

Watersports and Leisure Participation Survey 2007



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Foreword by Peter Chennell, RNLI

RNLI is one of five organisations in the consortium including BMF, MCA, RYA sponsored by Sunsail

In its 184 year history the Royal National Lifeboat Institution has assiduously gathered information about the incidents its volunteer lifeboat crew respond to. This accumulation of knowledge has enabled the RNLI to shape its service and ultimately where lifeboats are stationed around the coast, so that lifeboat crews can respond most effectively to the circumstances that prevail.

The RNLI responds to changes in coastal usage and demand as part of a continual review process, and the lifeboatmen of yesteryear would be puzzled not only by the development in lifeboat technology, but also by the craft and people they would have gone to aid.

However all these statistics so gathered do not relate to the context of boating in its broader sense - that is whether the number of incidents are proportionally large compared with the numbers of people going boating.. We may know that RNLI lifeboats launched a certain number of times to a specific type of craft, but we do not know whether or not that is a significant number when compared with another type. We cannot turn to any database for such information. We simply do not know how many boats are in use.

This is where this Watersports and Leisure Participation Survey comes into its own and why it is of such tremendous value, not just to our partner organisations who contribute to its funding, but to anybody with more than a peripheral interest in the sector.

To inform those concerned with boating (and others) about the size, demographics, and other data pertinent to this sector is important for a number of reasons. The British Marine Federation (BMF), who represent the UK leisure marine industry, and its members use the information to better understand the size of the market and potential for growth; the RYA (Royal Yachting Association), who are the National Governing Body for leisure boating are better able to develop its policies; and the rescue services, both the Maritime and Coastguard Agency and the RNLI, have a clearer understanding of where they need to develop their strategies. Thanks also to Sunsail for sponsoring this project over the last six years since it first commenced when initiated by the leading partners, BMF and RYA.

This year's report shows the research beginning to come of age, and the trends beginning to give really meaningful insights into how people go boating, who they are, where, when, and much more. It is becoming a very valuable point of reference, and the work, undertaken on behalf of the consortium, is an asset to all concerned with leisure boating.

1. Executive Summary

Key findings from Watersports and Leisure Participation Report 2007

This is the sixth year that we have undertaken the Watersports and Leisure Participation Survey and we have not only established a firm foundation for assessing trends in participation, but also gained invaluable information. The research is undertaken on our behalf by Arkenford, who are a market research and data modelling company who specialize in the creative and strategic application of data.

The watersport participation for the original 12 activities stands at approximately **4 million adults**, compared to 3.7 million in 2006 and 3.5 million in 2005¹. This figure is back to the 2004 participant number of 4 million adults.

The headline participation figures are based on our best estimate for the participation rate for "Any boating activity"² of 7.84% (± 0.0395 percentage points), a rise of 0.59 percentage points on 2006. When we apply this participation rate to the UK adult population of 48,607,000, we can calculate a UK base participant number of 3,811,000 (rounded to the nearest thousand). Any estimate based on a sample of the population (in this case 12,430 respondents) is only accurate within defined statistical confidence intervals. This sample size allows us to be 90% certain that the true number of people participating in "Any boating activity" lies between 3,618,000 and 4,003,000 participants.

Some activities have seen significant changes in their participation rates this year. 13 of the 21 activities are becoming more popular, even though most of these show only very small increases, which are not statistically significant. There are three significant rises:

- Canal boating (+0.21 percentage points)
- Kitesurfing (+0.09 percentage points)
- Coastal Walking (+1.11 percentage points).

The following activities have seen significant falls compared to last years' figures:

- Rowing (-0.24 percentage points)
- Outdoor Swimming (-0.91 percentage points)

Other activities recording increases this year are; Water Skiing, Small Sail Boat Activities, Yacht Cruising, Small Sail Boat Racing, Yacht Racing, Angling from a boat and from the shore, Cliff Climbing, Leisure Sub Aqua Diving and 'Spending general leisure time on the beach'.

In addition to the participation rate for "Any boating activity" as in previous reports, in 2007 we also looked at the participation rate for the three general sub-categories combining some of the boating activities: "Small sail boat racing or yacht racing", "Motor boating/cruising or canal boating activity" and "Small sail boat cruising or yacht cruising". The headline figure for "Small sail boat cruising or yacht cruising" for 2007 is 1.87%, an increase of 0.21 percentage points on 2006. The headline figure for "Small sail boat racing or yacht racing" is 0.7% in 2007, which is an increase of 0.13 percentage points compared to 2006. The headline figure for "motor boating/cruising or canal boating" in 2007 is 2.34%, an increase of 0.38 percentage points on the 2006 figure.

1 When comparing actual numbers of participants over all five years it needs to be borne in mind that prior to 2005 the survey did not include Northern Ireland.

2 "Any Boating Activity" includes Small sail boat racing, Small sail boat activities, Yacht racing, Yacht cruising, Power boating, Motor boating/Cruising, Using Personal Watercraft, Rowing, Canoeing, Canal boating, Water skiing and Windsurfing)

The headline figures when taking all 21 surveyed activities into account³ is approximately 14.7 million people, up from 13.8 million (or a 1.6 percentage point increase) in 2006 and 12.9 million in 2005. Our best estimate for the participation rate for "Any activity" is 29.63% of adults in the UK. This participation rate applied to the UK adult population, gives us a participant figure of 14,400,000 for "Any activity" (rounded to the nearest thousand). As above, this number is estimated to lie within a range. We are 90% certain that, for "Any Activity", the true number of participants ranges between 14,074,000 and 14,727,000 people. In other words, almost one third of the adult population takes part in some form of activity on or next to the water.

The Socio-Demographics of Participation

Gender

It is apparent that for most activities males participate more than females. Males have at least twice the female participation rate in the 13 of the 21 activities asked about, up from 6 activities in 2006. The activities with the male participation rate being at least twice the female participation in 2007 are:

- water skiing
- rowing
- windsurfing
- yacht cruising
- power boating
- small sail boat racing
- yacht racing
- surfboarding
- kitesurfing
- angling from a boat
- angling from the shore
- cliff climbing
- leisure sub aqua diving

Age

The 35-54 age group has the highest participation rate when looking at "any sailing/yachting activity" as well as "any power/motor boat activity" and also for "any activity". The 35-54 age group has also shown a bigger increase in participation rate in 2007 compared to 2006 for "any boating activity" than the younger age group, but is still showing a lower participation rate than the 16-34 age group. Looking at the individual activities, the 35-44 age group has the highest participation rate for:

- small sail boat activities
- motor boating/cruising
- yacht cruising
- power boating
- small sail boat racing
- canal boating
- yacht racing
- angling from a boat
- angling from the shore
- coastal walking
- spending general leisure time at the beach

³ "Any Activity" includes all of the boating activities above plus Surfboarding, Angling from the shore, Angling from a boat, Outdoor Swimming, Leisure Sub Aqua diving, Cliff Climbing, Coastal Walking, Spending General Leisure time at the beach and Kitesurfing)

16-34 year olds show higher participation rates in the other, maybe more "active" activities like rowing, canoeing, windsurfing, kitesurfing, cliff climbing etc.

Socio-Economic Group

As in previous years, the socio-economic group AB records higher participation rates than the other socio-economic groups. The socio-economic group C1 has a higher participation rate than AB in only 2 activities, using personal watercraft and angling from a boat.

In spite of this, the AB socio-economic group in absolute numbers has the largest number of participants in only 9 of the 21 activities asked about, which are:

- canoeing
- small sail boat activities
- rowing
- windsurfing
- yacht cruising
- small sail boat racing
- yacht racing
- surfboarding
- cliff climbing

In absolute numbers most people participating in the following activities are from the C1 socio-economic group:

- water skiing
- motor boating/cruising
- power boating
- canal boating

In absolute numbers most people participating in the following activities are from the C2DE socio-economic group:

- using personal watercraft
- kitesurfing
- angling from a boat
- angling from the shore
- coastal walking
- outdoor swimming
- leisure sub aqua diving
- spending general leisure time at the beach

This is a reflection of the fact there are a lot less people in the AB socio-economic group than in the other socio-economic groups.

There are several groups with very similar participation rates:

- People living in a family have the highest participation rate for 'any activity', 36.4% have participated in at least one of the surveyed activities in the past year,
- 35.6% of 'students/workers in a house share' have participated in any activity, and
- 35.3% of 'couples under 55'.

Due to the large number of people in the family category, families also account for the majority of participants in absolute numbers for all activities. As seen in previous years, people who are from the older 'Grey' category have the lowest participation rate for both any activity and any boating activity, recording participation rates of 14.7% and 1.88% respectively.

Where is the Activity Taking Place

Overall, more participation is taking place in the UK than abroad. This is especially true for Canal boating, coastal walking and angling from the shore, where over 90% of respondents are only participating in the UK.

The number of times people are participating in the activities is also higher in the UK than abroad. This may not be surprising as most people will be in the UK for most of the year and will only be abroad when on holidays. However, compared to 2006 there is an increase in the proportion of respondents who said that they have done at least some of their participation abroad and also an increase in those who said that they have not participated in the UK, suggesting that more people travelled to sunnier climates to participate in their sport. This increase is the principle reason for the higher participation rates.

Using personal watercraft and leisure sub-aqua diving have the highest proportion of respondents saying that they did not participate in the UK in 2007, with the majority of activity focussed overseas.

We also investigate how many actual events are taking place in the various seasons. Unsurprisingly the majority of events are taking place in the summer. Over 50% of events happen in that season. Five activities show lower summer participation rates of around 40% with other events distributed to other seasons. These are:

- rowing
- canal boating
- cliff climbing
- angling from the shore and boat
- coastal walking

A high proportion, 81.9% of the total events recorded in the UK for 'any activity' are taking place at the coast in 2007. Taking an average over the past 3 years this proportion stands at 82.3%, however this figure is dominated by general beach leisure and cliff walking etc. 47.5% of the total events for "any boating activity" are taking place at the coast in 2007, suggesting an approximately even split between inland and coastal activity.

Club Membership

Club membership for the surveyed activities is generally low. Four of the core sports and nine of all activities have less than 10% of participants covered by club membership. Small sail boat racing and Yacht racing record membership rates of over 50%, which is a big increase on 2006. However, it needs to be borne in mind that small sample sizes contribute to this big variation. The membership rate for leisure sub aqua diving stands at slightly over 40%. However, club members do participate more often in their chosen water based activity than other people. For example, club members of leisure sub aqua diving account for 75% of total events in that activity in the past year.

Six Year Trends

When analysing how the participation rates for the individual activities developed over the past 6 years by introducing a regression trend line, the participation rate for any boating activity shows a small but steady decline, in spite of the increase in numbers recorded this year. The regression line for "any activity" on the other hand shows an increasing trend.

When looking at the activities singularly 8 of the 21 activities show an increasing trend in participation, of which only 2 are from the original 12 boating activities. The increasingly popular activities are:

- motor boating/cruising
 - canal boating
 - surfboarding
 - angling from a boat
 - angling from the shore
 - cliff climbing
 - coastal walking
 - outdoor swimming
 - spending general leisure time at the beach
- (also see Appendix 2).

Small sail boat activities show a stable trend, without major increases or decreases.

Looking at participation trends by gender over the past 6 years it can be seen that female participation rates are more stable than those for males. Females show an increasing trend for any boating activity, whereas for males the trend goes in the opposite direction. Out of the 12 original activities, males show an increase in participation for only 2 activities:

- Motor boating / cruising
- Canal Boating

When looking at all activities males show an increase in participation for spending general leisure time at the beach and coastal walking and also show a stable participation rate for:

- Outdoor swimming
- Cliff climbing
- Angling from the shore
- Angling from a boat
- Surfboarding

Despite the increasing trend in female participation, males are still showing higher participation rates in almost all of the activities.

When looking at participation over the years by age groups there is a declining trend for any boating activity for the 16-34 age group, whereas the 35-54 age group as well as the 55+ age group shows a small increase.

Conclusion

With a headline figure of up to 14.7 million people, almost a third (30%) of the UK adult population, taking part in activities in and around our coasts and inland waterways there is clearly a large potential market for boating and watersports enthusiasts. The detail given in the following report, allows a fuller insight into patterns of participation by UK citizens.

2. Introduction

The purpose of the Watersports and Leisure Participation Survey 2007 is to provide robust estimates of the level of participation in a range of watersports and water based leisure activities across the United Kingdom. Surveys in 2002, 2003 and 2004 jointly commissioned by the BMF (British Marine Federation), RYA (Royal Yachting Association) and Sunsail covered a list of 12 watersports. In 2004 the MCA (Maritime and Coastguard Agency) also conducted independent research into participation in 20 leisure based watersport and coastal activities. Since 2005 the BMF, MCA, RNLI, RYA, and Sunsail have carried out research as one consortium and extended the size of the sample and list of activities covered to 21 to meet the needs of everyone. This is the third year of reporting on the consolidated survey.

With the 2007 results we are able to give an insight into annual trends by activity over 6 years (from 2002) for the original 12 BMF, RYA and Sunsail activities, and annual trends over the past 4 years for the additional 9 activities first surveyed in the MCA omnibus survey in 2004. The data on which the analysis has been based comes from a nationally representative sample of around 12,000 respondents across the United Kingdom (England, Scotland, Wales and Northern Ireland). The surveys prior to 2005 only covered Great Britain (England, Scotland and Wales), as there was no omnibus survey facility in place covering Northern Ireland. The weighted sample delivers information from a representative cross section of the UK population in terms of age, gender, socio-economic grouping and origin.

The Questions

Each respondent was asked if they had taken part in each of the 21 leisure based watersport or coastal activities over the 12 months preceding September 2007. As far as possible the descriptions of each activity were provided in layman's terms to allow all respondents, whatever their level of expertise, to give accurate replies. Additional explanation was provided when requested by the respondent (see Appendix 1 for definitions).

For those activities which respondents had taken part in within the last 12 months, they were asked how often they had participated. The question was split into two parts covering participation in the UK (this was asked of all 21 activities) and participation abroad (asked of the original 12 activities).

These three questions form the scope of the original BMF, RYA and Sunsail questionnaire, 4 additional questions are specified by the MCA. As in previous surveys, we ensured that the extension of the activities list did not have an effect on the participation rates of the original 12 activities and therefore affect comparability. This was achieved by ensuring that the 12 original activities were always asked before any of the 9 added activities. The additional questions cover:

- if the respondents have taken part in the activities in the UK in the last 12 months, they are asked how often they have participated by season (winter, spring summer and autumn).
- how often they participate at the coast or inland, and whether they are a club member for these activities.

The survey this year also looked into boat ownership in addition to participation. These questions were asked on behalf of the BMF, RNLI and RYA. The questions were asked of the respondent for the whole household.

Activities where the base sizes are very small where the results should be taken as indicative only have been marked with a "*". All figures throughout for 2005, 2006 and 2007 include participants in Northern Ireland.

3. Participation in Surveyed Leisure Activities 2007

Table 2 details the participation in the surveyed activities in 2007. The table covers participation in the UK and abroad, i.e. if a respondent said that they participated in an activity in the past 12 months they are regarded as a participant.

Table 1 Watersports and Leisure Participation 2007

	Participation rate 2007					Number of participants 2007 (including Northern Ireland)		
	% for 2007	Min			Max	Number of participants for 2007	Min 90%	Max 90%
		95%	90%	90%	95%		Number of participants	Number of participants
Any Activity	29.63%	28.82%	28.95%	30.30%	30.43%	14,400,325	14,074,000	14,727,000
Any boating activity	7.84%	7.37%	7.44%	8.23%	8.31%	3,810,527	3,618,000	4,003,000
Any sailboat activities/yacht cruising	1.87%	1.64%	1.67%	2.07%	2.11%	911,009	814,000	1,008,000
Any sailboat racing/yacht racing	0.70%	0.55%	0.58%	0.82%	0.85%	339,664	280,000	399,000
Motor boating / cruising or canal boating	2.34%	2.07%	2.11%	2.56%	2.60%	1,134,990	1,027,000	1,243,000
Canoeing	2.16%	1.91%	1.95%	2.38%	2.42%	1,050,620	947,000	1,155,000
Water skiing	0.78%	0.63%	0.65%	0.91%	0.94%	381,366	318,000	444,000
Small sail boat activities	1.16%	0.97%	1.00%	1.31%	1.34%	562,067	486,000	639,000
Rowing	0.68%	0.54%	0.56%	0.80%	0.83%	331,834	273,000	391,000
Windsurfing	0.48%	0.36%	0.38%	0.59%	0.61%	235,208	186,000	285,000
Using personal watercraft	0.56%	0.43%	0.45%	0.67%	0.69%	273,013	220,000	326,000
Motor boating/Cruising	1.42%	1.21%	1.25%	1.60%	1.63%	691,220	607,000	776,000
Yacht cruising	0.82%	0.66%	0.69%	0.96%	0.98%	400,246	336,000	465,000
Power boating	0.72%	0.57%	0.60%	0.84%	0.87%	349,745	289,000	410,000
Small sail boat racing	0.48%	0.36%	0.38%	0.58%	0.60%	234,384	185,000	284,000
Canal boating	1.01%	0.83%	0.86%	1.16%	1.18%	490,201	419,000	562,000
Yacht racing	0.32%	0.22%	0.24%	0.40%	0.42%	155,260	115,000	196,000
Surfboarding	1.25%	1.05%	1.09%	1.41%	1.44%	606,802	527,000	686,000
Kitesurfing	0.18%	0.11%	0.12%	0.24%	0.26%	88,015	58,000	118,000
Angling (from a boat)	1.23%	1.03%	1.06%	1.39%	1.42%	595,800	517,000	674,000
Angling (from the shore)	2.47%	2.20%	2.25%	2.70%	2.75%	1,202,393	1,091,000	1,313,000
Cliff climbing	1.02%	0.84%	0.87%	1.17%	1.20%	495,671	424,000	568,000
Coastal walking	13.32%	12.72%	12.82%	13.82%	13.92%	6,474,958	6,232,000	6,718,000
Outdoor swimming	11.44%	10.88%	10.98%	11.91%	12.00%	5,562,401	5,335,000	5,790,000
Leisure sub-aqua diving (from the shore and boat)	0.87%	0.71%	0.73%	1.01%	1.03%	422,762	356,000	489,000
Spending general leisure time at the beach	13.10%	12.51%	12.60%	13.60%	13.69%	6,367,773	6,127,000	6,609,000

Source: Watersports and Leisure Omnibus Survey 2007

The first column of Table 2 titled '% for 2007' is our best estimate of participation rates for each activity in 2007. The figure of 29.63% is our best estimate for participation in 'any' of the 21 activities asked about. We also show the best estimate of actual participation in any of the original 12 watersports as measured by the survey. This participation rate is 7.84% (labelled "Any boating activity").

However, it should be borne in mind that any estimate based on a sample of the population is only accurate within the statistical confidence interval outlined above.

