



Watersports and Leisure Participation Survey 2011

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Foreword

For all of us involved in watersports, information about the people engaging in our sports is probably more important now than ever before. In a fast moving society the pressure to know and understand our customers and their behaviours is essential whether it be for safety, development of boating and watersports equipment, tourism, or the development and provision of activities.

The survey has been tracking trends in watersports for ten years and as a result it has become a leader in the field providing us all with invaluable information. British Canoe Union was therefore delighted to have joined the consortium of partners in 2010 and this year we also welcome to the partnership the Marine Management Organisation.

The 2011 survey has included again other activities alongside the traditional boating and watersports. Kitesurfing, surfboarding, sub-aqua, outdoor swimming, angling from the shore and from a boat, coastal walking, cliff climbing and leisure time at the beach have all been included. In addition this year for the first time some of the data was collected on-line reflecting that many active people will more likely be available to respond to this medium. This helps to give us a broader perspective of all behaviours in and around the water.

In uncertain economic times, the information within this survey will help us to respond and adapt our services and businesses to ensure a healthy future for watersports in the UK.

Whatever your interest in the survey, I hope you will find the report interesting and informative.

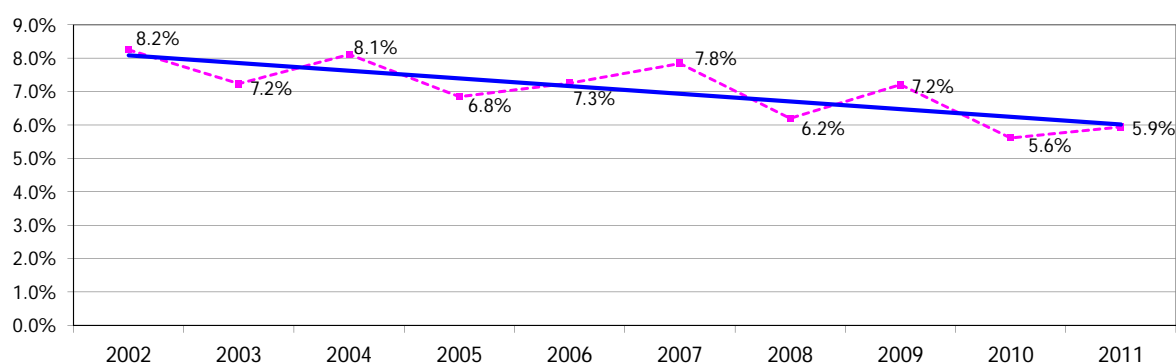
Sue Hornby, British Canoe Union

Key Findings

This is the 10th year that the trends in watersports participation have been tracked. The 2011 study has been funded as a collaboration between the BMF, MCA, RNLI, RYA, BCU and MMO.

In 2011:

- 5.9% of the UK population (up to 3.2 million UK adults) participated in at least one of the 12 core boating activities¹ compared to 5.6% in 2010, 7.2% in 2009 and 6.2% in 2008. The increase in participation over 2010 does not change the trend of a long term decline in participation since 2002.
- The slight increase in participation rates reflects a recovery from low rates of participation in 2010, but the growth is not statistically significant and participation in 2011 is still substantially lower than participation in 2009. According to UK travel and International travel surveys holiday visits among UK residents have increased by 5% in 2011 compared to 2010 for both visits abroad and domestic trips. This could lead to an increase this year in watersport participation as some activities are likely to happen on holiday trips.



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

- Three activities record statistically significant increases since last year:
 - Rowing/sculling (+0.24%)
 - Canal boating (+0.21%) and
 - Small sail boat racing (+0.13%)
 No activities experienced a statistically significant decline.
- The top three 'Any boating activities' in the UK in 2011 are:
 - Canoeing (2.40%)
 - Small sail boat activities (0.97%)
 - Motor boating/Cruising (0.80%).
- The difference between male and female participation in the 12 core boating activities remains large. There are 1.7 male participants for every female participating in 'Any boating activity' (7.6% compared to 4.4%). The gap between males and females is largest for specialist and more strenuous activities. The overall trend in female participation shows less variation year on year than male participants and is very slightly positive for many activities.
- The under 35s remain the most active age group for the more strenuous activities included in the 12 'Any boating activities'. Participation among the 16-34 years has increased slightly in

