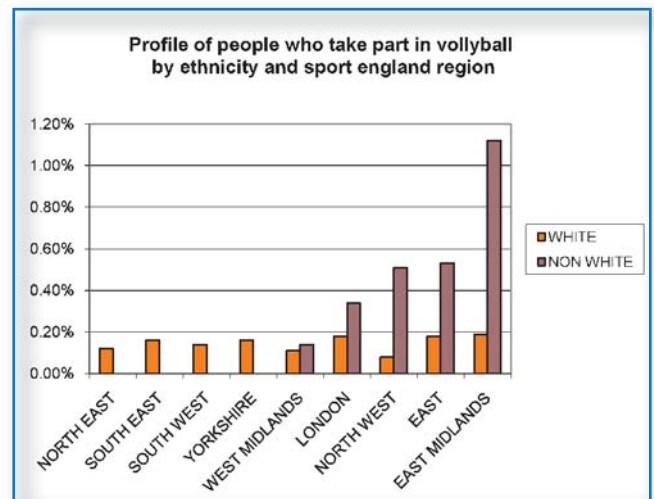
## Taken part in organised competition

- Black participants are the most likely to take part in organised competition.
- Non white females who participate are twice as likely to take part in organised competition than their white counterparts.



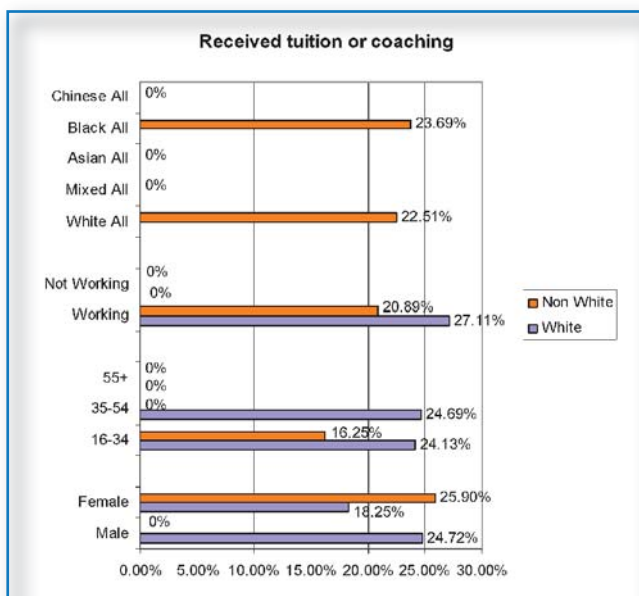
## Demographics

- The East Midlands, East and North West have the highest non white participation. The North East, South East, South West and Yorkshire have no non white participation. Volleyball England can capitalise on regions like the West Midlands and London which have high BME demographics.

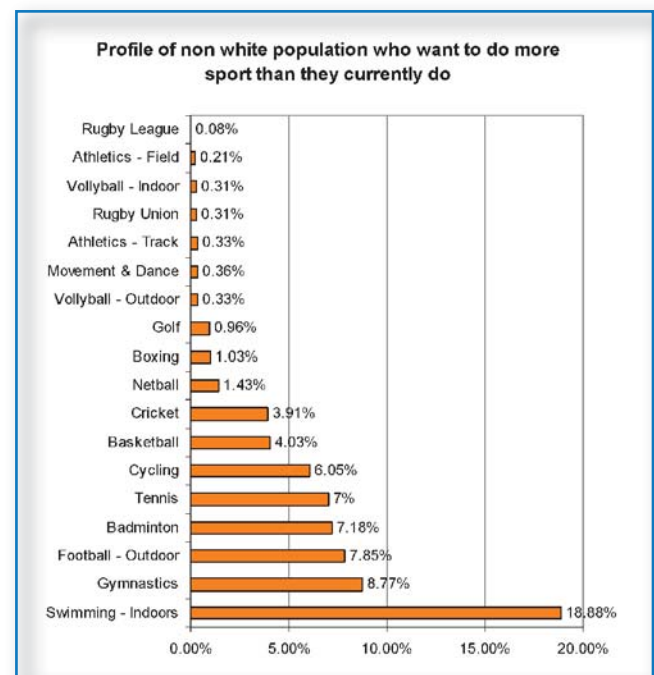


## Received Tuition or Coaching

- Non white females between the ages of 16 and 34 are the most likely to receive tuition/coaching.
- Both white and non white participants receiving coaching are likely to be in employment.
- Participants from black backgrounds are the most likely to receive tuition/coaching.

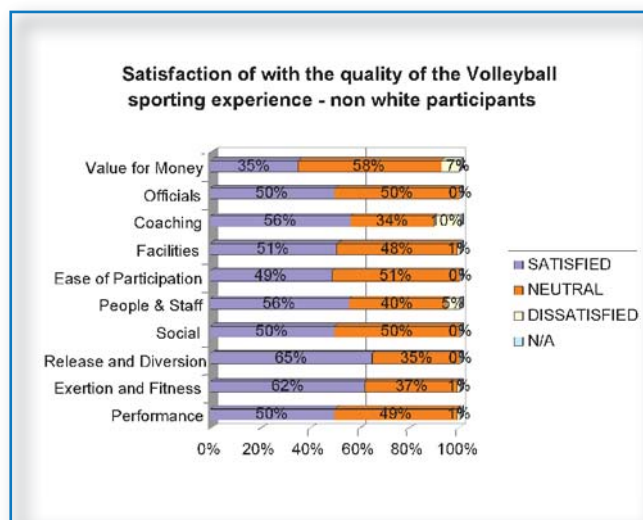


## Latent Demand



## 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

Volleyball has a higher than average non white participation profile and is a particularly popular sport with BME women.

Both White and Black groups take part in organised competition and receive coaching and tuition. It may be of value to consider work with other BME groups to explore why they are not accessing these opportunities. Additionally, it may be useful to look into ways to increase club membership from all BME groups.

There is a small latent demand for both indoor and outdoor volleyball which Volleyball England can capitalise on. Again, there is an opportunity to target specific communities and widen participation for all BME groups.

Opportunities also exist to increase participation from BME groups in regions with high demographics such as West Midlands and London.

Based on the findings from the Sport England satisfaction survey, there is scope for more work to be done to help improve the coaching experience for BME groups and through delivering services which offer value for money.

## Notes;

- The Active People Survey is designed to collect data on sports participation amongst a sample of adults aged 16+ 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 volleyball in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in volleyball in the last 12 months'.
- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in volleyball 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