The next four columns give an indication of our lower and upper estimates of participation within different levels of confidence. For example, we are 90% confident, that the participation rate for Yacht racing lies between 0.24% and 0.40% of the UK adult population in 2007.

In the next column we convert our best estimate participation rate for 2007 into an estimate of likely numbers of participants in each activity. These are based on a total population 16+ of 48,607,000 in the UK.

In the next 2 columns we show the participant numbers at the 90% confidence interval. E.g. we are 90% confident that the number of participants in coastal walking lies between 6,232,000 and 6,609,000 people.

The population numbers prior to 2005 did not include Northern Ireland and this should be borne in mind when making comparisons with earlier numbers.

Table 2 compares the participation rates as established in the 2007 survey with 2006 participation rates for comparison.

The 2007 data shows a rise in participation rates compared with 2006. 13 activities registered a rise in participation rates, although only 3 of these rises are statistically significant. Significant changes are highlighted in bold in the table below.

In interpreting the figures it is important to consider whether they reflect a real change in participation or a random fluctuation in the data. For example in 2006 we estimated Canoeing participation at 2.21%, in 2007 we have estimated it at 2.16%. This is a drop of 0.05 percentage points. However, this is a relatively small drop and it is only significant at a confidence level of 21.2%, i.e. it is likely that this variation may be random fluctuation in the sample rather than a real change in the participation of the UK population. We would therefore interpret this data as saying there is no significant change in the number of canoeists. Despite this our 'best estimate' of the 2007 figure is slightly higher than the 2006 participation number.

As the degree of change increases, the likelihood that it is caused by random variation declines and it is increasingly likely to reflect a real change. The figures in the column 'Significance Measure' indicate how likely it is that the observed changes is real. The figures are highlighted in red if the likelihood is greater than 90%. This indicates that in less than 1 in 10 times is the change likely to be just a random fluctuation. Hence, only a quarter of the changes (5 activities) are considered to be large enough to indicate reliable changes in participation.

Table 2 Difference in participation rates 2007-2006

	Participation rate 2007	Participation rate 2006	Change (percentage points)	Significance
Any Activity	29.63%	28.03%	1.60%	99.4%
Any boating activity	7.84%	7.25%	0.59%	91.9%
Any sailboat activities/yacht cruising	1.87%	1.66%	0.21%	79.1%
Any sailboat racing/yacht racing	0.70%	0.57%	0.13%	81.4%
Motor boating / cruising or canal boating	2.34%	1.96%	0.38%	95.8%
Canoeing	2.16%	2.21%	-0.05%	21.2%
Water skiing	0.78%	0.67%	0.11%	69.4%
Small sail boat activities	1.16%	1.09%	0.06%	35.6%
Rowing	0.68%	0.92%	-0.24%	96.3%
Windsurfing	0.48%	0.54%	-0.06%	49.0%
Using personal watercraft	0.56%	0.57%	-0.01%	9.0%
Motor boating/Cruising	1.42%	1.19%	0.23%	89.2%
Yacht cruising	0.82%	0.68%	0.14%	81.1%
Power boating	0.72%	0.74%	-0.02%	18.0%
Small sail boat racing	0.48%	0.39%	0.09%	72.5%
Canal boating	1.01%	0.80%	0.21%	92.0%
Yacht racing	0.32%	0.23%	0.09%	81.4%
Surfboarding	1.25%	1.32%	-0.08%	40.6%
Kitesurfing	0.18%	0.09%	0.09%	94.7%
Angling (from a boat)	1.23%	1.12%	0.11%	56.1%
Angling (from the shore)	2.47%	2.27%	0.20%	70.5%
Cliff climbing	1.02%	0.91%	0.11%	64.3%
Coastal walking	13.32%	12.21%	1.11%	99.1%
Outdoor swimming	11.44%	12.35%	-0.91%	97.2%
Leisure sub-aqua diving (from the shore and boat)	0.87%	0.79%	0.08%	51.1%
Spending general leisure time at the beach	13.10%	12.49%	0.62%	85.2%
Base	12,430	12,203		

Table 3 shows the participation rate in activities of particular interest to the RYA, which have been combined into one variable. These are the original 12 activities bar rowing, water skiing and canoeing. The rise in 2007 compared to 2006 is not statistically significant. **Error! Reference source not found.** shows graphically the participation rate in each surveyed activity.

Table 3 Participation in RYA interests 2007

	2006	2007	% Change
Participation Rate (min and max 90%)	4.92% (4.6% - 5.3%)	5.24% (4.91% - 5.63%)	6.5%
Number of participants (min and max 90%)	2215000 - 2525000	2388000 - 2707000	7.2%
Base	12,203	12,430	n/a
Total Population	48,184,000	48,607,000	n/a

Emerging trends

It is encouraging to note that now we have 6 years of data we can be increasingly confident about the general levels of participation in each activity and can perceive trends within the data.

Figure 1 shows the linear regression trend line for "Any boating activity" for 2002 to 2007 (blue line) and the actual rises and falls in participation (purple line). The regression line for "Any boating activity" shows a slight declining trend in spite of a lift in participation in the last two years.

Figure 1 Overall trend for any boating activity 2002 – 2007

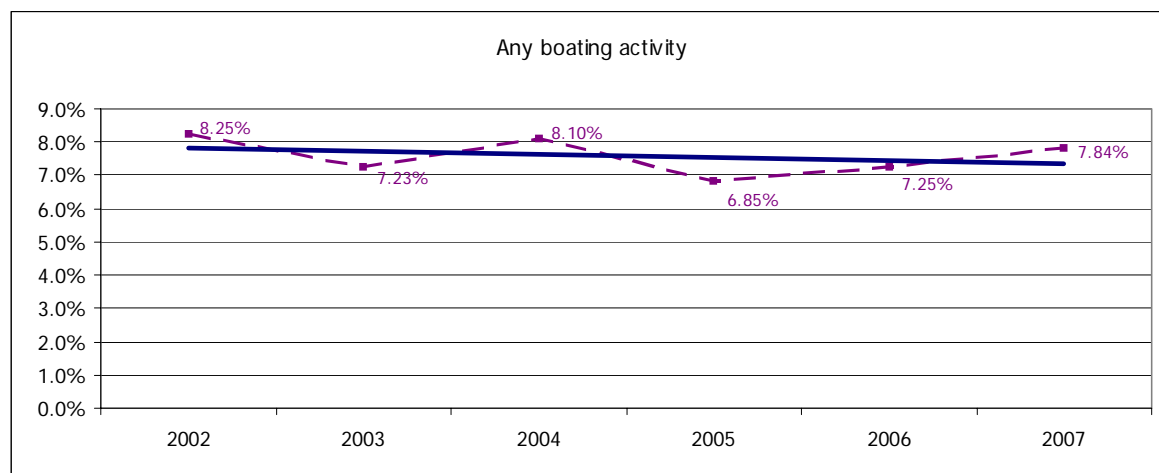
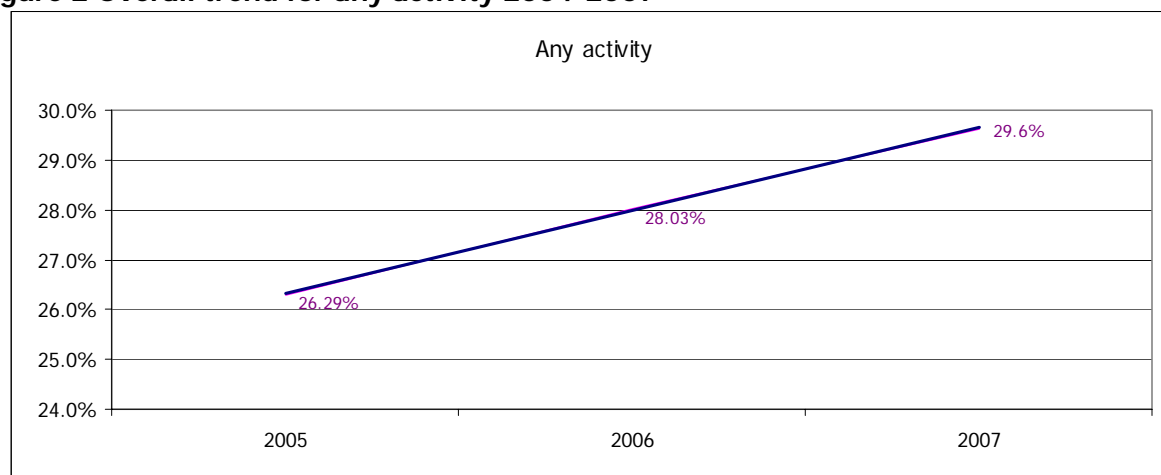


Figure 2 shows the trends for "Any Activity" from 2005-2007. We only show 3 years' trend data for any activity as 2005 was the first year that the MCA joined the original partners in the watersports research to carry out a single survey.

The regression line for "any activity" shows an upwards trend, driven to a large extent by increases in popular activities such as coastal walking and spending general leisure time at the beach.

Figure 2 Overall trend for any activity 2004-2007

The following charts give insight into the participation trends for grouped activities from 2002 to 2007 and for “any boating activity” as a whole, covering the original 12 BMF, RYA and Sunsail activities. For the activities that were added in 2004 we can now provide trends over the past 4 years. The activities are grouped together into:

- sailing sports - (small sail boat racing, other small sail boat activities, yacht racing, yacht cruising and windsurfing),
- power sports - (power boating, general motor boating, canal boating, and using personal watercraft) and
- manual sports - (canoeing, rowing and water-skiing).

Of the original 12 activities, participation has risen in 7 of them in 2007, even though this rise is sometimes very small and not significant. The only significant changes are;

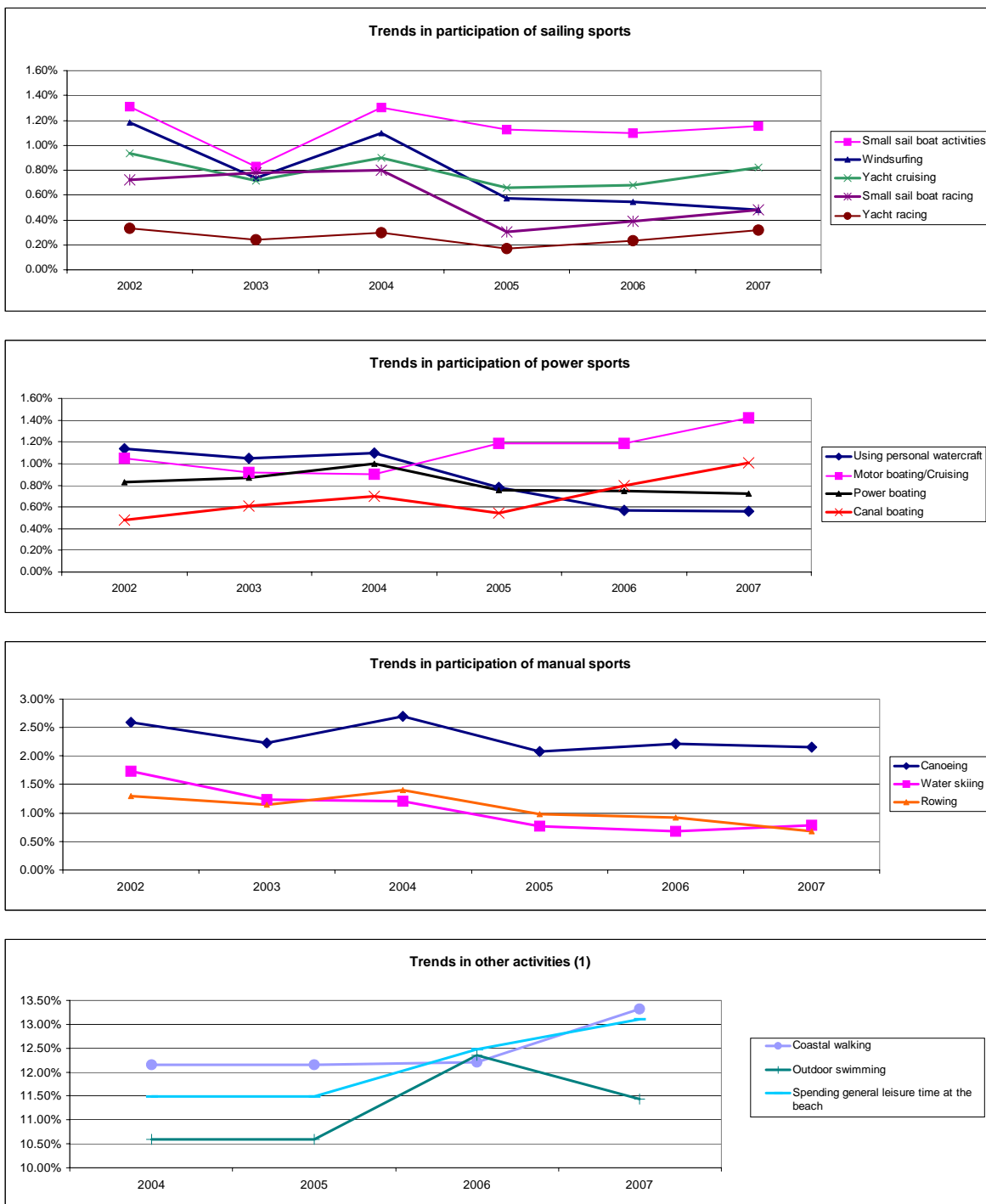
- a decline in rowing (-0.24%) and
- an increase in canal boating (+0.21%). For canal boating this was the second significant increase in a row; in 2006 the participation rate compared to 2005 has increased by 0.25% for this activity.

The other 5 original activities have seen mostly minor declines in participation rates.

Of the other activities, surfboarding and outdoor swimming have seen drops in participation rates (the fall for outdoor swimming is significant) in 2007 compared to 2006, all the other activities, have seen rises in participation levels, but only the rises in Kitesurfing and Coastal Walking are statistically significant.

For example, gradual decline in windsurfing and using personal watercraft since 2002 as mentioned in the 2006 watersports and leisure participation report continues in 2007. Water skiing on the other hand has seen a slight recovery in 2007 after a gradual decline from 2002 to 2006. Motor boating/cruising and canal boating continue their upwards trend and the other activities (power boating and personal watercraft) have stayed stable. Coastal walking and spending general leisure time at the beach both continue to see an increase in overall participation rate compared to previous years. All activities in the sailing category have seen rises in 2007, apart from windsurfing.

Figure 3 Trends in Watersports and Leisure Participation 2002 to 2007



Motor boating/cruising and canal boating are the only activities which show an upwards trend line of the original 12 activities. The trend line for small sail boat activities shows a stable participation over the past six years.

Participation by Socio-Demographic Groups

The following tables show activity participation by age, gender and Socio-Economic Group (SEG) as well as lifestage and working status. For each of these groups there are two tables. One showing the participation rates as a percentage and one that converts these percentages into actual participant numbers based on the overall UK adult population (those aged 16+), i.e. Great Britain and Northern Ireland.

Participation By Gender

The table overleaf shows that overall activity rates for males and females are quite similar (32% for males and 28% for females). However, males are more likely to participate in nearly all the surveyed activities than females. With respect specifically to the original 12 activities the difference between male and female participation essentially means that for every 3 males participating there are only 2 females. Only the participation rate for Coastal Walking and Spending general leisure time at the beach is higher for females than for males (1.01 and 1.20 respectively).

The gap between male and female participation is largest in specialist sports. We have highlighted the male participation rate for an activity in blue and bold, if it is more than twice the female participation rate.

Table 4 Participation by Gender (percentage)

	Male	Female	Total UK
Any Activity	31.63%	27.74%	29.63%
Any boating activity	9.56%	6.21%	7.84%
Any sailing/yachting activity	3.23%	1.58%	2.38%
Any power/motor activity	3.27%	2.58%	2.92%
Canoeing	2.61%	1.74%	2.16%
Water skiing	1.18%	0.42%	0.8%
Small sail boat activities	1.42%	0.90%	1.2%
Rowing	0.97%	0.41%	0.7%
Windsurfing	0.67%	0.30%	0.5%
Using personal watercraft	0.74%	0.39%	0.6%
Motor boating/Cruising	1.54%	1.31%	1.4%
Yacht cruising	1.13%	0.53%	0.8%
Power boating	1.01%	0.45%	0.7%
Small sail boat racing	0.72%	0.25%	0.5%
Canal boating	1.08%	0.94%	1.0%
Yacht racing	0.47%	0.17%	0.3%
Surfboarding	1.76%	0.77%	1.2%
Kitesurfing	0.31%	0.06%	0.2%
Angling (from a boat)	2.18%	0.33%	1.2%
Angling (from the shore)	4.51%	0.55%	2.5%
Cliff climbing	1.38%	0.68%	1.0%
Coastal walking	13.26%	13.38%	13.3%
Outdoor swimming	12.09%	10.84%	11.4%
Leisure sub-aqua diving (from the shore and boat)	1.20%	0.56%	0.9%
Spending general leisure time at the beach	11.88%	14.25%	13.1%
None	68.37%	72.26%	70.4%
Base	5,666	6,764	12,430

Table 5 Participation by Gender (participants)

	Male	Female	Total UK
Any Activity	7,460,400	6,939,924	14,400,324
Any boating activity	2,256,218	1,554,310	3,810,527
Any sailing/yachting activity	761,116	394,083	1,155,199
Any power/motor activity	771,456	646,636	1,418,091
Canoeing	615,470	435,150	1,050,620
Water skiing	277,366	104,000	381,366
Small sail boat activities	336,048	226,019	562,067
Rowing	228,272	103,562	331,834
Windsurfing	159,127	76,081	235,208
Using personal watercraft	174,574	98,439	273,013
Motor boating/Cruising	362,470	328,749	691,220
Yacht cruising	267,103	133,144	400,246
Power boating	238,003	111,741	349,745
Small sail boat racing	170,792	63,592	234,384
Canal boating	255,412	234,789	490,201
Yacht racing	111,738	43,522	155,260
Surfboarding	414,383	192,419	606,802
Kitesurfing	71,980	16,035	88,015
Angling (from a boat)	514,100	81,700	595,800
Angling (from the shore)	1,064,833	137,561	1,202,393
Cliff climbing	326,083	169,588	495,671
Coastal walking	3,128,036	3,346,922	6,474,958
Outdoor swimming	2,851,608	2,710,794	5,562,401
Leisure sub-aqua diving (from the shore and boat)	283,075	139,687	422,762
Spending general leisure time at the beach	2,801,444	3,566,329	6,367,773
None	16,128,325	18,078,351	34,206,675
Base	5,666	6,764	12,430

We also looked male and female participation rates for the past 6 years, to see if there are any differences in the trends by gender (see also Appendix 3). In general, female participation rates show less variation over the years, with female participation growing very slightly and males declining i.e. as per executive summary. However, for most activities the changes in 2007 are counter to the overall trend with many female participation rates declining and male rates rising in 2007.