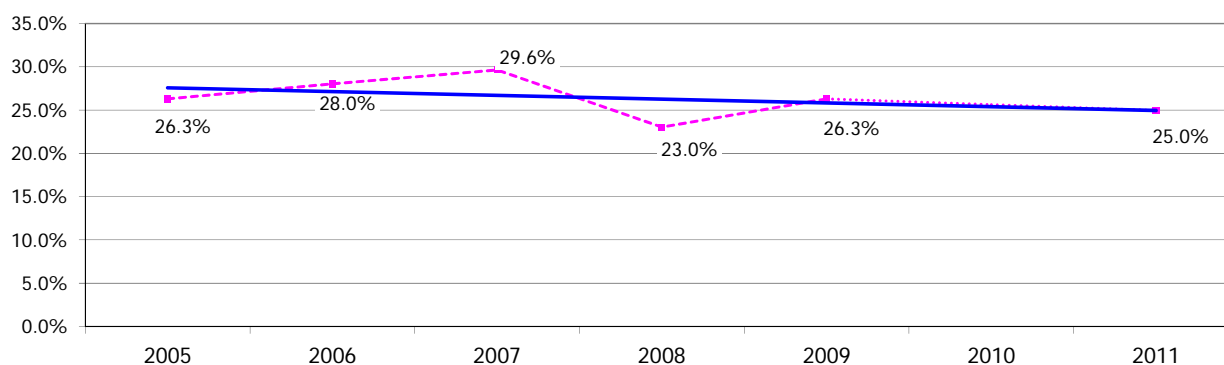
¹ The 12 boating activities making up "Any Boating Activity" includes Small sail boat racing, Small sail boat activities, Yacht racing, Yacht cruising, Power boating, Motor boating/Cruising, Using Personal Watercraft, Rowing/sculling, Canoeing, Canal boating, Water skiing and Windsurfing.

the last year, however at 8.8%, it remains on a long term decline from the 14% measured in 2002. This year the 35-54 age group has the lowest participation rate it has ever had in 'Any boating activity' (6.5%).

- The frequency of boating activities over the past 12 months, in both UK and abroad, is on average lower than in 2010. This is a result of an increase of 1.8% in the proportion of 'casual' participants (less than 5 times a year) and a decrease of 1.9% in the proportion of 'enthusiastic' participants (more than 13 times a year). Volume of enthusiasts is down slightly compared to last year but due to the low sample in this category it is as likely to be a data robustness factor rather than a reflection of what is happening in the market.
- Across the 12 boating activities events undertaken by casual participants account for 13% of all events and events undertaken by enthusiastic account for 73%.

Wider Group of 21 WaterSports/Leisure Activities

- The last time we measured the wider set of other watersports was 2009. Since then there has been a decline in total participation in the wider group of 21 watersports and water based leisure activities². Participation has been close to stable over the last ten years. Almost a quarter of the UK population (25.0%, 12.9 million UK adults) participated in at least one of the wider group of 21 watersports in 2011. Previous years participation rates were; 26.3% in 2009, 23.0% in 2008 and 29.6% in 2007.



- Since 2009 there has been one significant increase in the wider set of activities; angling from a boat. Three activities have declined significantly: outdoor swimming, leisure sub-aqua diving and spending general leisure time at the beach.
- Overall participation in 'Any activity' (21 watersports) is quite similar for males and females (27% to 23%) with females more likely to spend time on the beach than men. Those aged between 35-54 years are the most active across 'Any activity' and are more likely to take part in leisure pursuits like motor boating, canal boating angling and spending time on the beach.

Socio-Economic Distribution of Participation

- Those in the social-economic group AB continue to be substantially more likely to participate in the 21 watersports (38%) than the other groups and 'Any boating activity' (11%). They are more likely to participate in all the activities measured bar two (small boat activities and windsurfing). The greater number of people in the C1 and C2DE socio-economic groups compared to the AB group means that although participation rates are higher for ABs there

² The 21 activities making up "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.

are a greater number of participants from the other socio-economic groups for 10 of the 21 wider watersports activities (5 for the C1 group and 5 for the C2DE group).

Location of Participation

- There is an increase in the proportion of activity taking place abroad. This is likely to be because of an increase in the number of overseas holidays by UK residents in 2011 compared to 2010 when numbers dropped significantly. The UK travel survey recorded travel volumes overseas declined in 2010 due to disruption caused by the Icelandic ash and economic uncertainties.
- The three activities people are most likely to only do in the UK are:
 - Canal boating (78.4%)
 - Rowing/sculling (69.8%)
 - Canoeing (64.1%).
- The three activities people are most likely to only do overseas are:
 - Yacht cruising (30.1%)
 - Using personal watercraft (29.8%)
 - Water skiing (27.2%).

Boat Ownership

- 2.7% of those surveyed report their household owns at least one boat or craft out of the 12 boating activities.
- Thus an estimated 1.1 million boats/craft are owned by UK households, and the three biggest groups are: canoe/kayak (404,000 owned), small sailing boats (164,000) and windsurfers (108,000).

1. Introduction

The purpose of the Watersports Participation Survey is to provide robust estimates of the level of participation in a range of boating and watersport activities across the United Kingdom.

The research has been continuously conducted by Arkenford since 2002 with BMF and RYA our original partners, MCA and RNLI joining in 2005 and BCU and MMO joining in more recent years. Over the years there have been several changes to the sample and boating and watersport activities surveyed, details of which are provided in the table below.

Table 1 summarises those activities that have been included in the survey each year since 2002.

Table 1 Summary of Activities Covered by the Survey

	Survey					
	BMF/RYA/ Sunsail	MCA	BMF/ MCA/ RNLI/ RYA/ Sunsail	BMF/ MCA/ RNLI/ RYA/ Ybw.com	BMF/ MCA/ RNLI/ RYA/ BCU	BMF/ MCA/ RNLI/ RYA/ BCU/MMO
	2002-2004	2004	2005-2007	2008 to 2009	2010	2011
Canoeing	✓	✓	✓	✓	✓	✓
Water skiing	✓	✓	✓	✓	✓	✓
Small sail boat activities	✓	✓	✓	✓	✓	✓
Rowing/Sculling	✓	✓	✓	✓	✓	✓
Windsurfing	✓	✓	✓	✓	✓	✓
Using personal watercraft	✓	✓	✓	✓	✓	✓
Motor boating/Cruising	✓	✓	✓	✓	✓	✓
Yacht cruising	✓	✓	✓	✓	✓	✓
Power boating	✓	✓	✓	✓	✓	✓
Small sail boat racing	✓	✓	✓	✓	✓	✓
Canal boating	✓	-	✓	✓	✓	✓
Yacht racing	✓	✓	✓	✓	✓	✓
Surfboarding	-	✓	✓	✓	-	✓
Kitesurfing	-	✓	✓	✓	-	✓
Angling (from a boat)	-	✓	✓	✓	-	✓
Angling (from the shore)	-	✓	✓	✓	-	✓
Cliff climbing	-	✓	✓	✓	-	✓
Coastal walking	-	✓	✓	✓	-	✓
Outdoor swimming	-	✓	✓	✓	-	✓
Leisure sub-aqua diving (from the shore and boat)	-	✓	✓	✓	-	✓
Spending general leisure time at the beach	-	✓	✓	✓	-	✓

The 2011 results enable us to give an insight into trends by activity over a 10 year period for the 12 'Any boating activities' and for trends for the additional 9 activities surveyed between 2004 and 2009 and again this year.

The data on which the 2005 - 2011 analyses have been based come from nationally representative samples of around 12,000 respondents across the United Kingdom (England, Scotland, Wales and Northern Ireland). The surveys prior to 2005 had a sample of 6,000 and only covered Great Britain (England, Scotland and Wales), as there was no omnibus survey facility in place covering Northern Ireland. The weighted sample provides information representative of the UK population in terms of age, gender, socio-economic grouping and origin.

In this wave of research we have tested a new methodology for the core survey. In previous years a face to face omnibus has been used for the full sample of 12,000 individuals. In 2011 half the sample continued to be interviewed face to face and the other half was interviewed via an online omnibus.

Splitting the sample this way allowed comparisons to be made between the two methodologies as well as allowing the face to face element to be used to provide consistent trend data. The coverage remained nationally representative covering GB and Northern Ireland.

It is to be expected that the online measurement of participation will be higher than the face to face measurement, because the online sample tends to consist of more active people while the Face to Face survey method is thought to capture a slightly more inactive sample of people who are easier to find at home. This contrast is seen in many comparative studies, however, the contrast for watersports activities was much more dramatic than we expected, and more extreme than we have previously measured for example for holiday activities.

We consider that the online measurement is an overestimate. Therefore we have weighted the online data to make it compatible with the face to face results to create a whole sample that is equivalent to 2010. This allows us to deliver a best estimate of participation and trend data that we consider is the best reflection of the current participation levels. One noticeable factor in the tables is that the base sizes in 2011 are a lot larger than they have been in previous years due to the higher proportion of people stating they have taken part in an activity from the online sample.

We believe that using the Face to Face methodology will deliver the most reliable and robust measures of participation going forward, though they may be slightly more conservative than might be delivered by other methods.

The Questions

Each respondent is asked if they have taken part in each of the 21 leisure based watersports /activities over the 12 months preceding September when the survey is conducted. As far as possible the descriptions of each activity are provided in layman's terms to allow all respondents, whatever their level of expertise, to give accurate replies. Additional explanation is provided when requested by the respondent, for example:

Small sail boat racing/ activities has the following explanation:

"Dinghies are small open sailing boats (not including seaside inflatables and beach toys) which tend to be brought ashore after use whereas Yachts are usually left in the water"

Power boating, motor boating/ cruising and canal boating has the following explanation:

"Power boating is defined as craft that plane over water whilst motor boating / cruising is defined as river boating or coastal motor cruising"

(See Appendix 1 for the questionnaire and more definitions).

For those activities which respondents have taken part in within the last 12 months, they are

asked how often they participated. The question is split into two parts covering:

- Participation in the UK
- Participation abroad

These questions above form the core of the original 2002 questionnaire.