Table 6 Participation trends by gender (percentage)

	Male						Female					
	2002	2003	2004	2005	2006	2007	2002	2003	2004	2005	2006	2007
Any boating activity	11.0%	10.1%	11.1%	8.6%	8.9%	9.6%	5.6%	4.5%	5.3%	5.2%	5.7%	6.2%
Canoeing	3.6%	3.1%	3.6%	2.9%	3.0%	2.6%	1.6%	1.4%	1.7%	1.4%	1.5%	1.7%
Water skiing	2.3%	1.8%	1.8%	1.0%	1.0%	1.2%	1.2%	0.7%	0.6%	0.5%	0.4%	0.4%
Small sail boat activities	1.7%	0.9%	1.5%	1.4%	1.2%	1.4%	0.9%	0.7%	1.1%	0.8%	1.0%	0.9%
Rowing	1.8%	1.6%	2.0%	1.2%	1.2%	1.0%	0.8%	0.8%	0.8%	0.8%	0.6%	0.4%
Windsurfing	1.6%	1.1%	1.7%	0.8%	0.7%	0.7%	0.8%	0.4%	0.5%	0.4%	0.4%	0.3%
Using personal watercraft	1.9%	1.8%	1.9%	1.1%	0.7%	0.7%	0.5%	0.3%	0.3%	0.4%	0.4%	0.4%
Motor boating/Cruising	1.3%	1.3%	1.3%	1.4%	1.6%	1.5%	0.8%	0.6%	0.5%	1.0%	0.8%	1.3%
Yacht cruising	1.3%	1.0%	1.2%	0.9%	0.7%	1.1%	0.6%	0.5%	0.6%	0.4%	0.7%	0.5%
Power boating	1.1%	1.2%	1.5%	1.0%	1.0%	1.0%	0.6%	0.6%	0.5%	0.5%	0.5%	0.4%
Small sail boat racing	0.9%	1.2%	1.2%	0.4%	0.5%	0.7%	0.6%	0.4%	0.4%	0.2%	0.3%	0.3%
Canal boating	0.5%	0.7%	0.8%	0.5%	0.7%	1.1%	0.4%	0.5%	0.6%	0.6%	0.9%	0.9%
Yacht racing	0.5%	0.4%	0.4%	0.2%	0.3%	0.5%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%
Surfboarding	n/a	n/a	1.8%	1.7%	1.7%	1.8%	n/a	n/a	0.7%	0.9%	0.9%	0.8%
Kitesurfing	n/a	n/a	0.3%	0.4%	0.1%	0.3%	n/a	n/a	0.1%	0.1%	0.1%	0.1%
Angling (from a boat)	n/a	n/a	2.4%	1.7%	2.0%	2.2%	n/a	n/a	0.3%	0.3%	0.3%	0.3%
Angling (from the shore)	n/a	n/a	4.5%	3.5%	4.0%	4.5%	n/a	n/a	0.5%	0.5%	0.6%	0.5%
Cliff climbing	n/a	n/a	1.4%	1.3%	1.1%	1.4%	n/a	n/a	0.8%	0.6%	0.7%	0.7%
Coastal walking	n/a	n/a	10.9%	12.3%	12.2%	13.3%	n/a	n/a	10.1%	12.0%	12.3%	13.4%
Outdoor swimming	n/a	n/a	12.9%	10.9%	12.7%	12.1%	n/a	n/a	11.6%	10.3%	12.0%	10.8%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.3%	1.7%	0.9%	1.2%	n/a	n/a	0.8%	0.7%	0.7%	0.6%
Spending general leisure time at the beach	n/a	n/a	10.5%	10.6%	11.4%	11.9%	n/a	n/a	9.9%	12.3%	13.6%	14.3%

Figure 4 shows the regression trend lines of participation for any boating activity for males and females over the 6 years. This shows that participation rates for females show a slight increase, whereas males show a steady decline. Charts showing the regression trend lines by gender for the individual activities have been included in Appendix 3.

Figure 4 Overall trend in participation for 'any boating activity' by gender

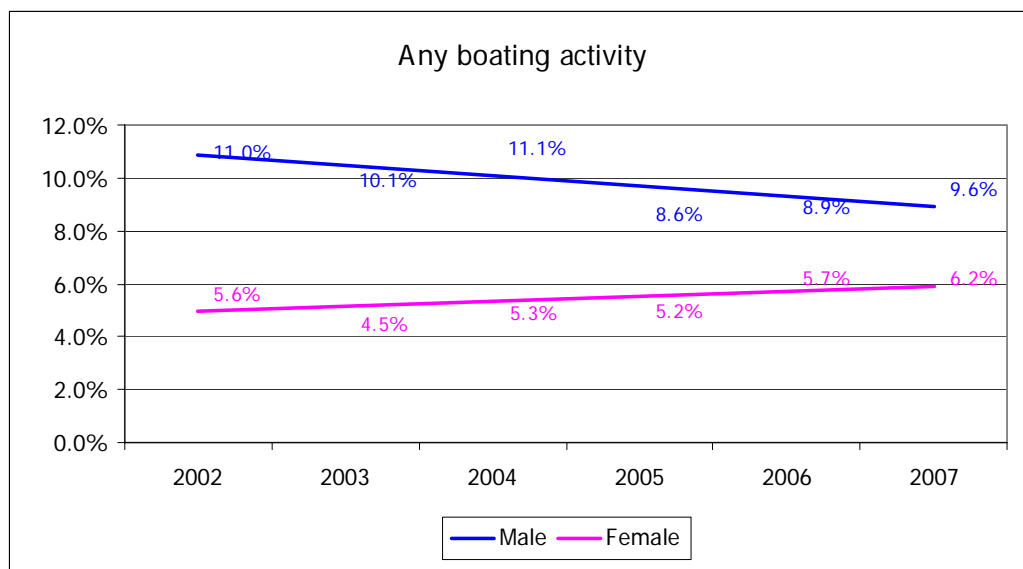
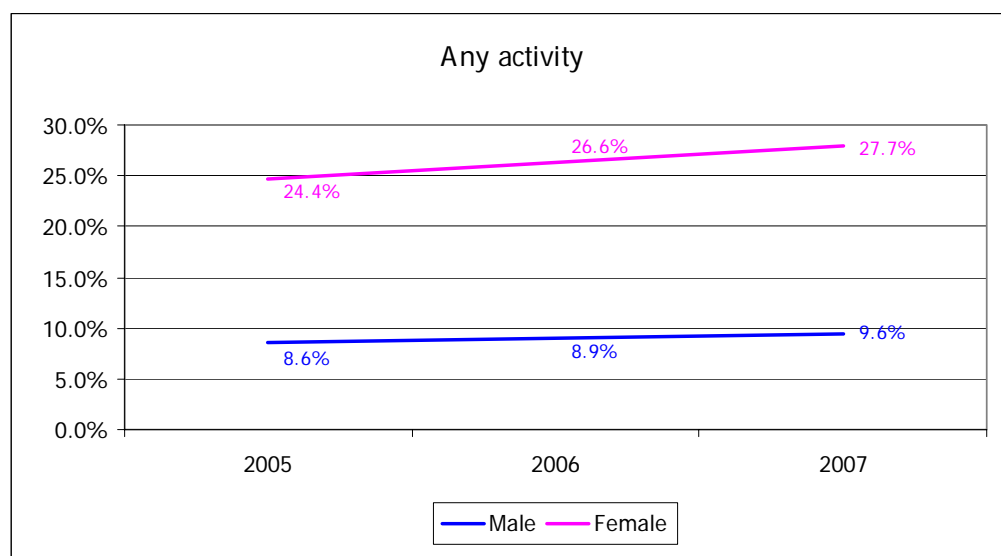


Figure 5 Overall trend in participation for any activity by gender

Participation By Age

Since 2006 there has been an increase in activity across all age groups. As in 2006 the 35-54 age group shows the greatest growth and more people in this age group are active across all activities than in the younger age group. This change is largely driven by the more leisurely pastimes like coastal walking, beach leisure and angling. The under 35's are the most active age group for "any boating activity", especially canoeing, waterskiing, windsurfing, rowing and using personal watercraft.

We have highlighted activities in blue the activities in which the 35-54 age group are more active than in the 16-34 age group. The overall pattern suggests that cost and physicality of the activity have an influence on the level of participation in the older age group.

The larger number of people in the older age groups reduces the absolute differences, for example the number of people participating in "Outdoor Swimming" is higher in the 35-54 age group despite the fact that 16-34 year olds have a higher participation rate. For each activity the age group with the highest absolute number of participants has been highlighted in blue and bold.

Table 7 Participation by age group (percentages)

	Age groups			Total UK
	16-34	35-54	55+	
Any Activity	33.72%	35.50%	20.45%	29.63%
Any boating activity	10.95%	9.78%	3.32%	7.84%
Any sailing/yachting activity	2.70%	3.22%	1.29%	2.38%
Any power/motor activity	3.27%	3.73%	1.82%	2.92%
Canoeing	3.65%	2.85%	0.23%	2.16%
Water skiing	1.44%	0.95%	0.08%	0.78%
Small sail boat activities	1.30%	1.67%	0.53%	1.16%
Rowing	1.23%	0.83%	0.08%	0.68%
Windsurfing	0.75%	0.67%	0.07%	0.48%
Using personal watercraft	1.09%	0.58%	0.10%	0.56%
Motor boating/Cruising	1.62%	1.86%	0.83%	1.42%
Yacht cruising	0.74%	1.03%	0.69%	0.82%
Power boating	0.88%	0.93%	0.39%	0.72%
Small sail boat racing	0.65%	0.71%	0.12%	0.48%
Canal boating	0.99%	1.38%	0.67%	1.01%
Yacht racing	0.35%	0.42%	0.20%	0.32%
Surfboarding	2.32%	1.46%	0.14%	1.25%
Kitesurfing	0.33%	0.24%	0.00%	0.18%
Angling (from a boat)	1.08%	1.61%	0.97%	1.23%
Angling (from the shore)	2.47%	3.55%	1.42%	2.47%
Cliff climbing	1.85%	1.19%	0.15%	1.02%
Coastal walking	11.11%	17.37%	11.25%	13.32%
Outdoor swimming	15.66%	14.63%	4.78%	11.44%
Leisure sub-aqua diving (from the shore and boat)	1.29%	1.20%	0.19%	0.87%
Spending general leisure time at the beach	14.23%	16.59%	8.75%	13.10%
None	66.28%	64.50%	79.55%	70.37%
Base	3,360	3,964	5,106	12,430

Table 8 Participation by age groups (participants)

	Age groups			Total UK
	16-34	35-54	55+	
Any Activity	4,913,977	5,961,504	3,524,844	14,400,324
Any boating activity	1,595,695	1,642,984	571,848	3,810,527
Any sailboat activities/yacht cruising	287,500	431,218	192,291	911,009
Any sailboat racing/yacht racing	131,262	159,477	48,925	339,663
Motor boating / cruising or canal boating	367,813	516,901	250,276	1,134,990
Canoeing	532,382	479,310	38,929	1,050,620
Water skiing	209,354	158,908	13,103	381,366
Small sail boat activities	188,908	280,952	92,206	562,067
Rowing	179,055	139,187	13,592	331,834
Windsurfing	109,822	112,532	12,854	235,208
Using personal watercraft	159,470	96,722	16,821	273,013
Motor boating/Cruising	235,963	312,585	142,672	691,220
Yacht cruising	107,578	173,495	119,173	400,246
Power boating	127,816	155,451	66,477	349,745
Small sail boat racing	94,901	118,951	20,532	234,384
Canal boating	143,887	231,651	114,664	490,201
Yacht racing	50,355	69,800	35,104	155,260
Surfboarding	338,404	245,028	23,370	606,802
Kitesurfing	47,633	40,381	-	88,015
Angling (from a boat)	157,705	270,301	167,794	595,800
Angling (from the shore)	360,093	596,957	245,343	1,202,393
Cliff climbing	269,110	200,551	26,009	495,671
Coastal walking	1,618,596	2,917,320	1,939,042	6,474,958
Outdoor swimming	2,281,693	2,456,034	824,674	5,562,401
Leisure sub-aqua diving (from the shore and boat)	188,690	201,282	32,789	422,762
Spending general leisure time at the beach	2,074,054	2,785,446	1,508,273	6,367,773
None	9,660,846	10,830,913	13,714,916	34,206,675
Base	3,360	3,964	5,106	12,430

When looking at participation by age over the past 6 years, the 16-34 age group has seen a continual decline for any boating activity from 2002 to 2006 with a slight recovery in 2007, the 35

and 54 age group has seen ups and downs in participation but the general trend is a slight increase in participation, whereas the trend for the 55+ age groups shows little variation.

Table 9 Participation trends by age 2002 -2007

	16-34						35-54						55+					
	2002	2003	2004	2005	2006	2007	2002	2003	2004	2005	2006	2007	2002	2003	2004	2005	2006	2007
Any boating activity	15.0%	12.8%	12.9%	11.4%	10.6%	10.9%	7.3%	7.2%	9.2%	7.0%	8.8%	9.8%	2.8%	2.2%	2.8%	2.7%	3.0%	3.3%
Any sailing/yachting activity	n/a	n/a	n/a	n/a	2.7%	2.7%	n/a	n/a	n/a	n/a	2.7%	3.2%	n/a	n/a	n/a	n/a	0.9%	1.3%
Any power/motor activity	n/a	n/a	n/a	n/a	3.1%	3.3%	n/a	n/a	n/a	n/a	3.0%	3.7%	n/a	n/a	n/a	n/a	1.8%	1.8%
Canoeing	5.5%	4.7%	5.3%	4.3%	3.8%	3.7%	2.2%	1.8%	2.7%	1.9%	2.7%	2.9%	0.3%	0.4%	0.3%	0.4%	0.5%	0.2%
Water skiing	3.6%	2.8%	2.3%	1.6%	1.3%	1.4%	1.5%	1.1%	1.3%	0.8%	0.7%	0.9%	0.2%	0.0%	0.2%	0.1%	0.1%	0.1%
Small sail boat activities	1.6%	1.1%	2.3%	1.7%	1.5%	1.3%	1.7%	0.8%	1.3%	1.0%	1.6%	1.7%	0.6%	0.6%	0.4%	0.8%	0.3%	0.5%
Rowing	2.5%	2.5%	2.8%	1.9%	1.6%	1.2%	1.3%	0.8%	1.2%	1.0%	1.0%	0.8%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
Windsurfing	2.1%	1.3%	1.9%	1.2%	1.1%	0.8%	1.4%	0.9%	1.3%	0.6%	0.6%	0.7%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%
Using personal watercraft	2.7%	2.5%	1.8%	1.5%	1.1%	1.1%	0.7%	0.8%	1.3%	0.8%	0.6%	0.6%	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%
Motor boating/Cruising	1.6%	1.4%	1.3%	1.5%	1.7%	1.6%	1.0%	1.0%	1.2%	1.6%	1.1%	1.9%	0.6%	0.3%	0.2%	0.5%	0.9%	0.8%
Yacht cruising	1.3%	1.0%	0.9%	0.6%	0.7%	0.7%	0.8%	0.7%	1.0%	0.8%	0.8%	1.0%	0.7%	0.5%	0.8%	0.5%	0.6%	0.7%
Power boating	1.5%	1.7%	1.4%	1.2%	0.9%	0.9%	0.7%	0.7%	1.6%	0.8%	1.1%	0.9%	0.3%	0.3%	0.0%	0.3%	0.3%	0.4%
Small sail boat racing	1.3%	1.3%	1.4%	0.6%	0.5%	0.7%	0.7%	0.7%	0.8%	0.2%	0.5%	0.7%	0.2%	0.4%	0.3%	0.1%	0.2%	0.1%
Canal boating	0.3%	0.9%	0.5%	0.6%	0.8%	1.0%	0.7%	0.6%	1.1%	0.5%	0.9%	1.4%	0.4%	0.4%	0.5%	0.6%	0.6%	0.7%
Yacht racing	0.6%	0.5%	0.4%	0.1%	0.3%	0.3%	0.4%	0.0%	0.3%	0.3%	0.3%	0.4%	0.0%	0.2%	0.1%	0.1%	0.1%	0.2%
Surfboarding	n/a	n/a	2.4%	2.7%	3.0%	2.3%	n/a	n/a	1.3%	1.2%	1.2%	1.5%	n/a	n/a	0.1%	0.1%	0.1%	0.1%
Kitesurfing	n/a	n/a	0.4%	0.5%	0.2%	0.3%	n/a	n/a	0.2%	0.2%	0.1%	0.2%	n/a	n/a	0.0%	0.0%	0.0%	0.0%
Angling (from a boat)	n/a	n/a	1.5%	1.1%	1.3%	1.1%	n/a	n/a	1.8%	1.4%	1.6%	1.6%	n/a	n/a	0.7%	0.5%	0.5%	1.0%
Angling (from the shore)	n/a	n/a	2.9%	2.2%	2.2%	2.5%	n/a	n/a	3.3%	2.8%	3.3%	3.6%	n/a	n/a	1.2%	0.7%	1.4%	1.4%
Cliff climbing	n/a	n/a	2.0%	2.2%	1.8%	1.8%	n/a	n/a	1.2%	0.8%	0.8%	1.2%	n/a	n/a	0.2%	0.1%	0.2%	0.2%
Coastal walking	n/a	n/a	8.3%	10.9%	11.0%	11.1%	n/a	n/a	13.6%	15.4%	15.7%	17.4%	n/a	n/a	9.2%	9.8%	9.9%	11.2%
Outdoor swimming	n/a	n/a	15.8%	14.9%	16.8%	15.7%	n/a	n/a	15.8%	12.6%	15.2%	14.6%	n/a	n/a	5.2%	4.7%	5.9%	4.8%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.6%	2.0%	0.9%	1.3%	n/a	n/a	1.7%	1.3%	1.3%	1.2%	n/a	n/a	0.4%	0.3%	0.2%	0.2%
Spending general leisure time at the beach	n/a	n/a	10.6%	12.8%	14.6%	14.2%	n/a	n/a	14.0%	14.4%	15.6%	16.6%	n/a	n/a	5.8%	7.3%	7.8%	8.7%

Figure 6 shows the regression trend lines of participation for any boating activity for the 3 age groups over the 6 years. Charts showing the regression trend lines by age groups for the individual activities are shown in Appendix 4. There it can be seen that some activities, like canal boating and coastal walking, show a steady increase in participation rate for all age group, surfboarding and cliff climbing do not show a lot of change over the years for all age groups. For other activities the trends by age group show a different pattern, with one age group showing an increase and another one showing a drop. For example small sail boat activities and angling from the shore show declining participation rates for 16-34 year olds but slight increases in participation rates for 35-54 year olds.