From 2007 a new question was added to the survey which looked into boat ownership. The questions regarding boat ownership are asked of the respondent in reference to the whole household.

In 2011 two members - MMO and MCA were interested in asking extra questions using a bespoke online survey. These results are presented in the separate bespoke report 'Watersports Participation Survey - Bespoke Survey 2011'.

The Data

A brief overview of how to interpret the tables is given with Table 2. Each section of the report is supported by interpretation of the data. Information written in blue boxes relates to the figures reported in the survey and information in the red boxes, as in this one, relate to general information about the survey.

All figures from 2005 onwards include participants in Northern Ireland.

When assessing the contents of this report it must be remembered that only a small number of people from the surveyed sample take part in some of the measured activities. Small base sizes for these activities mean that small fluctuations in numbers have a sizeable effect on the reported participation levels. Activities where the base sizes are very small and therefore the results should be taken as indicative only have been marked with a '*'.

2. Participation in Surveyed Leisure Activities 2011

Table 2 Boating and Watersport Participation of UK Respondents 2011

	Participation rate 2011					Number of participants 2011 (including Northern Ireland)		
	% for 2011	Min		Max		Number of participants for 2011	Min 90%	Max 90%
		95%	90%	90%	95%		Number of participants	Number of participants
Any Activity	24.96%	24.20%	24.32%	25.59%	25.71%	12,589,137	12,271,000	12,907,000
Any boating activity	5.94%	5.53%	5.59%	6.28%	6.35%	2,995,723	2,822,000	3,170,000
Small sailboat activities or yacht cruising	1.45%	1.24%	1.28%	1.63%	1.66%	733,101	645,000	821,000
Small sailboat racing or yacht racing	0.45%	0.33%	0.35%	0.55%	0.57%	226,842	178,000	276,000
Motor boating / cruising or canal boating	1.38%	1.18%	1.21%	1.55%	1.58%	695,267	610,000	781,000
Canoeing	2.40%	2.14%	2.18%	2.63%	2.67%	1,211,631	1,099,000	1,324,000
Water skiing	0.45%	0.33%	0.35%	0.55%	0.56%	225,962	177,000	275,000
Small sail boat activities	0.97%	0.80%	0.83%	1.12%	1.14%	490,699	419,000	563,000
Rowing/Sculling	0.60%	0.47%	0.49%	0.72%	0.74%	304,610	248,000	362,000
Windsurfing	0.37%	0.26%	0.28%	0.46%	0.47%	185,330	141,000	230,000
Using personal watercraft	0.42%	0.31%	0.33%	0.52%	0.54%	213,667	166,000	261,000
Motor boating/Cruising	0.80%	0.65%	0.67%	0.93%	0.96%	404,988	339,000	471,000
Yacht cruising	0.55%	0.42%	0.44%	0.66%	0.68%	277,836	223,000	332,000
Power boating	0.51%	0.38%	0.40%	0.61%	0.63%	255,011	203,000	307,000
Small sail boat racing	0.30%	0.20%	0.22%	0.38%	0.40%	151,266	111,000	191,000
Canal boating	0.62%	0.48%	0.51%	0.74%	0.76%	313,656	256,000	371,000
Yacht racing	0.17%	0.10%	0.11%	0.23%	0.24%	85,239	55,000	115,000
Surfboarding	1.18%	0.99%	1.02%	1.34%	1.37%	595,763	516,000	675,000
Kitesurfing	0.34%	0.24%	0.26%	0.43%	0.44%	172,574	130,000	216,000
Angling (from a boat)	1.10%	0.91%	0.94%	1.25%	1.28%	552,891	476,000	629,000
Angling (from the shore)	1.95%	1.71%	1.75%	2.15%	2.19%	983,564	882,000	1,085,000
Cliff climbing	0.81%	0.65%	0.68%	0.94%	0.96%	407,191	341,000	473,000
Coastal walking	9.22%	8.72%	8.80%	9.64%	9.73%	4,651,921	4,439,000	4,865,000
Outdoor swimming	9.06%	8.56%	8.64%	9.48%	9.56%	4,570,740	4,360,000	4,782,000
Leisure sub-aqua diving (from the shore and boat)	0.68%	0.54%	0.56%	0.80%	0.83%	345,436	285,000	406,000
Spending general leisure time at the beach	11.68%	11.12%	11.21%	12.15%	12.24%	5,893,454	5,657,000	6,130,000
Base	12,653					50,446,000	50,446,000	50,446,000

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

The first column of Table 2 titled ‘% for 2011’ is our best estimate of participation rates for each activity in 2011. The figure of 24.96% is our best estimate for participation in ‘any’ of the 21 activities. 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 5.94% (labelled ‘Any boating activity’).

It should be borne in mind that any estimate based on a sample of the population is only accurate within a statistical level of confidence. The next four columns in the table 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 0.11% and 0.23% of the UK adult population in 2011.

In the next column we convert the participation rate for 2011 into an estimate of likely numbers of participants in each activity. These are based on a total population aged 16+ of 50,446,000 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 4,439,000 and 4,865,000 people.

NB The population numbers prior to 2005 did not include Northern Ireland and this should be taken into account when making comparisons with earlier numbers.

Table 3 compares the participation rates established in the 2011 survey with the participation rates in 2010.

In interpreting the figures it is important to consider whether they reflect a real change in participation or a random fluctuation in measurement³. 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 change is real. The figures are highlighted in red if the change is great enough to make us more than 90% confident that it is a real change. The 90% confidence level indicates that in less than 1 in 10 cases is a change of this magnitude likely to be the result of a random fluctuation.

- There is a slight increase in 2011 in participation rates for 'Any boating activity' reflecting a recovery from the significant decrease in 2010 but it is not back to the levels of 2009.
- 3 boating activities show a statistically significant increase since last year
 - Rowing/Sculling (+0.24%)
 - Canal boating (+0.21%)
 - Small sail boat racing (+0.13%)
- None of the original 12 activities show a statistically significant decline
- Of the remaining seven original activities five show insignificant rises; Canoeing (+0.25), Small sail boat activities (+0.16), Using personal watercraft (+0.08), Yacht cruising (+0.03) and Yacht racing (+0.02)
- There is one significant increase for the other activities compared to 2009 (Angling from a boat +0.13) and two insignificant rises Kitesurfing (+0.23) and Angling from the shore (+0.20)
- 4 activities show a statistically significant decline from 2009
 - Outdoor swimming (-1.13%)
 - Leisure sub-aqua diving (from the Shore and Boat) (-0.22%)
 - Spending general leisure time at the beach (-1.13%)

³ For example in 2010 we estimated Water skiing participation at 0.56%, in 2011 we have estimated it at 0.45%. This is a decrease of 0.11 percentage points. This decrease is significant only at a confidence level of 77.2%. It is usual to only consider changes above the 90% confidence level as statistically significant therefore this decrease is interpreted as likely to be a result of random data fluctuation rather than a real change in the participation rate.

Table 3 Difference in Participation Rates (boating activities) 2011-2010

	Participation rate 2011	Participation rate 2010	Change (percentage points)	Significance Measure
Any boating activity	5.94%	5.61%	0.33%	73.6%
Small sailboat activities or yacht cruising	1.45%	1.22%	0.23%	89.4%
Small sailboat racing or yacht racing	0.45%	0.28%	0.17%	97.1%
Motor boating / cruising or canal boating	1.38%	1.31%	0.07%	34.6%
Canoeing	2.40%	2.15%	0.25%	81.4%
Water skiing	0.45%	0.56%	-0.11%	77.2%
Small sail boat activities	0.97%	0.81%	0.16%	83.4%
Rowing/Sculling	0.60%	0.36%	0.24%	99.5%
Windsurfing	0.37%	0.48%	-0.11%	81.8%
Using personal watercraft	0.42%	0.35%	0.08%	67.3%
Motor boating/Cruising	0.80%	0.92%	-0.11%	66.7%
Yacht cruising	0.55%	0.52%	0.03%	27.6%
Power boating	0.51%	0.51%	-0.01%	5.4%
Small sail boat racing	0.30%	0.17%	0.13%	96.7%
Canal boating	0.62%	0.42%	0.21%	97.8%
Yacht racing	0.17%	0.14%	0.02%	37.5%
Base	12,653	12,562		