Figure 6 Overall trend in participation for any boating activity by age

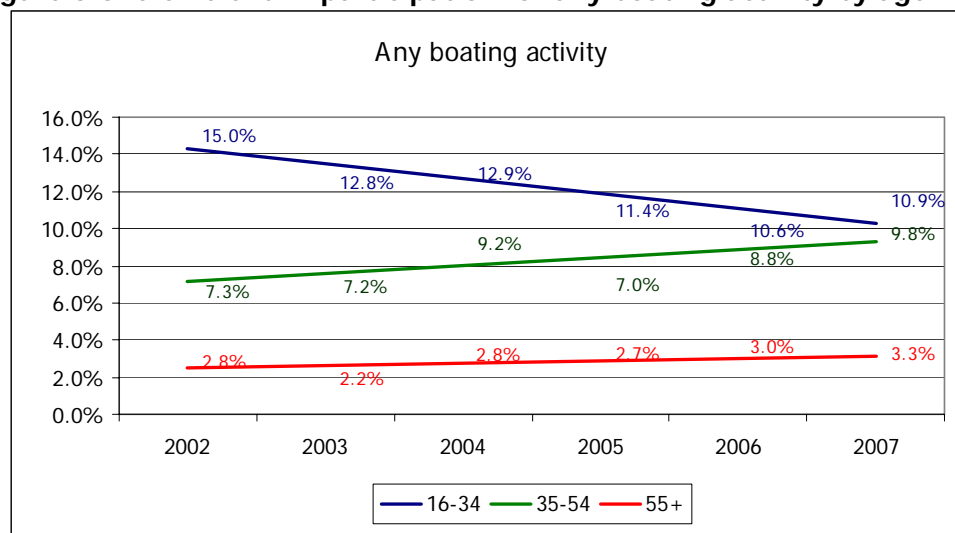
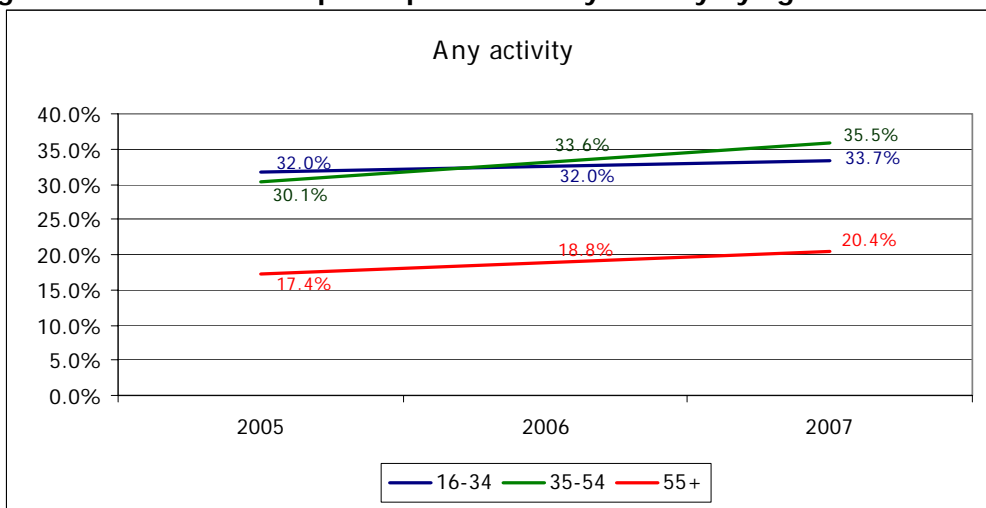


Figure 7 Overall trend in participation for any activity by age

Participation By SEG

The socio-economic groups AB have generally a substantially higher participation rate than the other groups. The gap for all activities has stayed the same between 2007 and 2006 with a difference of 9.5% between the AB and C1 groups. Participation rates have been highlighted in blue, where the participation rate in either the C1 or C2DE socio-economic groups is higher than for ABs.

Table 10 Participation by SEG (percentages)

	SEG			
	AB	C1	C2DE	Total UK
Any Activity	43.62%	34.17%	21.89%	29.63%
Any boating activity	15.62%	9.15%	4.20%	7.84%
Any sailing/yachting activity	6.32%	2.31%	0.93%	2.38%
Any power/motor activity	5.18%	3.91%	1.53%	2.92%
Canoeing	4.13%	2.53%	1.22%	2.16%
Water skiing	1.48%	1.07%	0.37%	0.78%
Small sail boat activities	3.32%	0.85%	0.51%	1.16%
Rowing	1.47%	0.74%	0.35%	0.68%
Windsurfing	1.11%	0.55%	0.21%	0.48%
Using personal watercraft	0.68%	0.74%	0.42%	0.56%
Motor boating/Cruising	2.55%	1.91%	0.73%	1.42%
Yacht cruising	2.00%	1.03%	0.27%	0.82%
Power boating	1.10%	0.95%	0.45%	0.72%
Small sail boat racing	1.34%	0.48%	0.16%	0.48%
Canal boating	2.05%	1.43%	0.39%	1.01%
Yacht racing	0.92%	0.36%	0.07%	0.32%
Surfboarding	2.48%	1.32%	0.74%	1.25%
Kitesurfing	0.25%	0.23%	0.13%	0.18%
Angling (from a boat)	1.30%	1.40%	1.10%	1.23%
Angling (from the shore)	2.94%	2.27%	2.41%	2.47%
Cliff climbing	2.16%	1.34%	0.42%	1.02%
Coastal walking	22.08%	15.87%	8.64%	13.32%
Outdoor swimming	19.49%	12.97%	7.59%	11.44%
Leisure sub-aqua diving (from the shore and boat)	1.46%	0.98%	0.59%	0.87%
Spending general leisure time at the beach	19.90%	14.23%	9.93%	13.10%
None	56.38%	65.83%	78.11%	70.37%
Base	2,163	3,113	7,154	12,430

The much greater number of people in the C1 socio-economic group compared to those in the AB group means that despite lower participation rate, they are often the largest population group in absolute numbers. For example, the percentage for power boating is 1.1% for AB and 0.95% for the C1 group, however this equates to 104,350 and 130,942 people respectively. Absolute participation numbers have been highlighted in blue where they are higher in either the C1 or C2DE socio-economic groups than for ABs.

Table 11 Participation by SEG – Participant Numbers

	SEG			Total UK
	AB	C1	C2DE	
Any Activity	4,147,549	4,710,916	5,541,859	14,400,324
Any boating activity	1,485,653	1,260,742	1,064,133	3,810,527
Any sailing/yachting activity	600,702	319,092	235,405	1,155,199
Any power/motor activity	492,630	539,106	386,356	1,418,091
Canoeing	392,774	348,912	308,934	1,050,620
Water skiing	140,633	146,995	93,738	381,366
Small sail boat activities	315,421	117,609	129,037	562,067
Rowing	139,708	102,694	89,432	331,834
Windsurfing	105,233	76,073	53,902	235,208
Using personal watercraft	64,605	102,033	106,375	273,013
Motor boating/Cruising	242,388	263,361	185,471	691,220
Yacht cruising	190,515	142,632	67,099	400,246
Power boating	104,350	130,942	114,453	349,745
Small sail boat racing	127,677	65,892	40,814	234,384
Canal boating	195,370	197,126	97,705	490,201
Yacht racing	87,073	49,984	18,203	155,260
Surfboarding	235,616	182,614	188,572	606,802
Kitesurfing	23,407	31,763	32,845	88,015
Angling (from a boat)	123,809	192,560	279,431	595,800
Angling (from the shore)	279,980	312,409	610,004	1,202,393
Cliff climbing	205,004	185,150	105,517	495,671
Coastal walking	2,099,464	2,187,501	2,187,994	6,474,958
Outdoor swimming	1,853,469	1,787,713	1,921,220	5,562,401
Leisure sub-aqua diving (from the shore and boat)	138,546	135,305	148,910	422,762
Spending general leisure time at the beach	1,891,942	1,961,744	2,514,087	6,367,773
None	5,361,658	9,074,732	19,770,285	34,206,675
Base	2,163	3,113	7,154	12,430

Participation By Working Status

When looking at the participation by working status the participation rate of those working is, for most activities, higher than retired and non-working groups. The non-working group shows a higher participation rate than the working group for rowing and surfboarding, possibly because of the popularity of these activities with students. Retired people are least active. This is likely to reflect their age.

Table 12 Participation by Working Status

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	36.71%	16.97%	27.34%	29.63%
Any boating activity	10.24%	2.71%	8.02%	7.84%
Any sailing/yachting activity	3.11%	1.02%	2.20%	2.38%
Any power/motor activity	3.84%	1.59%	2.24%	2.92%
Canoeing	2.98%	0.10%	2.58%	2.16%
Water skiing	1.17%	0.06%	0.69%	0.78%
Small sail boat activities	1.62%	0.36%	0.97%	1.16%
Rowing	0.79%	0.11%	1.10%	0.68%
Windsurfing	0.73%	0.00%	0.45%	0.48%
Using personal watercraft	0.75%	0.07%	0.67%	0.56%
Motor boating/Cruising	1.80%	0.86%	1.17%	1.42%
Yacht cruising	1.00%	0.55%	0.73%	0.82%
Power boating	1.07%	0.25%	0.44%	0.72%
Small sail boat racing	0.54%	0.19%	0.68%	0.48%
Canal boating	1.31%	0.57%	0.80%	1.01%
Yacht racing	0.48%	0.15%	0.13%	0.32%
Surfboarding	1.81%	0.07%	1.28%	1.25%
Kitesurfing	0.31%	0.00%	0.07%	0.18%
Angling (from a boat)	1.55%	0.73%	1.02%	1.23%
Angling (from the shore)	3.27%	1.01%	2.26%	2.47%
Cliff climbing	1.38%	0.12%	1.20%	1.02%
Coastal walking	16.85%	9.04%	9.86%	13.32%
Outdoor swimming	15.47%	3.49%	11.02%	11.44%
Leisure sub-aqua diving (from the shore and boat)	1.31%	0.10%	0.71%	0.87%
Spending general leisure time at the beach	15.92%	7.35%	13.02%	13.10%
None	63.29%	83.03%	72.66%	70.37%
Base	5,850	3,855	2,725	12,430

Table 13 Participation by working status – Participant numbers

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	9,369,578	2,096,168	2,934,578	14,400,324
Any boating activity	2,614,458	335,213	860,856	3,810,527
Any sailing/yachting activity	793,221	125,370	236,608	1,155,199
Any power/motor activity	981,126	196,125	240,841	1,418,091
Canoeing	761,754	11,819	277,047	1,050,620
Water skiing	299,327	7,752	74,286	381,366
Small sail boat activities	412,734	44,890	104,443	562,067
Rowing	200,725	13,566	117,543	331,834
Windsurfing	186,952	-	48,256	235,208
Using personal watercraft	192,364	9,161	71,489	273,013
Motor boating/Cruising	459,825	105,674	125,721	691,220
Yacht cruising	255,017	67,324	77,906	400,246
Power boating	272,487	30,428	46,830	349,745
Small sail boat racing	138,263	22,949	73,171	234,384
Canal boating	334,637	69,995	85,570	490,201
Yacht racing	123,265	18,113	13,882	155,260
Surfboarding	461,159	8,126	137,517	606,802
Kitesurfing	80,118	-	7,897	88,015
Angling (from a boat)	395,521	90,559	109,721	595,800
Angling (from the shore)	835,267	124,584	242,542	1,202,393
Cliff climbing	352,560	14,520	128,592	495,671
Coastal walking	4,300,881	1,116,157	1,057,919	6,474,958
Outdoor swimming	3,948,061	431,316	1,183,024	5,562,401
Leisure sub-aqua diving (from the shore and boat)	333,452	12,782	76,528	422,762
Spending general leisure time at the beach	4,063,032	907,872	1,396,869	6,367,773
None	16,155,170	10,253,427	7,798,078	34,206,675
Base	5,850	3,855	2,725	12,430

Participation By Lifestage

The following tables show the participation rates for the individual activities by life stage. The life stage definitions have been constructed from the information available and are defined as below.

Figure 8 Life stage explanation

Life Stage	Definition
Student/Workers house share	Two or more adults not living as a couple, without children (up to the age of 54).
Single	One person living alone either single/widowed/divorced/separated.
Couple under 55	Two married or living as married no children and under 55.
Single parents	One parent with one child or several children in household.
Family	Household of 2 adults with children.
Empty nesters	Two people 55 to 65 living in house with no children
Greys	Two or more people over 64 living in house with no children or living alone and over 64

Families record the highest participation for spending general leisure time at the beach, followed by single parents and couples under 55. For the more active activities like Surfboarding, Kitesurfing, Windsurfing and Cliff climbing the lifestage group with the highest participation rate are those in a 'student/workers in a house-share'. We have highlighted the biggest participation rate (in Table 14 and the largest absolute participation number (in Table 15) in blue.

Table 14 Participation by lifestage

	Life stage							Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys	
Any Activity	35.6%	24.83%	35.30%	36.40%	30.77%	29.63%	14.70%	29.63%
Any boating activity	12.3%	6.76%	11.07%	9.42%	9.99%	5.11%	1.88%	7.84%
Any sailing/yachting activity	3.2%	2.24%	3.02%	3.09%	2.07%	2.20%	0.77%	2.38%
Any power/motor activity	3.4%	2.60%	3.35%	3.72%	4.02%	2.40%	1.05%	2.92%
Canoeing	4.08%	1.78%	3.22%	2.67%	3.34%	0.48%	0.07%	2.16%
Water skiing	1.95%	0.63%	0.90%	0.95%	1.06%	0.22%	0.00%	0.78%
Small sail boat activities	1.19%	0.64%	1.36%	1.78%	1.16%	1.12%	0.32%	1.16%
Rowing	1.46%	0.88%	0.65%	0.84%	1.00%	0.00%	0.05%	0.68%
Windsurfing	0.78%	0.63%	0.68%	0.67%	0.46%	0.13%	0.04%	0.48%
Using personal watercraft	1.10%	0.46%	0.79%	0.57%	1.23%	0.15%	0.03%	0.56%
Motor boating/Cruising	1.81%	1.62%	2.19%	1.55%	1.57%	0.95%	0.66%	1.42%
Yacht cruising	1.32%	0.86%	0.87%	1.02%	0.32%	0.66%	0.52%	0.82%
Power boating	1.10%	0.61%	0.44%	0.99%	1.25%	0.46%	0.12%	0.72%
Small sail boat racing	1.00%	0.65%	0.69%	0.54%	0.43%	0.28%	0.03%	0.48%
Canal boating	0.68%	0.87%	0.84%	1.54%	1.33%	1.09%	0.32%	1.01%
Yacht racing	0.33%	0.47%	0.56%	0.38%	0.17%	0.24%	0.14%	0.32%
Surfboarding	2.80%	0.94%	1.89%	1.55%	1.54%	0.29%	0.00%	1.25%
Kitesurfing	0.38%	0.24%	0.09%	0.26%	0.24%	0.00%	0.00%	0.18%
Angling (from a boat)	1.21%	2.05%	2.04%	1.15%	1.30%	1.63%	0.35%	1.23%
Angling (from the shore)	2.63%	2.94%	2.78%	3.45%	2.38%	2.12%	0.69%	2.47%
Cliff climbing	2.03%	1.00%	1.49%	1.08%	1.95%	0.11%	0.06%	1.02%
Coastal walking	11.35%	13.42%	16.13%	16.45%	10.69%	16.66%	8.04%	13.32%
Outdoor swimming	15.64%	8.89%	15.23%	15.22%	13.65%	8.44%	2.78%	11.44%
Leisure sub-aqua diving (from the shore and boat)	1.42%	0.41%	1.79%	1.03%	1.30%	0.46%	0.04%	0.87%
Spending general leisure time at the beach	12.83%	9.24%	14.02%	18.00%	14.99%	13.24%	6.05%	13.10%
None	64.38%	75.17%	64.70%	63.60%	69.23%	70.37%	85.30%	70.37%
Base	1169	1,148	1,104	3,549	1,226	996	3,238	12,430

When the size of each lifestage group is taken into account the importance of families becomes very apparent, with 38% of all participants in all activities belonging to this group and 37% of participants for the original 12 boating activities.

Table 15 Participation by lifestage – Participant numbers

	Life stage							Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys	
Any Activity	1,930,689	1,161,016	1,693,122	5,490,536	1,484,194	1,212,511	1,428,257	14,400,324
Any boating activity	669,239	316,108	530,694	1,420,958	481,944	209,200	182,384	3,810,527
Any sailing/yachting activity	175,123	104,505	145,071	465,822	99,844	90,137	74,696	1,155,199
Any power/motor activity	181,708	121,517	160,522	560,629	193,699	98,275	101,741	1,418,091
Canoeing	221,311	83,455	154,642	403,294	161,122	19,796	7,000	1,050,620
Water skiing	105,724	29,449	43,277	142,709	51,167	9,040	-	381,366
Small sail boat activities	64,384	30,033	65,287	269,102	55,943	45,879	31,440	562,067
Rowing	79,352	41,286	31,117	126,683	48,179	-	5,216	331,834
Windsurfing	42,052	29,371	32,685	100,321	21,961	5,146	3,671	235,208
Using personal watercraft	59,700	21,502	37,650	85,431	59,569	6,138	3,022	273,013
Motor boating/Cruising	98,073	75,533	105,172	233,707	75,552	38,865	64,317	691,220
Yacht cruising	71,670	40,141	41,579	154,337	15,211	26,848	50,460	400,246
Power boating	59,388	28,560	21,298	149,642	60,093	18,651	12,112	349,745
Small sail boat racing	54,040	30,336	32,898	82,047	20,668	11,372	3,022	234,384
Canal boating	36,638	40,704	40,191	232,568	64,059	44,795	31,247	490,201
Yacht racing	18,126	21,784	26,671	57,009	8,022	9,728	13,918	155,260
Surfboarding	152,033	43,999	90,415	234,104	74,438	11,813	-	606,802
Kitesurfing	20,863	11,308	4,546	39,955	11,343	-	-	88,015
Angling (from a boat)	65,451	95,879	97,611	173,517	62,764	66,872	33,706	595,800
Angling (from the shore)	142,817	137,446	133,344	520,637	114,824	86,678	66,648	1,202,393
Cliff climbing	109,786	46,840	71,315	163,533	93,991	4,509	5,698	495,671
Coastal walking	614,997	627,363	773,560	2,480,976	515,534	681,597	780,932	6,474,958
Outdoor swimming	847,647	415,582	730,342	2,295,304	658,287	345,319	269,920	5,562,401
Leisure sub-aqua diving (from the shore and boat)	76,955	19,079	85,924	155,318	62,791	18,900	3,795	422,762
Spending general leisure time at the beach	695,667	432,124	672,369	2,715,243	722,885	541,739	587,747	6,367,773
None	3,489,806	3,514,783	3,102,921	9,591,957	3,339,846	2,879,589	8,287,773	34,206,675
Base	1,169	1,148	1,104	3,549	1,226	996	3,238	12,430

Regional Participation

Table 16 provides an indication of the variations in participation by residential area of the country in 2007. ITV regions have been grouped to provide more robust sample sizes and therefore more robust estimates of participation. However, it must still be considered that the sample sizes in some of the grouped regions are still relatively small varying between 366 and 4,158 across all activities. This means we can provide an indication of participation rates by region, but the statistics are less reliable than the national estimates.