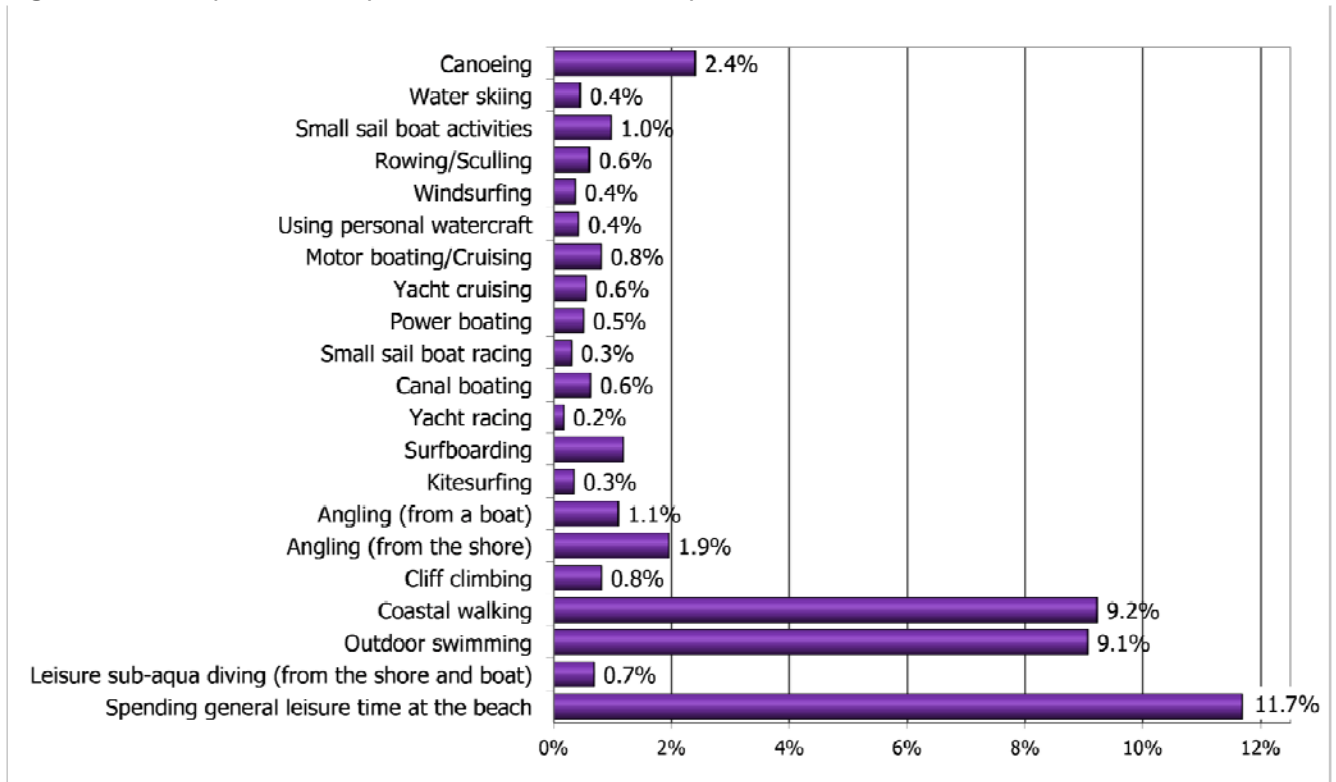
Source: Watersports and Leisure Omnibus Surveys 2011 and 2010 (Base: all respondents – 12,653 and 12,562 adults aged 16+)

Table 4 Difference in Participation Rates (other activities) 2011-2009

	Participation rate 2011	Participation rate 2009	Change (percentage points)	Significance Measure
Surfboarding	1.18%	1.32%	-0.14%	0.0%
Kitesurfing	0.34%	0.11%	0.23%	66.9%
Angling (from a boat)	1.10%	0.97%	0.13%	100.0%
Angling (from the shore)	1.95%	1.74%	0.20%	69.2%
Cliff climbing	0.81%	0.80%	0.00%	77.4%
Coastal walking	9.22%	10.03%	-0.80%	2.9%
Outdoor swimming	9.06%	10.19%	-1.13%	97.0%
Leisure sub-aqua diving (from the shore and boat)	0.68%	0.91%	-0.22%	99.8%
Spending general leisure time at the beach	11.68%	11.85%	-0.17%	95.3%
Base	12,653	12,683		

Source: Watersports and Leisure Omnibus Surveys 2011 and 2010 (Base: all respondents – 12,653 and 12,683 adults aged 16+)

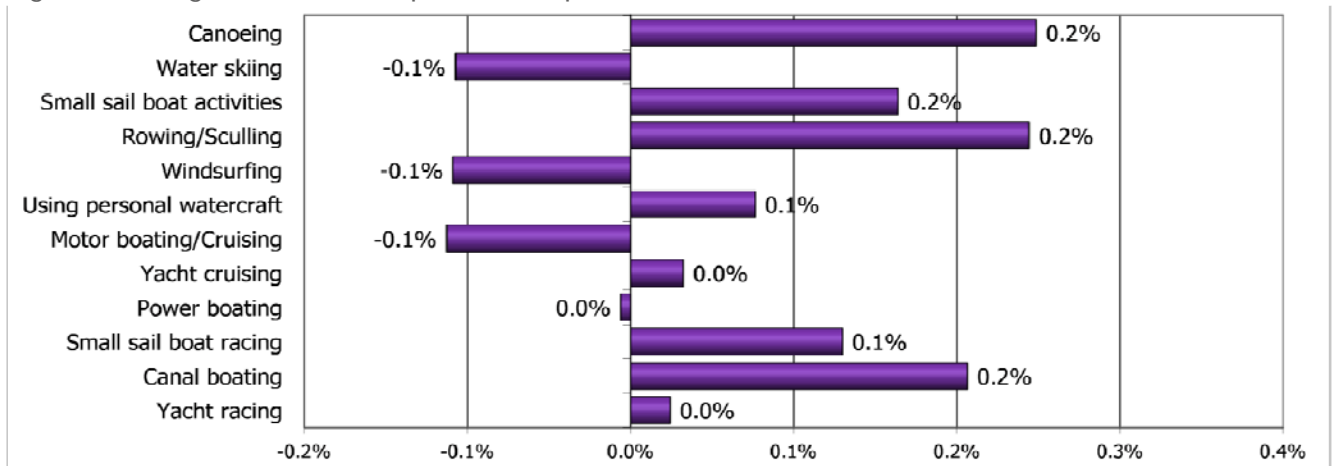
Figure 1 Watersports Participation in 2011 of UK Respondents



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 2 shows the change in participation rate for the boating activities from 2010 to 2011.

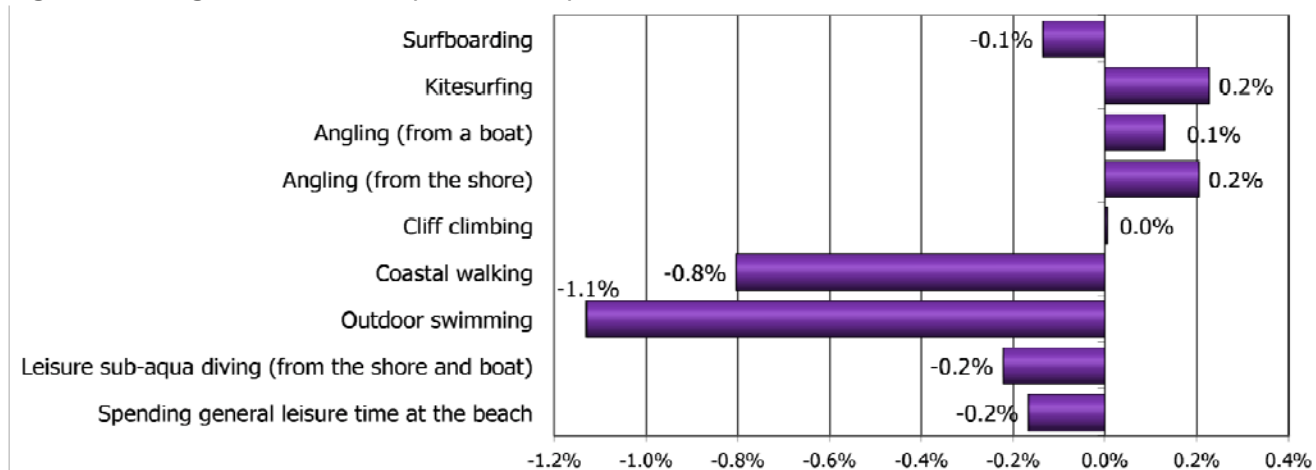
Figure 2 Changes in UK Watersports Participation 2010 to 2011



Source: Watersports Omnibus Surveys 2010 and 2011 (Base: all respondents - 12,562 and 12,653 adults aged 16+)

Figure 3 shows the change in participation rate for the other activities from 2009 to 2011.

Figure 3 Changes in UK Watersports Participation 2009 to 2011



Source: Watersports Omnibus Surveys 2009 and 2011 (Base: all respondents – 12,683 and 12,653 adults aged 16+)

In Table 5 we show the participation rate in activities of particular interest to the RYA, which have been combined into one variable. These are the 12 'Any boating activities' bar rowing, water skiing and canoeing.

Table 5 Participation in RYA Interests 2010 to 2011

	2010	2011
Participation Rate (min and max 90%)	3.36% (3.09% - 3.62%)	3.56% (3.29% - 3.83%)
Number of participants (min and max 90%)	1515780 - 1775630	1659130 - 1934180
Base	12,562	12,653
Total Population	49,051,000	50,445,732

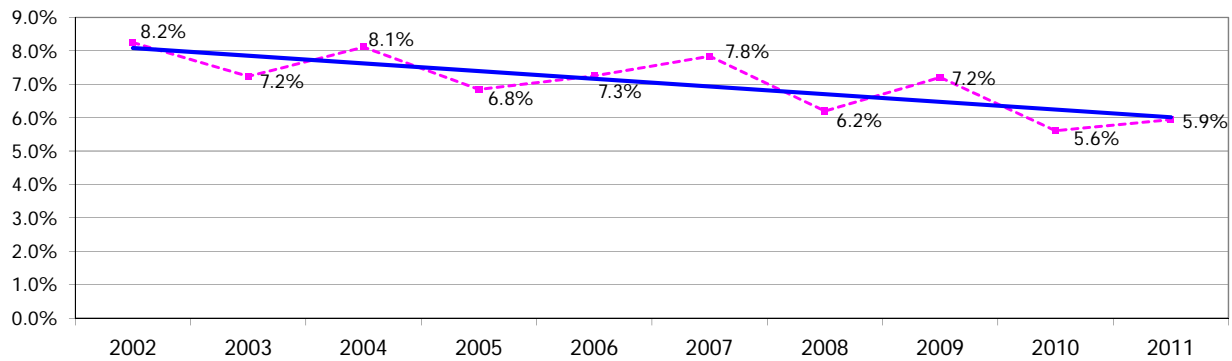
Source: Watersports Omnibus Surveys 2010 and 2011 (Base: all respondents – 12,562 and 12,672 adults aged 16+)

Overall Trends in Participation

With each year we track participation we can be increasingly confident about the general levels of participation in each activity and can perceive long term trends within the data. Figure 4 shows a linear trend line for 'Any boating activity' from 2002 to 2011 (blue line) and the actual rises and falls in participation (purple dotted line).