We have highlighted participation rates where changes are statistically significant compared with 2006. The darker grey (or orange in colour copies) is used to indicate apparent rises in the participation the lighter grey (or blue) to indicate an apparent decline. However, the small numbers in each region for an individual sport mean that the data should be treated with caution. The numbers of respondents in each region are provided at the bottom of the table. The regions are defined as follows:

Figure 9 ITV regions

London, South East and East England The West	South, South East, East and London ITV regions (covered by Meridian, LWT & Carlton and Anglia) Wales, South West and West ITV regions (covered by West country, HTV and Central)
Midlands	Midlands ITV region (covered by Central)
Northern England	North West, North East and Yorkshire ITV regions (covered by Granada, Yorkshire and Tyne Tees)
Scotland	Border and Scotland ITV regions (covered by Grampian, Scottish and Border)
Northern Ireland	Northern Ireland

In 2007 there are more significant increases than decreases compared to 2006. The Midlands is the only region recording a significant drop in participation rates for both any boating activity and any activity. North West/ North East/ Yorkshire has seen the most number of significant increases with 5 activities canoeing, small sail boat racing, yacht racing, coastal walking and spending general leisure time at the beach showing higher participation rates than in 2006. Wales/West/South West follows with 3 significant increases for using personal watercraft, kitesurfing and coastal walking. This region also continues to show the highest participation rate of all mainland regions for any activity.

Table 16 Participation rates by ITV regions 2007 (percentages)

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	31.52%	42.35%	27.11%	26.52%	16.82%	46.15%	29.63%	
Any boating activity	8.76%	8.59%	8.10%	7.31%	4.52%	9.22%	7.84%	
Any sailing/yachting activity	3.24%	1.83%	1.96%	1.97%	1.73%	2.43%	2.38%	
Any power/motor activity	3.27%	2.80%	3.30%	2.63%	1.39%	5.37%	2.92%	
Canoeing	1.85%	3.06%	2.26%	2.47%	1.26%	1.54%	2.16%	
Water skiing	0.96%	0.45%	1.25%	0.61%	0.22%	1.51%	0.78%	
Small sail boat activities	1.55%	0.75%	1.48%	0.88%	0.88%	0.58%	1.16%	
Rowing	1.04%	0.51%	0.59%	0.55%	0.18%	0.48%	0.68%	
Windsurfing	0.59%	0.59%	0.54%	0.38%	0.42%	0.00%	0.48%	
Using personal watercraft	0.43%	1.05%	0.89%	0.50%	0.30%	0.45%	0.56%	
Motor boating/Cruising	1.66%	0.92%	1.62%	1.17%	1.00%	3.46%	1.42%	
Yacht cruising	1.29%	0.61%	0.42%	0.60%	0.63%	0.89%	0.82%	
Power boating	0.72%	1.15%	0.35%	0.75%	0.53%	1.08%	0.72%	
Small sail boat racing	0.64%	0.27%	0.39%	0.49%	0.23%	0.40%	0.48%	
Canal boating	1.10%	0.89%	1.75%	0.81%	0.15%	1.93%	1.01%	
Yacht racing	0.48%	0.40%	0.18%	0.21%	0.00%	0.86%	0.32%	
Surfboarding	1.21%	3.44%	1.38%	0.79%	0.51%	0.74%	1.25%	
Kitesurfing	0.26%	0.33%	0.10%	0.15%	0.00%	0.00%	0.18%	
Angling (from a boat)	0.88%	1.65%	1.40%	1.14%	1.19%	4.07%	1.23%	
Angling (from the shore)	2.12%	4.29%	2.24%	2.00%	2.33%	6.76%	2.47%	
Cliff climbing	0.85%	1.50%	1.42%	0.88%	0.80%	1.78%	1.02%	
Coastal walking	14.27%	23.36%	10.68%	11.14%	6.32%	23.17%	13.32%	
Outdoor swimming	13.42%	15.30%	12.79%	9.51%	5.49%	8.57%	11.44%	
Leisure sub-aqua diving (from the shore and boat)	1.02%	1.46%	0.79%	0.77%	0.30%	0.19%	0.87%	
Spending general leisure time at the beach	13.16%	20.11%	11.36%	12.13%	6.13%	26.58%	13.10%	
None	68.48%	57.65%	72.89%	73.48%	83.18%	53.85%	70.37%	
Base	4,158	1,324	1,528	3,941	943	366	12,430	

Base: all respondents (12,430, Source WaterSports and Leisure Omnibus Survey 2007)

Table 17 Participation rates by ITV regions 2007 (participants)

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
	Any Activity	5,169,383	2,098,823	1,636,167	4,106,005	719,621	670,326	
Any boating activity	1,436,502	425,769	488,954	1,132,064	193,358	133,879	3,810,527	
Any sailing/yachting activity	531,397	90,501	118,502	305,453	74,112	35,233	1,155,199	
Any power/motor activity	535,998	138,905	199,081	406,492	59,668	77,947	1,418,091	
Canoeing	304,170	151,722	136,543	381,928	53,877	22,380	1,050,620	
Water skiing	157,656	22,272	75,538	94,361	9,541	21,998	381,366	
Small sail boat activities	253,730	37,189	89,067	136,231	37,450	8,400	562,067	
Rowing	170,982	25,425	35,801	84,848	7,749	7,029	331,834	
Windsurfing	97,433	29,221	32,308	58,287	17,959	-	235,208	
Using personal watercraft	70,604	52,195	53,514	77,282	12,813	6,605	273,013	
Motor boating/Cruising	272,544	45,789	97,873	181,864	42,831	50,318	691,220	
Yacht cruising	211,340	30,202	25,590	93,288	26,891	12,936	400,246	
Power boating	118,015	56,845	20,890	115,459	22,876	15,658	349,745	
Small sail boat racing	105,767	13,598	23,296	76,076	9,772	5,875	234,384	
Canal boating	180,669	44,170	105,903	124,954	6,488	28,017	490,201	
Yacht racing	78,936	20,028	10,593	33,172	-	12,531	155,260	
Surfboarding	198,445	170,276	83,188	122,186	21,961	10,746	606,802	
Kitesurfing	42,804	16,448	5,875	22,889	-	-	88,015	
Angling (from a boat)	143,635	81,712	84,765	175,769	50,794	59,126	595,800	
Angling (from the shore)	347,277	212,573	134,910	309,979	99,536	98,119	1,202,393	
Cliff climbing	139,074	74,532	85,977	135,884	34,414	25,790	495,671	
Coastal walking	2,340,348	1,157,541	644,483	1,725,632	270,464	336,490	6,474,958	
Leisure sub-aqua diving (from the shore and boat)	167,354	72,510	47,611	119,748	12,842	2,696	422,762	
Spending general leisure time at the beach	2,158,389	996,878	685,812	1,878,275	262,399	386,020	6,367,773	
None	11,229,689	2,857,294	4,399,871	11,379,117	3,558,574	782,129	34,206,675	
Base	4,158	1,324	1,528	3,941	943	366	12,430	

Base: all respondents (12,430, Source Watersports Omnibus Survey 2007)

In Table 18 we have combined the 2005 to 2007 samples to provide an aggregate estimate of participation rate over the last three years.

Table 18 Watersports participation by ITV regions– Average over 2005-2007

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
	Canoeing	1.88%	2.77%	2.69%	2.17%	1.59%	1.96%	
Water skiing	0.94%	0.35%	1.14%	0.56%	0.32%	1.41%	0.74%	
Small sail boat activities	1.35%	1.05%	1.49%	0.87%	0.93%	0.54%	1.12%	
Rowing	1.11%	0.77%	1.11%	0.73%	0.31%	0.34%	0.86%	
Windsurfing	0.69%	0.55%	0.56%	0.46%	0.27%	0.27%	0.53%	
Using personal watercraft	0.67%	0.58%	0.69%	0.62%	0.45%	1.21%	0.64%	
Motor boating/Cruising	1.62%	1.18%	1.20%	1.02%	0.83%	2.09%	1.27%	
Yacht cruising	1.13%	0.82%	0.50%	0.44%	0.40%	0.89%	0.72%	
Power boating	0.83%	1.12%	0.50%	0.65%	0.61%	0.80%	0.74%	
Small sail boat racing	0.57%	0.20%	0.43%	0.30%	0.20%	0.39%	0.39%	
Canal boating	0.80%	0.83%	1.39%	0.68%	0.13%	0.73%	0.78%	
Yacht racing	0.34%	0.35%	0.22%	0.13%	0.11%	0.45%	0.24%	
Surfboarding	1.3%	3.6%	1.3%	0.8%	0.4%	1.2%	1.28%	
Kitesurfing	0.2%	0.2%	0.1%	0.2%	0.0%	0.0%	0.16%	
Angling (from a boat)	0.8%	1.8%	1.1%	1.0%	1.4%	2.5%	1.11%	
Angling (from the shore)	1.8%	3.7%	2.1%	2.0%	2.2%	4.8%	2.22%	
Cliff climbing	0.8%	1.4%	1.1%	0.9%	0.7%	0.9%	0.95%	
Coastal walking	12.5%	21.0%	11.5%	10.9%	7.8%	21.7%	12.56%	
Outdoor swimming	13.5%	15.8%	11.9%	9.5%	6.1%	9.6%	11.46%	
Leisure sub-aqua diving (from the shore and boat)	1.0%	1.2%	1.1%	0.8%	0.7%	0.7%	0.94%	
Spending general leisure time at the beach	12.1%	18.7%	10.8%	11.7%	6.9%	23.4%	12.36%	
Base	12,110	3,873	4,977	11,485	2,930	1,069	36,824	

Base: all respondents from 2005 to 2007 Watersports and Leisure Omnibus Survey

Participation by Socio-Demographic Groups Using Watersports Categories

Table 19 and Table 20 show the profile of people participating in grouped watersport activities by sex, age groups, SEG, ITV regions and lifestage. These tables were part of the previous BMF, RYA and Sunsail reports and have been included again for comparability to previous reports.

By aggregating the activities into 3 core categories we can provide more robust estimates of the socio-demographic participation. The original 12 activities have been grouped and included to enable comparison with the previous BMF, RYA, and Sunsail reports from 2002 to date.

We have compared the figures from 2007 with the figures of the 2006 report. Significant rises are highlighted with an orange background (or darker grey in black and white copies) and significant falls are highlighted with a light blue background (or light grey in black and white copies).

Table 21 shows the difference in percentage points between 2007 and 2006 participation rates in the watersport categories by socio-demographics.

As in previous years Males, 16-34 year olds and those belonging to the AB social-economic grouping record the highest participation rates.

There are interesting changes observed in term of regional participation rates.

- Northern Ireland has the highest participation rate of all the UK regions
- When only taking regions in mainland Britain into account the highest participation rate is recorded for the London/ East/ South East region, closely followed by Wales/ West/ South West
- The Midlands, which showed the highest participation rate in 2006 dropped to 3rd place of the British regions, which constitutes a significant drop, driven by decreases in both the sail and manual categories
- North West/ North East/ Yorkshire has seen the participation rate for any boating activity increase significantly, driven by an increase in the manual sports
- N.B. Actual numbers of participants are highest in London/East /South East due to the larger population in this ITV region.

Figure 10 Activities categories

Sailing sports	Small sail boat racing, small sail boat activities, yacht racing, yacht cruising and windsurfing
Power Sports	Power boating, motor boating/cruising, canal boating and using personal watercraft
Manual sports	Canoeing, rowing and water skiing

Significant rises are observed in the sailing category for the AB category, males, retired people and respondents from the lifestage category "Greys". There has been a significant decline in the Midlands. For manual sports significant rises are also observed for the ITV region North West/ North East/ Yorkshire. The Midlands, 55+ and retired categories on the other hand have seen a significant drop. The only significant change in the power category is an increase for the single parents lifestage category.

Table 19 Socio-Demographic Participation by Category (percentages)

		Watersport category				UK Population	Base
		Any boating activity	Sail	Power	Manual		
Sex	Male	9.56%	3.58%	3.82%	4.28%	23,588,725	5,666
	Female	6.21%	1.80%	2.93%	2.40%	25,018,275	6,764
Age Group	16-34	10.95%	3.24%	4.10%	5.75%	14,574,823	3,360
	35-54	9.78%	3.58%	4.22%	4.20%	16,792,416	3,964
	55+	3.32%	1.29%	1.89%	0.38%	17,239,760	5,106
SEG	AB	15.62%	6.73%	5.86%	6.34%	9,509,207	2,163
	C1	9.15%	2.77%	4.34%	3.98%	13,785,648	3,113
	C2DE	4.20%	1.08%	1.89%	1.81%	25,312,144	7,154
Working status	Working	10.24%	3.48%	4.40%	4.50%	25,524,749	5,850
	Retired	2.71%	1.02%	1.66%	0.27%	12,349,595	3,855
	Other non-working	8.02%	2.62%	2.83%	3.98%	10,732,656	2,725
ITV regions	London/ East/ South East	8.76%	3.56%	3.61%	3.38%	16,399,073	4,158
	Wales/ West/ South West	8.59%	2.42%	3.75%	3.92%	4,956,117	1,324
	Midlands	8.10%	2.42%	3.91%	3.77%	6,036,038	1,528
	North West/ North East/ Yorkshire	7.31%	2.12%	3.00%	3.35%	15,485,122	3,941
Life stage	Border/ Scotland	4.52%	1.92%	1.60%	1.66%	4,278,195	1,113
	Northern Ireland	9.22%	2.43%	5.82%	3.06%	1,452,455	366
	Student/Workers house share	12.35%	3.84%	4.23%	6.55%	5,420,495	1,169
	Single	6.76%	2.46%	2.85%	2.90%	4,675,799	1,148
	Couple under 55	11.07%	3.60%	4.13%	4.69%	4,796,042	1,104
	Family	9.42%	3.46%	4.19%	4.00%	15,082,493	3,549
	Single parents	9.99%	2.32%	4.78%	5.17%	4,824,040	1,226
	Empty nesters	5.11%	2.20%	2.55%	0.70%	4,092,100	996
Greys	1.88%	0.77%	1.08%	0.13%	9,716,031	3,238	
Total	Total	7.84%	2.66%	3.36%	3.31%	48,607,000	12,430

Table 20 Socio-Demographic Participation by Category (participants)

		Watersport category				UK Population	Base
		Any boating activity	Sail	Power	Manual		
Sex	Male	2,256,218	844,715	900,664	1,008,623	23,588,725	5,666
	Female	1,554,310	450,017	732,234	600,586	25,018,275	6,764
Age Group	16-34	1,595,695	471,785	597,606	838,178	14,574,823	3,360
	35-54	1,642,984	601,361	708,624	705,406	16,792,416	3,964
	55+	571,848	221,586	326,668	65,624	17,239,760	5,106
SEG	AB	1,485,653	640,394	557,235	602,804	9,509,207	2,163
	C1	1,260,742	381,675	598,437	548,040	13,785,648	3,113
	C2DE	1,064,133	272,663	477,226	458,364	25,312,144	7,154
Working status	Working	2,614,458	887,781	1,123,758	1,148,576	25,524,749	5,850
	Retired	335,213	125,370	205,285	33,137	12,349,595	3,855
	Other non-working	860,856	281,581	303,855	427,496	10,732,656	2,725
ITV regions	London/ East/ South East	1,436,502	583,060	592,684	553,701	16,399,073	4,158
	Wales/ West/ South West	425,769	119,722	186,003	194,372	4,956,117	1,324
	Midlands	488,954	146,310	236,307	227,497	6,036,038	1,528
	North West/ North East/ Yorkshire	1,132,064	328,108	464,866	518,094	15,485,122	3,941
Life stage	Border/ Scotland	193,358	82,299	68,487	71,167	4,278,195	1,113
	Northern Ireland	133,879	35,233	84,551	44,378	1,452,455	366
	Student/Workers house share	669,239	208,282	229,439	354,921	5,420,495	1,169
	Single	316,108	115,084	133,150	135,441	4,675,799	1,148
	Couple under 55	530,694	172,749	198,172	225,173	4,796,042	1,104
	Family	1,420,958	521,827	632,182	603,027	15,082,493	3,549
	Single parents	481,944	111,956	230,779	249,592	4,824,040	1,226
	Empty nesters	209,200	90,137	104,413	28,836	4,092,100	996
Greys	182,384	74,696	104,764	12,217	9,716,031	3,238	
Total	Total	3,810,527	1,294,732	1,632,898	1,609,208	48,607,000	12,430

Table 21 Socio-Demographic Participation by Category – 2007-2006 difference in participation rates

		Watersport category - Difference 2007-2006 (in percentage points)			
		Any boating activity	Sail	Power	Manual
Sex	Male	0.67	0.72	0.27	-0.35
	Female	0.51	-0.28	0.35	0.04
Age Group	16-34	0.36	-0.34	0.12	-0.17
	35-54	0.97	0.51	0.70	0.11
	55+	0.34	0.34	0.08	-0.42
SEG	AB	3.76	2.42	1.05	0.13
	C1	-0.08	-0.66	0.61	-0.31
	C2DE	-0.21	-0.14	-0.12	-0.15
Working status	Working	0.44	0.04	0.40	-0.23
	Retired	0.60	0.37	0.43	-0.28
	Other non-working	0.93	0.42	-0.04	0.23
ITV regions	London/ East/ South East	0.65	0.35	-0.06	-0.26
	Wales/ West/ South West	1.66	0.51	0.60	0.77
	Midlands	-2.01	-1.03	0.60	-2.03
	North West/ North East/ Yorkshire	1.58	0.42	0.59	0.65
	Border/ Scotland	-0.64	0.31	-0.29	-0.74
	Northern Ireland	0.73	0.32	0.98	-0.22
Life stage	Student/Workers house share	-0.58	-0.35	-0.86	-1.55
	Single	-0.99	-0.37	0.02	-0.85
	Couple under 55	0.93	-0.01	0.35	0.11
	Family	1.01	0.46	0.71	0.23
	Single parents	2.39	-0.12	2.11	0.68
	Empty nesters	-0.18	0.73	-1.04	-0.47
	Greys	0.62	0.46	0.15	-0.04
Total	Total	0.59	0.21	0.31	-0.15

4. Frequency of Participation

Table 22 and Table 23 show the frequency of participation in each sport. Each respondent was asked how often they had participated over the last 12 months as a set of frequency categories. The frequency of participation question is compared with the number of actual events reported later on in the survey. If there is a discrepancy between the frequency category and the number of events, the respondent is asked which one they think is a better reflection of their participation and either the frequency category or events number adjusted accordingly. Secondly, for those participating more than 25 times in an activity their actual participation rate was taken into account when calculating the average participation.

The average frequency of participation is estimated from this data, taking into account the checks described above. For the frequency of participation categories below, mean values are used to calculate the average participation (1 for once, 3.5 for 2-5, 9 for 6-12 and 19 for 13-25, actual reported figure for 25+).

The tables show that for most sports more events takes place in the UK than abroad. For example, Yacht racing displays a large difference in average participation rates, 13.3 times a year for the UK, compared to 1.8 times while abroad. Canal boating is the one activity people are least likely to do abroad. There are two sports in which the majority of people participate abroad. Leisure sub-aqua diving has the biggest proportion of people who only participate abroad. In 2007 more than half those participating in leisure sub-aqua diving, and almost half of those who participated in personal watercraft activities did so exclusively abroad. These results are consistent with previous years.

The disappointing summer in 2007 seems to have had an impact with 11 of the 12 original activities seeing a rise in the average number of times participating abroad.

Table 22 also shows variations in the average number of times people are participating in an activity. Average participation for rowing in the UK has for example risen from 9.2 times in 2006 to 13 times in 2007. Other activities with big increases in average participation are yacht racing, surfboarding and angling from a boat, which is now close to the average participation for angling from the shore. For other activities like canoeing, windsurfing, yacht cruising and spending general leisure time at the beach respondents are participating less often in 2007 than in 2006.

Table 22 Frequency of Participation: UK

	Frequency of participation							Average participation				
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times	Base	2007	2006	2005	2004	2003
Canoeing - in the UK	23.7%	31.4%	33.5%	5.7%	3.4%	2.4%	228	3.9	4.3	5.7	3.6	3.6
Water skiing - in the UK	38.4%	26.5%	21.9%	8.7%	3.3%	1.2%	76	4.7	4.5	5.7	1.6	3.4
Small sail boat activities - in the UK	24.9%	28.1%	33.8%	5.2%	4.2%	3.7%	126	4.8	4.9	5.1	4.4	5.2
Rowing - in the UK	11.7%	37.2%	25.5%	2.7%	9.1%	13.7%	72	13.0	9.2	9.6	5.0	5.7
Windsurfing - in the UK	27.9%	24.5%	33.3%	12.5%	0.0%	1.8%	50*	1.6	4.0	5.3	3.7	3.4
Using personal watercraft - in the UK	47.5%	15.4%	19.7%	8.9%	3.6%	4.9%	59	2.2	4.9	4.1	4.1	3.8
Motor boating/Cruising - in the UK	28.1%	31.3%	23.2%	7.4%	6.8%	3.2%	161	4.8	4.7	4.5	4.7	4.1
Yacht cruising - in the UK	21.9%	35.0%	25.7%	8.5%	5.9%	3.0%	93	6.1	4.0	3.9	4.7	2.6
Power boating - in the UK	27.7%	22.0%	25.7%	10.4%	5.4%	8.7%	78	5.2	6.0	5.1	4.5	5.7
Small sail boat racing - in the UK*	13.6%	26.1%	25.2%	13.4%	11.8%	9.9%	48*	9.1	4.3	8.7	4.6	4.1
Canal boating - in the UK	9.6%	65.6%	18.3%	3.1%	2.3%	1.0%	113	2.7	2.3	2.3	3.7	2.3
Yacht racing - in the UK*	18.1%	12.9%	37.2%	13.9%	1.7%	16.2%	33*	13.3	4.6	8.8	8.9	7.6
Surfboarding - in the UK	14.7%	29.0%	24.1%	18.5%	4.6%	9.1%	129	14.1	5.3	7.4	9.0	n/a
Kitesurfing - in the UK*	24.4%	43.5%	24.3%	0.0%	7.8%	0.0%	17*	2.9	1.8	4.0	4.4	n/a
Angling (from a boat) - in the UK	14.2%	22.8%	36.3%	11.2%	2.9%	12.6%	137	11.4	7.0	4.9	7.5	n/a
Angling (from the shore) - in the UK	8.2%	16.8%	30.8%	18.3%	9.9%	16.1%	268	12.7	13.1	9.5	10.4	n/a
Cliff climbing - in the UK	15.4%	31.8%	32.6%	11.9%	3.2%	5.1%	105	5.8	4.0	4.2	4.2	n/a
Coastal walking - in the UK	6.0%	16.8%	39.0%	17.7%	9.6%	10.9%	1558	12.7	11.2	10.9	9.9	n/a
Outdoor swimming - in the UK	35.9%	15.5%	31.0%	10.4%	4.3%	2.9%	1287	4.8	4.8	4.1	4.1	n/a
Leisure sub-aqua diving (from the shore and boat) - in the UK	53.5%	12.8%	20.7%	5.1%	3.8%	4.1%	89	4.2	6.0	3.2	8.4	n/a
Spending general leisure time at the beach - in the UK	14.3%	15.3%	39.3%	18.0%	7.3%	5.8%	1532	7.6	9.3	8.0	5.0	n/a

Base: all respondents who participate in watersports *Caution: small base size

Source: Watersports participation survey 2007

The question about participation abroad only covered the original 12 activities. Only in water skiing, windsurfing and personal watercraft have more than 50% of participants done at least some of their participation abroad. The number of times people participate abroad is far less than in the UK. For example, the average participation for canoeing is 1.7 abroad, in the UK the average participation is 3.9. However, whereas the average participation for canoeing abroad has increased in 2007, that for canoeing in the UK has gone down a bit. Windsurfing and using personal watercraft have a higher average participation abroad than in the UK.

Table 23 Frequency of Participation: Abroad 2007

	Frequency of participation						Base	Average participation				
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times		2007	2006	2005	2004	2003
Canoeing Abroad	60.0%	18.1%	15.6%	4.0%	0.7%	1.7%	228	1.7	0.8	1.4	0.8	1.6
Water skiing Abroad	34.4%	26.5%	19.4%	14.1%	5.6%	0.0%	76	3.3	2.3	2.2	3.1	1.7
Small sail boat activities Abroad	60.0%	12.9%	20.9%	3.1%	3.1%	0.0%	126	1.7	1.3	1.4	2.2	1.5
Rowing Abroad	70.5%	13.6%	10.2%	1.6%	3.0%	1.1%	72	1.5	0.3	0.4	1.0	1.7
Windsurfing Abroad	46.5%	25.6%	16.5%	7.9%	0.0%	3.4%	50*	2.6	1.7	1.9	2.1	1.8
Using personal watercraft Abroad	32.1%	29.8%	27.5%	6.7%	1.9%	2.0%	59	2.8	2.3	3.4	2.3	2.1
Motor boating/Cruising Abroad	53.6%	19.3%	20.2%	5.1%	1.2%	0.7%	161	1.8	2.0	1.4	1.8	0.5
Yacht cruising Abroad	62.3%	19.0%	14.7%	0.0%	2.8%	1.2%	93	1.6	1.1	1.6	0.9	0.9
Power boating Abroad	53.5%	16.0%	19.8%	7.8%	1.5%	1.3%	78	2.2	2.0	1.6	2.5	1.9
Small sail boat racing Abroad*	64.1%	18.7%	11.3%	3.6%	2.3%	0.0%	48*	1.3	1.3	1.8	2.1	1.4
Canal boating Abroad	86.0%	9.6%	3.4%	1.0%	0.0%	0.0%	113	0.3	0.1	0.0	0.7	0.2
Yacht racing Abroad*	65.8%	19.9%	7.1%	0.0%	7.2%	0.0%	33*	1.8	1.0	1.1	1.8	2.0

Base: all respondents who participate in watersports * Caution: small base size

Source: Watersports participation survey 2007

Table 24 and Table 25 convert the participation rates into estimates of how many people are participating how frequently in each sport. The category of participation with the highest number of participants has been highlighted in bold.

Table 24 Frequency of participation in UK (Numbers) 2007

	Frequency of participation						Total Number of people participating in the UK	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times		
Canoeing - in the UK	248,725	329,514	352,049	59,473	36,012	24,846	801,895	228
Water skiing - in the UK	146,289	101,244	83,411	33,185	12,691	4,546	235,076	76
Small sail boat activities - in the UK	140,128	157,870	189,967	29,192	23,855	21,055	421,939	126
Rowing - in the UK	38,873	123,562	84,776	8,927	30,283	45,413	292,961	72
Windsurfing - in the UK	65,587	57,738	78,250	29,422	-	4,211	169,621	50*
Using personal watercraft - in the UK	129,681	42,041	53,797	24,344	9,695	13,455	143,332	59
Motor boating/Cruising - in the UK	194,003	216,366	160,438	51,280	47,095	22,038	497,217	161
Yacht cruising - in the UK	87,842	140,271	102,778	33,844	23,464	12,048	312,404	93
Power boating - in the UK	96,968	77,002	90,024	36,362	18,908	30,480	252,777	78
Small sail boat racing - in the UK*	31,860	61,150	59,069	31,432	27,742	23,131	202,524	48*
Canal boating - in the UK	47,178	321,569	89,888	15,235	11,285	5,047	443,024	113
Yacht racing - in the UK*	28,171	20,016	57,679	21,505	2,667	25,223	127,089	33*
Surfboarding - in the UK	89,116	176,109	146,033	112,341	27,803	55,401	517,686	129
Kitesurfing - in the UK*	21,462	38,319	21,368	-	6,866	-	66,553	17*
Angling (from a boat) - in the UK	84,588	136,104	216,078	66,541	17,136	75,353	511,212	137
Angling (from the shore) - in the UK	98,054	201,584	370,177	220,203	118,636	193,739	1,104,340	268
Cliff climbing - in the UK	76,539	157,443	161,627	58,788	16,031	25,244	419,132	105
Coastal walking - in the UK	387,393	1,090,509	2,523,966	1,145,021	621,507	706,562	6,087,565	1,558
Outdoor swimming - in the UK	793,651	852,727	2,186,247	1,002,804	404,657	322,315	4,768,750	1,287
Leisure sub-aqua diving (from the shore and boat) - in the UK	151,779	65,408	131,175	43,799	18,245	12,356	270,982	89
Spending general leisure time at the beach - in the UK	3,407,875	812,343	1,321,290	322,634	242,056	261,575	2,959,899	1,532

Base: all respondents who participate in watersports, Source: Watersports participation survey 2007

*Caution: small base size

Table 25 Frequency of participation abroad (Numbers) 2007

	Frequency of participation						Total Number of people participating abroad	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times		
Canoeing Abroad	630,505	190,529	163,469	41,875	6,864	17,379	420,115	228
Water skiing Abroad	131,205	101,140	74,041	53,686	21,293	-	250,160	76
Small sail boat activities Abroad	336,965	72,746	117,743	17,340	17,273	-	225,102	126
Rowing Abroad	234,077	45,063	33,682	5,288	10,036	3,687	97,757	72
Windsurfing Abroad	109,453	60,245	38,788	18,653	-	8,069	125,755	50*
Using personal watercraft Abroad	87,546	81,433	74,943	18,407	5,251	5,434	185,468	59
Motor boating/Cruising Abroad	370,342	133,131	139,754	35,236	8,058	4,700	320,877	161
Yacht cruising Abroad	249,405	75,884	58,983	-	11,239	4,735	150,841	93
Power boating Abroad	187,177	55,980	69,257	27,345	5,286	4,700	162,567	78
Small sail boat racing Abroad*	150,293	43,745	26,431	8,482	5,433	-	84,091	48*
Canal boating Abroad	421,545	46,918	16,692	5,047	-	-	68,657	113
Yacht racing Abroad*	102,170	30,849	11,085	-	11,156	-	53,090	33*

Base: all respondents who participate in watersports

Source: Watersports participation survey 2007

*Caution: small base size

Table 26 shows the changes in the proportion of people carrying out any participation in UK and abroad from 2006 to 2007. Significant rises are highlighted in red and bold, significant drops in blue and bold. The change in small sail boat activities, small sail boat racing and outdoor swimming shows significant decreases in the proportion of people undertaking at least some of their activity in the UK. In fact, almost all of the activities have seen the proportion of people who do at least some of their activity in the UK drop compared to 2006.

The proportion of people doing at least some of their activity abroad on the other hand has seen an increase in all but two of the activities (using personal watercraft and yacht cruising). The increase for canoeing, rowing and canal boating is statistically significant.

Table 26 Changes in the location of Participation 2006 to 2007

	Proportion of participants participating in							Base 2007	Base 2006
	UK			Abroad					
	Change	2007	2006	Change	2007	2006			
Canoeing	-5.7%	76.3%	82.1%	7.7%	40.0%	32.3%	228	244	
Water skiing	-1.8%	61.6%	63.4%	3.8%	65.6%	61.8%	76	73	
Other small sail boat activities	-10.2%	75.1%	85.2%	0.2%	40.0%	39.8%	126	120	
Rowing	-4.3%	88.3%	92.6%	12.7%	29.5%	16.7%	72	98	
Windsurfing	-3.9%	72.1%	76.0%	8.0%	53.5%	45.5%	50*	56	
Using personal watercraft	8.6%	52.5%	43.9%	-1.0%	67.9%	68.9%	59	63	
General Motor boating	-5.6%	71.9%	77.6%	3.1%	46.4%	43.4%	161	132	
Yacht cruising	-4.8%	78.1%	82.9%	-4.3%	37.7%	42.0%	93	77	
Power boating	0.2%	72.3%	72.1%	0.3%	46.5%	46.2%	78	81	
Small sail boat racing*	-2.4%	86.4%	88.8%	4.1%	35.9%	31.8%	48*	44*	
Canal boating	-5.9%	90.4%	96.3%	7.1%	14.0%	6.9%	113	95	
Yacht racing*	-5.7%	81.9%	87.6%	9.4%	34.2%	24.8%	33*	25*	
Surfboarding	2.0%	85.3%	83.3%	n/a	n/a	n/a	129	138	
Kitesurfing*	17.9%	75.6%	57.7%	n/a	n/a	n/a	17*	9*	
Angling (from a boat)	1.2%	85.8%	84.6%	n/a	n/a	n/a	137	120	
Angling (from the shore)	-0.2%	91.8%	92.1%	n/a	n/a	n/a	268	250	
Cliff climbing	-3.2%	84.6%	87.8%	n/a	n/a	n/a	105	101	
Coastal walking	0.6%	94.0%	93.4%	n/a	n/a	n/a	1,558	1,424	
Outdoor swimming	-4.7%	64.1%	68.8%	n/a	n/a	n/a	1,287	1,393	
Leisure sub-aqua diving (from the shore and boat)	-3.2%	46.5%	49.7%	n/a	n/a	n/a	89	88	
Spending general leisure time at the beach	-1.2%	85.7%	86.9%	n/a	n/a	n/a	1,532	1,457	

Base: all respondents who participate in watersports

Source: Watersports participation survey 2007 and Watersports participation survey 2006

*Caution: small base size

Table 27 shows the proportion of respondents in each activity which said that at least some of their participation is taking place in the UK from 2003 to 2007 for the 12 original activities.

Figure 11 shows these trends in graphical format for the different groups of activities: sail, manual and power sports. From 2005 the overall sample size of the survey was increased from 6,000 respondents to 12,000 respondents, which needs to be borne in mind when comparing figures across the years.

There have been ups and downs in the proportion of respondents taking part in the UK over the years for almost all of the activities. Looking at sailing sports, yacht racing shows a continuous decline, while yacht cruising has seen yearly fluctuations. Participation in the UK for small sail boat racing, small sail boat activities and windsurfing have gone up until 2006. In 2007 however, there was a small decline for windsurfing and small sail boat racing and a bigger drop for small sail boat activities.

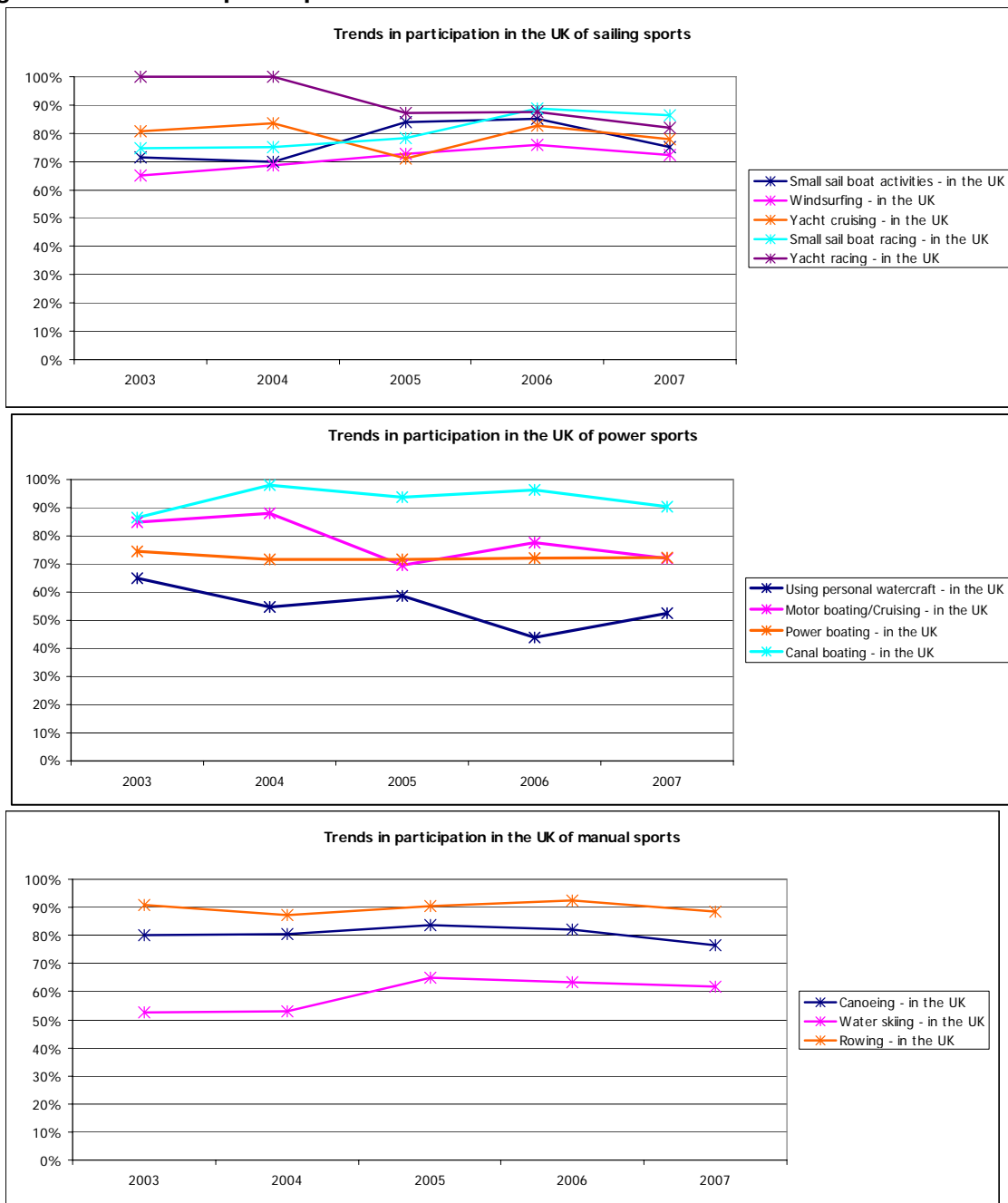
Power activities show a different pattern with participation going up one year and down the next for most of the activities. Power boating is showing the fewest variations.

The manual sports canoeing, rowing and water skiing show similar trends to each other, all of which show a drop in 2007.

Table 27 Trends in participation in the UK 2003-2007

	2003	2004	2005	2006	2007
Canoeing - in the UK	79.9%	80.5%	83.6%	82.1%	76.3%
Water skiing - in the UK	52.7%	52.8%	65.0%	63.4%	61.6%
Small sail boat activities - in the UK	71.6%	69.7%	83.9%	85.2%	75.1%
Rowing - in the UK	90.8%	87.1%	90.3%	92.6%	88.3%
Windsurfing - in the UK	65.0%	68.8%	72.6%	76.0%	72.1%
Using personal watercraft - in the UK	64.9%	54.7%	58.7%	43.9%	52.5%
Motor boating/Cruising - in the UK	84.8%	88.0%	69.5%	77.6%	71.9%
Yacht cruising - in the UK	80.9%	83.7%	71.0%	82.9%	78.1%
Power boating - in the UK	74.5%	71.6%	71.6%	72.1%	72.3%
Small sail boat racing - in the UK	74.9%	75.1%	78.2%	88.8%	86.4%
Canal boating - in the UK	86.4%	98.0%	93.7%	96.3%	90.4%
Yacht racing - in the UK	100.0%	100.0%	87.1%	87.6%	81.9%

Figure 11 Trends in participation in the UK 2003-2007



5. Where the Balance of Participation is Taking Place

For the 12 original watersports we are able to examine where the balance of people's participation is taking place. This set of results is derived from bringing together each person's reported activity in both UK and Abroad. Their activities are then categorised into six groups to show where each person is doing their sport.

UK only	Only participated in UK
High in UK low abroad	Participated more than 5 times in UK and less than 6 times abroad.
Low in UK and abroad	Less than 6 times in UK and abroad.
High in UK and abroad	More than 5 times in UK and abroad.
Low in UK and high abroad	Participated less than 6 times in UK and more than 5 times abroad.
Abroad only	Only participated abroad.

It should be borne in mind that the numbers of people interviewed for each sport are small and therefore the data should only be taken as indicative of the overall patterns of participation.

Table 28 Where participation is taking place – 2007

	High in UK		Low in UK		High in UK		Low in UK	
	UK only	low abroad	and Abroad	and Abroad	and Abroad	and Abroad	and Abroad	Abroad only
Canoeing	60.0%	0.0%	13.8%	1.7%	0.7%			23.8%
Water skiing	34.4%	3.0%	15.1%	1.3%	7.9%			38.4%
Small sail boat activities	59.7%	1.6%	10.7%	2.0%	0.8%			25.1%
Rowing	70.5%	3.7%	8.3%	2.3%	3.5%			11.7%
Windsurfing	46.5%	2.6%	15.9%	5.6%	1.6%			27.9%
Using personal watercraft	32.1%	4.3%	9.4%	2.9%	3.8%			47.5%
Motor boating/Cruising	53.6%	1.4%	13.6%	1.8%	1.7%			28.1%
Yacht cruising	62.3%	2.9%	12.7%	0.0%	0.0%			22.1%
Power boating	53.5%	3.2%	10.0%	3.3%	2.2%			27.7%
Small sail boat racing*	64.1%	7.8%	12.7%	0.0%	1.8%			13.6%
Canal boating	86.0%	0.0%	3.4%	1.0%	0.0%			9.6%
Yacht racing*	65.8%	6.3%	9.8%	0.0%	0.0%			18.1%

Base: all respondents participating in an activity in 2007

Source: Watersports Omnibus 2007

*Caution: small base size

6. Combinations of Activities

Below we compare cross participation between the 3 aggregated watersports groups described earlier. These 3 groups only contain the original 12 watersports, not the activities added by the MCA. Table 29 presents numbers and percentages of the proportion of people who do each type of sport who also participate in other types of watersports.

Table 29 Grouped Watersports Combination 2007

People who do	Also do					
	Sail		Power		Manual	
	No.	%	No.	%	No.	%
Sail	1,294,732	100%	191,340	12%	322,452	20%
Power	191,340	15%	1,632,898	100%	300,398	19%
Manual	322,452	25%	300,398	18%	1,609,208	100%

Base: All who participate in one or other Watersports.

Source: Watersports Omnibus Survey – 2007

In Table 30 we have combined data from 2005 to 2007. This increases the robustness of the estimates for individual sports. Even with 3 years data combined some of the smaller sports still have relatively small numbers of participants for the cross sport analysis. Proportions have been highlighted if they are greater than 20%. For example, 20.1% of people who participate in windsurfing also participate in small sail boat activities, and 50.4% of people participating in yacht racing also participate in yacht cruising. Overlaps are relatively few with canoeing showing the greatest relationship to other activities largely because it is by far the most popular single activity.

Table 30 Watersports combinations – average 2005-2007

People who do...	Also do...											Base 2005 2007	
	Canoeing %	Water skiing %	Small sail boat activities %	Rowing %	Using personal watercraft %	Motor boating/C ruising %	Yacht cruising %	Power boating %	Small sail boat racing %	Windsurfing %	Canal boating %		Yacht racing %
Any boating activity	29.5%	10.2%	15.4%	11.9%	8.8%	17.3%	9.8%	10.2%	5.3%	7.4%	10.6%	3.2%	2,399
Canoeing	100.0%	5.0%	12.2%	11.1%	5.6%	5.6%	4.8%	7.1%	3.8%	7.7%	3.5%	1.4%	689
Water skiing	14.6%	100.0%	9.4%	5.6%	11.5%	14.2%	7.4%	18.7%	5.2%	13.4%	2.4%	3.2%	229
Small sail boat activities	23.3%	6.2%	100.0%	12.1%	6.3%	6.8%	10.1%	8.7%	6.6%	9.6%	4.2%	4.4%	364
Rowing	27.6%	5.2%	15.7%	100.0%	3.8%	10.5%	8.8%	8.9%	4.3%	6.0%	3.2%	2.2%	280
Using personal watercraft	18.7%	12.3%	11.0%	4.9%	100.0%	10.6%	5.4%	11.5%	5.0%	8.7%	3.4%	2.8%	205
Motor boating/Cruising	9.6%	8.5%	6.0%	7.0%	5.5%	100.0%	6.8%	8.3%	3.1%	3.4%	4.7%	3.0%	421
Yacht cruising	14.3%	7.8%	16.0%	10.8%	5.5%	12.0%	100.0%	13.2%	9.2%	6.4%	4.0%	16.5%	242
Power boating	20.5%	18.5%	13.1%	10.8%	9.9%	14.3%	12.5%	100.0%	6.7%	9.6%	2.8%	4.3%	239
Small sail boat racing	20.7%	10.1%	13.5%	11.1%	9.1%	9.6%	17.2%	12.4%	100.0%	11.0%	4.4%	15.4%	125
Windsurfing	30.5%	18.3%	20.1%	9.9%	10.3%	7.7%	8.4%	13.1%	8.5%	100.0%	4.0%	5.9%	167
Canal boating	10.5%	2.2%	6.1%	3.8%	3.0%	7.9%	4.1%	2.6%	2.3%	2.0%	100.0%	1.6%	271
Yacht racing	10.7%	9.0%	20.9%	9.6%	6.7%	14.6%	50.4%	13.5%	25.0%	12.3%	5.2%	100.0%	77

Base: All who participate in one or other Watersports.

Source: Watersports Omnibus Surveys – 2005 to 2007

7. Seasonal Participation

Respondents who answered that they participated in an activity in the UK were asked about exactly how often they participated in each season the previous year. This makes it possible for us to give an estimate of the total number of events (i.e. each time a person participates) per season per activity or sport.

The seasons were defined as follows:

Summer 2007	June to August
Spring 2007	March to May
Winter 2006/2007	December to February
Autumn 2006	September to November

This question was introduced in 2005 to provide more accurate events numbers. Prior to that the MCA question about seasonal participation was asked differently, simply asking about the season in which most of their activities took place, i.e. they were only able to point out one season. The revised question allows the respondent to give a number of events for each individual season.

Table 31 shows the proportion of events in each activity by season. Not surprising, the majority of events for all activities are happening in summer, with around 50% of all activity in the summer period. Coastal walking and angling seem to be more year round activities.

Table 31 Proportion of events per season

	Proportion of events in seasons					Respondent number
	Summer	Spring	Winter	Autumn	Total	
Total all activities	46.8%	22.8%	13.8%	16.9%	100.0%	2989
Total boating activities	53.5%	23.7%	9.3%	16.2%	100.0%	670
Any small sail boat racing or yacht racing	60.8%	26.7%	5.6%	23.2%	100.0%	161
Any small sail boat activities or yacht cruising	54.2%	28.7%	4.0%	13.0%	100.0%	61
Any motor boating/cruising or canal boating	48.4%	26.1%	8.2%	17.3%	100.0%	210
Canoeing	54.5%	20.7%	11.0%	13.8%	100.0%	175
Water skiing*	58.9%	15.7%	8.9%	16.5%	100.0%	48*
Small sail boat activities	52.8%	22.9%	6.9%	17.3%	100.0%	96
Rowing	43.6%	19.4%	18.6%	18.3%	100.0%	66
Windsurfing*	77.2%	15.5%	1.4%	5.9%	100.0%	36*
Using personal watercraft*	52.6%	20.3%	8.9%	18.2%	100.0%	31*
Motor boating/Cruising	50.6%	26.2%	7.2%	16.0%	100.0%	116
Yacht cruising	73.6%	32.7%	3.4%	32.6%	100.0%	73
Power boating	55.8%	25.4%	10.1%	8.7%	100.0%	55
Small sail boat racing*	50.8%	28.3%	6.5%	14.4%	100.0%	41*
Canal boating	42.2%	25.7%	11.1%	21.1%	100.0%	101
Yacht racing*	57.8%	29.2%	1.4%	11.5%	100.0%	28*
Surfboarding	43.6%	21.4%	18.1%	17.0%	100.0%	112
Kitesurfing*	43.2%	17.4%	20.0%	19.4%	100.0%	12*
Angling (from a boat)	38.1%	24.3%	16.5%	21.0%	100.0%	119
Angling (from the shore)	40.6%	24.4%	14.9%	20.0%	100.0%	247
Cliff climbing	40.7%	27.2%	15.1%	17.0%	100.0%	88
Coastal walking	36.2%	25.2%	18.0%	20.7%	100.0%	1,467
Outdoor swimming	69.2%	15.7%	6.7%	8.4%	100.0%	830
Leisure sub-aqua diving (from the shore and boat)*	48.6%	19.2%	14.3%	18.0%	100.0%	42*
Spending general leisure time at the beach	53.5%	21.7%	11.2%	13.5%	100.0%	1,318

Base: all respondents who participate in an activity in the UK. *Caution: small base size

Source: Watersports participation survey 2007

Table 32 shows the actual number of events for each activity split into the four seasons. It also shows the number of total events for all activities and the number of events for all boating activities. There were a total of 26,627,034 'boating activity' events in the UK last year; of these a total of 13,874,857 events took place in the summer.

Table 32 Number of events per season

	Number of events in seasons					Respondent number
	Summer	Spring	Winter	Autumn	Total	
Total any activity	102,823,677	50,166,549	30,320,241	37,016,447	220,326,914	2989
Total boating activity	13,874,857	6,143,618	2,404,544	4,204,015	26,627,034	670
Any small sail boat racing or yacht racing	2,557,240	1,122,450	233,618	975,876	4,889,183	161
Any small sail boat activities or yacht cruising	2,283,776	1,210,985	170,212	548,764	4,213,737	61
Any motor boating/cruising or canal boating	2,130,876	1,147,874	361,968	762,607	4,403,325	210
Canoeing	2,142,546	814,262	431,820	540,864	3,929,491	175
Water skiing*	613,106	163,721	92,741	172,089	1,041,658	48*
Small sail boat activities	1,361,864	590,895	178,969	445,959	2,577,686	96
Rowing	1,885,992	841,032	806,174	792,237	4,325,435	66
Windsurfing*	579,907	116,310	10,548	44,649	751,415	36*
Using personal watercraft*	553,965	214,275	94,100	191,530	1,053,869	31*
Motor boating/Cruising	1,645,461	851,466	234,711	520,093	3,251,731	116
Yacht cruising	1,195,376	531,555	54,649	529,916	2,311,496	73
Power boating	1,127,448	512,710	203,363	175,399	2,018,921	55
Small sail boat racing*	1,109,849	617,756	141,185	315,266	2,184,057	41*
Canal boating	485,415	296,408	127,257	242,513	1,151,594	101
Yacht racing*	1,173,927	593,229	29,027	233,497	2,029,680	28*
Surfboarding	3,695,788	1,810,728	1,530,993	1,437,479	8,474,989	112
Kitesurfing*	96,450	38,760	44,625	43,375	223,211	12*
Angling (from a boat)	2,580,339	1,646,255	1,117,297	1,423,280	6,767,170	119
Angling (from the shore)	6,213,351	3,730,208	2,283,690	3,065,258	15,292,507	247
Cliff climbing	1,129,005	754,387	419,065	470,881	2,773,338	88
Coastal walking	30,386,506	21,120,013	15,094,268	17,346,698	83,947,485	1,467
Outdoor swimming	18,244,244	4,126,259	1,769,338	2,222,073	26,361,914	830
Leisure sub-aqua diving (from the shore and boat)*	804,952	318,308	237,053	297,668	1,657,981	42*
Spending general leisure time at the beach	25,798,186	10,478,012	5,419,368	6,505,720	48,201,285	1,318

Base: all respondents who participate in an activity in the UK. *Caution: small base size

Source: Watersports participation survey 2007

8. Distribution between Inland and Coastal Areas

Respondents participating in the UK were asked how many of the events took place at the coast or inland. Respondents participating in surfing, coastal walking and spending general leisure time at the beach were not asked this question, as these activities are by definition coastal activities. Table 33 shows the number of coastal and inland events in 2007.

Table 33 Number of coastal and inland events in the UK

	Number of coastal events	Number of inland events	Number of total events	Number of respondents
Total any activity	180,407,147	39,919,767	220,326,914	2989
Total boating activity	12,653,642	13,973,392	26,627,034	670
Total small sail boat racing or yacht racing	2,654,161	1,559,576	4,213,737	161
Total small sail boat activities or yacht cruising	3,283,656	1,605,526	4,889,183	61
Total motor boating/cruising or canal boating	1,542,341	2,860,984	4,403,325	210
Canoeing	1,666,825	2,262,666	3,929,491	175
Water skiing*	424,849	616,808	1,041,658	48*
Small sail boat activities	1,701,080	876,606	2,577,686	96
Rowing	365,242	3,960,193	4,325,435	66
Windsurfing*	433,439	317,975	751,415	36*
Using personal watercraft*	676,873	376,996	1,053,869	31*
Motor boating/Cruising	1,452,447	1,799,285	3,251,731	116
Yacht cruising	1,582,576	728,920	2,311,496	73
Power boating	1,606,255	412,666	2,018,921	55
Small sail boat racing*	890,309	1,293,748	2,184,057	41*
Canal boating	89,894	1,061,699	1,151,594	101
Yacht racing*	1,763,853	265,828	2,029,680	28*
Surfboarding	8,474,989	-	8,474,989	112
Kitesurfing*	207,844	15,366	223,211	12*
Angling (from a boat)	3,503,474	3,263,696	6,767,170	119
Angling (from the shore)	5,873,882	9,418,625	15,292,507	247
Cliff climbing	1,143,706	1,629,632	2,773,338	88
Coastal walking	83,947,485	-	83,947,485	1,467
Outdoor swimming	15,252,924	11,108,990	26,361,914	830
Leisure sub-aqua diving (from the shore and boat)*	1,147,915	510,067	1,657,981	42*
Spending general leisure time at the beach	48,201,285	-	48,201,285	1,318

Base: all respondents who participate in an activity in the UK

Source: Watersports participation survey 2007

*Caution: small base size

Table 34 shows which proportion of the events as shown in Table 33 are happening at the coast in 2007. It also compares this proportion with an average number of coastal events number across the past 3 years. Significant changes are highlighted in red and bold. The only significant drop in the proportion of coastal events recorded are for yacht cruising (down to 68.5% from a running average of 81.5%).

Other activities with bigger drops (though not statistically significant) are:

- rowing (8.4% of events versus a running average of 16.2%)
- windsurfing (57.7% of events versus a running average of 72.1%)
- using personal watercraft (64.2% versus a running average of 76.1%)
- motor boating/cruising (44.7% versus a running average of 50.5%)
- small sail boat racing (40.8% versus a running average of 52.1%)

In 2007 a total of 81% of all events were recorded as happening on the coast, whereas the average across 3 years is 82%. For the 12 boating activities 46% of events took place at the coast compared to 48% when taking an average across the past 3 years.

Table 34 Proportion of Coastal events

	Proportion of Coastal Events 2007	Proportion of Coastal Events Average 2005-2007	Change in 2007 (percentage points)	Number of respondents 2007	Number of respondents 2005-2007
Total any activity	81.9%	82.3%	-0.4%	2989	8445
Total boating activity	47.5%	48.2%	-0.7%	670	1920
Total sail boat racing or yacht racing	63.0%	67.6%	-4.6%	161	453
Total sail boat activities or yacht cruising	67.2%	66.8%	0.3%	61	154
Total motor boating/cruising or canal boating	35.0%	40.0%	-5.0%	210	541
Canoeing	42.4%	34.8%	7.6%	175	559
Water skiing*	40.8%	33.3%	7.5%	48*	146
Small sail boat activities	66.0%	57.8%	8.2%	96	297
Rowing	8.4%	16.2%	-7.8%	66	256
Windsurfing*	57.7%	72.1%	-14.4%	36*	121
Using personal watercraft*	64.2%	76.1%	-11.9%	31*	107
Motor boating/Cruising	44.7%	50.5%	-5.8%	116	304
Yacht cruising	68.5%	81.5%	-13.0%	73	187
Power boating	79.6%	77.9%	1.7%	55	169
Small sail boat racing*	40.8%	52.1%	-11.4%	41*	106
Canal boating	7.8%	6.4%	1.4%	101	251
Yacht racing*	86.9%	87.6%	-0.7%	28*	67
Surfboarding	100.0%	100.0%	0.0%	112	344
Kitesurfing*	93.1%	95.7%	-2.6%	12*	32
Angling (from a boat)	51.8%	50.4%	1.3%	119	309
Angling (from the shore)	38.4%	40.0%	-1.6%	247	671
Cliff climbing	41.2%	42.9%	-1.7%	88	265
Coastal walking	100.0%	100.0%	0.0%	1467	4081
Outdoor swimming	57.9%	60.3%	-2.4%	830	2560
Leisure sub-aqua diving (from the shore and boat)*	69.2%	51.9%	17.4%	42*	132
Spending general leisure time at the beach	100.0%	100.0%	0.0%	1318	3698

Base: all respondents who participate in an activity in the UK

Source: Watersports participation survey 2007

*Caution: small base size

9. Club Membership

Respondents are also asked if they are a member of a club for the activity or activities they participate in. For obvious reasons, this question was not asked of people participating in spending general leisure time at the beach.

Table 35 shows club membership rates of close to or over 50% for small sail boat racing, yacht racing and leisure sub-aqua diving shows a club membership which is 40%. Many other activities show extremely low club membership rates.

The increase in club membership for small sail boat racing and yacht racing is significant. However, the small sample size for each of these activities needs to be borne in mind when interpreting the changes.

Table 35 Club membership

	2007	2006	Change (percentage points)	Significance Measure	Number of respondents 2007	Number of respondents 2006
Canoeing	7.5%	7.6%	0.0%	1%	175	203
Water skiing*	3.2%	2.0%	1.3%	31%	48*	46*
Small sail boat activities	16.7%	16.2%	0.5%	7%	96	101
Rowing	12.8%	6.9%	5.9%	80%	66	90
Windsurfing*	6.6%	3.0%	3.6%	56%	36*	43*
Using personal watercraft*	21.8%	0.0%	21.8%	100%	31*	28*
Motor boating/Cruising	13.0%	11.1%	1.9%	32%	116	102
Yacht cruising	18.9%	28.0%	-9.1%	77%	73	64
Power boating	16.5%	21.0%	-4.5%	46%	55	58
Small sail boat racing*	50.2%	26.5%	23.6%	94%	41*	39*
Canal boating	4.1%	3.0%	1.1%	27%	101	91
Yacht racing*	55.9%	28.7%	27.3%	92%	28*	22*
Surfboarding	6.6%	6.2%	0.4%	11%	112	118
Kitesurfing*	0.0%	0.0%	0.0%	n/a	12*	5*
Angling (from a boat)	14.9%	18.5%	-3.6%	52%	119	102
Angling (from the shore)	15.2%	19.7%	-4.5%	79%	247	232
Cliff climbing	4.3%	3.9%	0.4%	11%	88	89
Coastal walking	1.4%	1.2%	0.2%	34%	1467	1333
Outdoor swimming	2.0%	1.5%	0.5%	59%	830	960
Leisure sub-aqua diving (from the shore and boat)*	41.8%	29.6%	12.2%	77%	42*	43*
Spending general leisure time at the beach	n/a	n/a	n/a	n/a	n/a	n/a

Base: all respondents who participate in an activity in the UK

Source: Watersports participation survey 2007

*Caution: small base size

Table 36 shows the number of events (i.e. each time a person participates) last year of club members and non-club members. It shows that for some activities there is a clear relationship between the number of events and club membership. For example, only 17% of respondents who participate in small sail boat activities in the UK said they are a club member, but they contribute 46% of the total events in that activity. Club members for leisure sub-aqua diving generate 75% of the total events and club members for yacht racing account for 89% of total events in the UK.

Table 36 Number of events by club membership status

	Club member					Non-club member					Total number of respondents
	Number of coastal events	Number of inland events	Total Number of events	UK participant number	Number of respondents	Number of coastal events	Number of inland events	Total number of events	UK participant number	Number of respondents	
Canoeing	216,959	590,040	806,999	60,397	13	1,449,866	1,672,627	3,122,493	741,498	162	175
Water skiing*	12,024	166,426	178,450	7,551	2	412,826	450,382	863,208	227,525	46	48*
Small sail boat activities	734,198	439,614	1,173,812	70,399	15	966,882	436,992	1,403,875	352,387	81	96
Rowing	-	2,718,777	2,718,777	37,507	8	365,242	1,241,416	1,606,658	255,455	58	66
Windsurfing*	48,314	41,171	89,485	11,186	2	385,125	276,804	661,930	158,435	34	36*
Using personal watercraft*	371,978	266,151	638,129	31,304	6	304,895	110,846	415,741	112,028	25	31*
Motor boating/Cruising	336,568	861,593	1,198,161	64,733	16	1,115,878	937,692	2,053,570	432,483	100	116
Yacht cruising	332,471	61,961	394,433	59,103	16	1,250,105	666,958	1,917,064	253,301	57	73
Power boating	726,152	97,098	823,250	41,727	9	880,103	315,568	1,195,671	211,050	46	55
Small sail boat racing*	761,388	1,084,096	1,845,484	101,645	21	128,921	209,652	338,573	100,879	20	41*
Canal boating	-	78,636	78,636	18,222	4	89,894	983,064	1,072,958	424,802	97	101
Yacht racing*	1,617,641	198,689	1,816,330	71,104	16	146,211	67,138	213,350	55,985	12	28*
Surfboarding	1,385,457	-	1,385,457	34,410	7	7,089,532	-	7,089,532	484,053	105	112
Kitesurfing*	-	-	-	-	-	207,844	15,366	223,211	66,553	12	12*
Angling (from a boat)	960,787	2,352,158	3,312,945	75,952	16	2,542,687	911,538	3,454,225	435,260	103	119
Angling (from the shore)	1,125,317	3,917,343	5,042,660	168,108	38	4,748,565	5,501,282	10,249,847	936,231	209	247
Cliff climbing	12,927	47,669	60,596	17,975	5	1,130,779	1,581,962	2,712,742	401,157	83	88
Coastal walking	2,686,761	-	2,686,761	86,501	22	81,260,724	-	81,260,724	6,006,497	1,445	1,467
Outdoor swimming	183,957	2,586,780	2,770,737	72,244	19	15,068,967	8,522,210	23,591,177	3,494,973	811	830
Leisure sub-aqua diving (from the shore and boat)*	967,719	277,126	1,244,845	82,207	18	180,196	232,941	413,136	114,303	24	42*
Spending general leisure time at the beach	-	-	-	-	-	48,201,285	-	48,201,285	5,463,630	1,318	1,318

Base: all respondents who participate in an activity in the UK

Source: Watersports participation survey 2007

*Caution: small base size

10. Boat Ownership penetration in UK households

Of all people surveyed, 2.83% said that their household owns any kind of boat from the list. As mentioned in the main report any estimate based on a sample of the population (in this case 12,430 respondents) is only accurate within defined statistical confidence intervals. Therefore in the table below we also show the lower and upper 90% confidence intervals around the proportion of households that say they own a boat. For example, we are 90% certain that the true figure of households owning any type of boat from the list below lies between 2.58% and 3.07%.

We can use a UK household estimate of 24.9 million households⁴ to convert these proportions into an estimate of the number of households owning a boat. Using this method, over 700,000 households own any kind of boat from the list.

It should be borne in mind that these figures represent ownership of boats by UK households. This does not necessarily mean that the boat is also kept in the UK, i.e. a UK household owning a boat which is kept abroad would still be included in all of the tables presented in this report.

Table 37 Penetration of boat ownership in UK households

	% of households owning a boat	Min 90%	Max 90%	Number of households owning a boat	Min 90% number	Max 90% number
Any boat	2.83%	2.58%	3.07%	703,923	643,215	764,630
Small sailing boat	0.80%	0.67%	0.93%	199,265	166,630	231,899
Sailing yacht	0.28%	0.20%	0.36%	69,210	49,927	88,494
Power Boat	0.25%	0.18%	0.32%	61,916	43,674	80,158
Motor boat	0.43%	0.33%	0.53%	107,277	83,287	131,267
Canal boat	0.13%	0.07%	0.18%	31,294	18,317	44,271
Canoe\Kayak	0.73%	0.61%	0.86%	182,162	150,949	213,376
Rowing boat	0.18%	0.12%	0.24%	44,806	29,282	60,329
RIBS\Inflatables or sportsboats	0.21%	0.14%	0.27%	51,176	34,588	67,765
Windsurfer	0.29%	0.22%	0.37%	73,439	53,577	93,301
Personal watercraft	0.18%	0.12%	0.24%	45,201	29,610	60,793
Base	12,430			24,900,000		

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents

Table 38 shows that there is a relationship between a household owning a boat and whether the respondent has participated in any boating activity or not. Only 1.19% of households where the respondent did not participate in any boating activity in the past 12 months own a boat. Where the respondent did participate in an activity this figure rises to 22% of households. However, this still shows that almost 80% of people active in these sports live in households that do not own a craft of any kind.

⁴ This household figure is taken from the ONS website

Table 38 Penetration of boat ownership in households

	% of households owning a boat		
	Respondent did not participate in any boating activity	Respondent did participate in any boating activity	All UK households
Any boat	1.19%	22.04%	2.83%
Small sailing boat	0.35%	6.04%	0.80%
Sailing yacht	0.05%	2.97%	0.28%
Power Boat	0.12%	1.72%	0.25%
Motor boat	0.20%	3.17%	0.43%
Canal boat	0.03%	1.21%	0.13%
Canoe\Kayak	0.25%	6.42%	0.73%
Rowing boat	0.09%	1.21%	0.18%
RIBS\Inflatables or sportsboats	0.05%	2.09%	0.21%
Windsurfer	0.14%	2.09%	0.29%
Personal watercraft	0.04%	1.80%	0.18%
Base	11,578	852	12,430

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents

Table 379 looks at the proportion of households owning boats by the socio-economic grouping of the households. Households in the AB category have the highest proportion of owning any boat. C1 households show a higher proportion than the AB group for power boat, rowing boat and personal watercraft ownership.

Table 379 Penetration of boat ownership in households by SEG

	% of households owning a boat			All UK households
	AB	C1	C2DE	
Any boat	5.32%	3.37%	1.59%	2.83%
Small sailing boat	1.79%	0.67%	0.50%	0.80%
Sailing yacht	0.65%	0.46%	0.04%	0.28%
Power Boat	0.28%	0.36%	0.17%	0.25%
Motor boat	0.92%	0.54%	0.19%	0.43%
Canal boat	0.22%	0.21%	0.04%	0.13%
Canoe\Kayak	1.48%	0.90%	0.36%	0.73%
Rowing boat	0.25%	0.28%	0.10%	0.18%
RIBS\Inflatables or sportsboats	0.37%	0.25%	0.12%	0.21%
Windsurfer	0.66%	0.39%	0.11%	0.29%
Personal watercraft	0.11%	0.39%	0.09%	0.18%
Base	2,163	3,113	7,154	12,430

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents

Table 40 converts the proportions of households owning a boat in the UK by SEG into an absolute number of households. The overall number of households in the different socio-economic groups is an estimate based on the total number of households as taken from the ONS and the distribution of main income earners in the UK as published in the Marketing Pocket Book 2008. The AB socio-economic group has the largest number of households owning any type of boat.

Table 380 Number of UK households owning a boat by SEG

Number of households owning a boat				
	AB	C1	C2DE	All UK households
Any boat	343,388	243,670	178,221	703,923
Small sailing boat	115,492	48,486	55,832	199,265
Sailing yacht	41,745	32,948	4,715	69,210
Power Boat	18,134	26,127	19,587	61,916
Motor boat	59,106	38,657	21,453	107,277
Canal boat	14,041	15,406	4,858	31,294
Canoe\Kayak	95,263	64,633	40,611	182,162
Rowing boat	16,247	20,310	10,949	44,806
RIBS\Inflatables or sportsboats	24,033	18,198	13,158	51,176
Windsurfer	42,725	28,056	11,863	73,439
Personal watercraft	7,286	28,409	10,296	45,201
All households	6,449,100	7,221,000	11,205,000	24,900,000
Base	2,163	3,113	7,154	12,430

Table 41 shows the proportion of households owning a boat by ITV region. The Wales/West/South West region has the highest proportion owning any type of boat from the list, followed by London/East/South East.

Table 41 Penetration of boat ownership in households by ITV region

% of households owning a boat							
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland	
Any boat	3.4%	3.8%	2.4%	2.1%	2.6%	3.1%	
Small sailing boat	1.1%	0.5%	0.6%	0.6%	0.7%	1.0%	
Sailing yacht	0.3%	0.2%	0.2%	0.2%	0.3%	0.5%	
Power Boat	0.3%	0.8%	0.1%	0.1%	0.5%	0.0%	
Motor boat	0.5%	0.8%	0.1%	0.3%	0.4%	1.0%	
Canal boat	0.1%	0.0%	0.2%	0.2%	0.0%	0.0%	
Canoe\Kayak	0.6%	1.1%	1.0%	0.7%	0.6%	0.6%	
Rowing boat	0.3%	0.1%	0.1%	0.0%	0.4%	0.7%	
RIBS\Inflatables or sportsboats	0.4%	0.2%	0.0%	0.1%	0.2%	0.2%	
Windsurfer	0.4%	0.4%	0.5%	0.2%	0.0%	0.0%	
Personal watercraft	0.1%	0.2%	0.1%	0.3%	0.2%	0.0%	
Base	4,158	1,324	1,528	3,941	1,113	366	

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents

Table 42 shows an estimate of boat owning households in the different regions. The overall number of households is an estimate based on the total number of households as given by the ONS and the distribution of households across the regions as presented in the Marketing Pocket Book 2008. It shows that the largest number of households in absolute terms can be found in the London/East/South East region, more than twice as many than in the Wales/West/South West region, despite the proportion of households that own a boat being higher there. The difference in absolute numbers is due to the very large number of households in the London/East/South East region.

Table 42 Number of UK households owning a boat by ITV region

% of households owning a boat						
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland
Any boat	297,324	123,260	91,458	129,732	56,078	22,670
Small sailing boat	98,901	15,377	23,485	39,067	15,360	7,214
Sailing yacht	29,133	6,897	9,445	13,173	7,225	3,904
Power Boat	22,195	25,303	3,757	4,795	10,156	-
Motor boat	46,025	25,584	5,698	17,746	7,903	7,587
Canal boat	12,470	-	7,599	10,163	-	-
Canoe\Kayak	54,644	36,148	40,412	39,866	12,971	4,361
Rowing boat	24,501	2,780	3,230	2,809	7,966	4,857
RIBS\Inflatables or sportsboats	30,893	5,595	-	8,460	4,466	1,649
Windsurfer	35,430	13,399	19,161	10,474	-	-
Personal watercraft	13,021	5,922	2,693	16,063	5,041	-
Base	8,734,696	3,271,955	3,859,958	6,101,473	2,190,787	741,132

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents

10. Number of boats owned

In this section of the report we are looking at the number of boats households own and how many of these were actually used in the past 12 months and therefore can be classified as "active boats". The base sizes for this question were very small for most of the boat types, and therefore the results should be taken as indicative, and not robust.

Table 43 shows that households owning windsurfers own on average 1.96 of them and households owning canoes average 1.71. For all other boats and crafts, the average rounds to 1 per household

Table 43 Average number of boats owned in boat owning UK households

	Average number of boats owned by owning households	Average number of boats used in past 12 months	Average number of boats not used in past 12 months	Base
Any boat	1.32	0.84	0.48	312
Small sailing boat	1.25	0.82	0.43	92
Sailing yacht	1.17	0.71	0.46	33
Power Boat	1.11	0.77	0.34	25
Motor boat	1.09	0.88	0.21	48
Canal boat	1.00	0.79	0.21	14
Canoe\Kayak	1.71	1.08	0.63	79
Rowing boat	1.10	0.76	0.33	21
RIBS\Inflatables or sportsboats	1.19	0.79	0.40	23
Windsurfer	1.96	0.95	1.01	31
Personal watercraft	1.29	0.91	0.38	17

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents living in a household owning a boat

When asked how many of the boats that they own have been used in the past 12 months (rather than just being stored in the shed or garage), it became clear that not all of the boats owned were actively used in the past 12 months. Motor boats show the highest rate of use with 81% of all boats owned classified as being active. Only half of windsurfers were used in the past 12 months, potentially because technology is moving fast and people buy the newest kit and the old kit is then not used any more.

Table 44 Proportion of boats in active use in the past 12 months

	% of boats used in past 12 months	% of boats not used in past 12 months	Base
Anyboat	63%	37%	312
Small sailing boat	65%	35%	92
Sailing yacht	61%	39%	33
Power Boat	69%	31%	25
Motor boat	81%	19%	48
Canal boat	79%	21%	14
Canoe\Kayak	63%	37%	79
Rowing boat	70%	30%	21
RIBS\Inflatables or sportsboats	66%	34%	23
Windsurfer	49%	51%	31
Personal watercraft	71%	29%	17

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents living in a household owning a boat

Using the estimated number of households owning each of the different types of boats as established in Table 37 and the average number of boats owned as shown in the table above we can calculate an estimated number of boats owned by households in the UK.

For example, based on our estimate that there are around 199,265 households in the UK owning a small sailing boat and the average number of small sailing boats owned in these households is 1.25, the total number of small sailing boats in the UK is 249,217. We suspect that this number will underestimate total number of craft as there is a tendency for respondents to discount craft that have been a long time out of use.

Table 45 Estimate of total number of boats owned in the UK

	Average number of boats owned by households	Average number of boats used in past 12 months	Average number of boats not used in past 12 months	Number of boat owning households
All boats	1,169,482	761,325	408,157	703,923
Small sailing boat	249,217	163,022	86,194	199,265
Sailing yacht	80,645	49,037	31,609	69,210
Power Boat	68,717	47,560	21,157	61,916
Motor boat	116,785	94,531	22,254	107,277
Canal boat	31,294	24,761	6,533	31,294
Canoe\Kayak	310,606	196,688	113,918	182,162
Rowing boat	49,203	34,272	14,931	44,806
RIBS\Inflatables or sportsboats	61,040	40,445	20,594	51,176
Windsurfer	143,675	69,737	73,938	73,439
Personal watercraft	58,301	41,272	17,029	45,201

Source: Watersports and Leisure participation Omnibus 2007

Base: All respondents living in a household owning a boat

Table 46 is a summary of the total number of boats owned by households in the UK, grouped into boating categories. In total, there are over 1 million boats owned by UK households (however, as mentioned earlier the boats do not need to be kept in the UK). However, of these only around 760,000 were used in the past 12 months.

Table 46 Summary of total number of boats owned in the UK by boat category⁵

	Average number of boats owned by households	Average number of boats used in past 12 months	Average number of boats not used in past 12 months	Number of boat owning households
All boats	1,169,482	761,325	408,157	703,923
Sailing Boats	473,537	281,796	191,741	308,932
Motor Boats	336,136	248,570	87,566	276,078
Manual Craft	359,809	230,959	128,849	218,700

⁵ The sailing boats category comprise small sailing boats, sailing yachts and windsurfers. The manual category includes rowing boats and canoes/kayaks. The motor boats category includes power boats, motor boats, RIBS, canal boats and personal watercraft

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