- Participation has increased in 2011 over 2010 levels which were a historic low; however the long term trend remains in decline

Figure 4 Overall Trends in Participation for Any Boating Activity 2002 – 2011

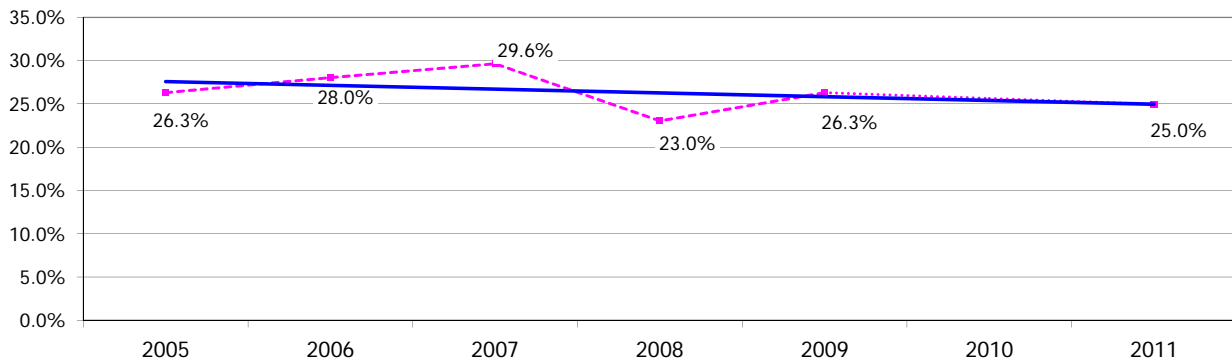


Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 5 shows the trends for 'any activity' from 2005-2011, not including 2010

- The participation rate is in 2011 slightly lower than in 2009
- The declining trend continues in 2011

Figure 5 Overall Trends in Participation for Any Activity 2005 – 2011



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Trends in Activities

The following charts give insight into the participation trends for activities grouped in five categories:

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

Manual Sports - canoeing, rowing and water-skiing

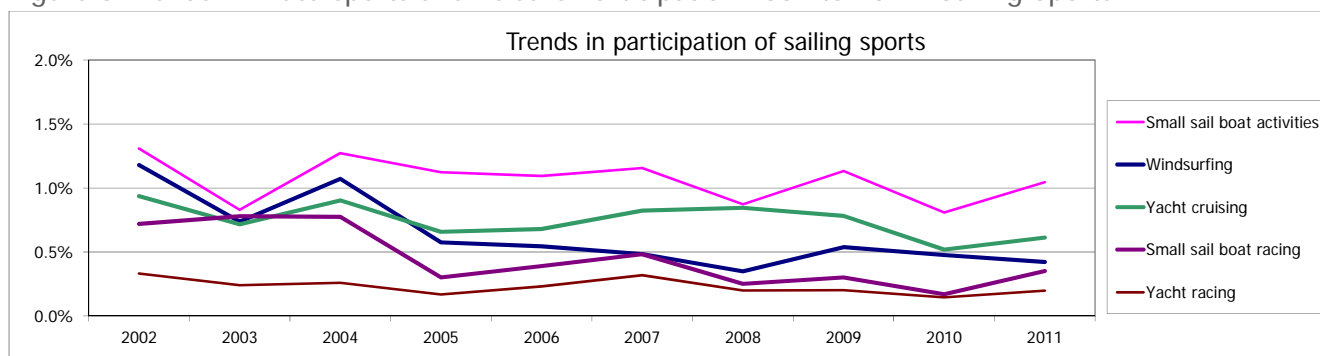
Other activities (1) – coastal walking, outdoor swimming, spending general leisure time at the beach

Other activities (2) – surfboarding, kite surfing, angling (from a boat), angling (from the shore), cliff climbing, leisure sub-aqua diving

Sailing Sports

- After the drop in participation levels in 2010 participation in small sail boat racing and small sail boat activities has recovered in 2011
- After a small recovery in 2009 Windsurfing has continued its decline in 2010 and 2011
- Yacht cruising and yacht racing show a more mixed trend. Although trends are down on participation levels in 2002 the participation is stable in recent years

Figure 6 Trends in Watersports and Leisure Participation 2002 to 2011: Sailing Sports

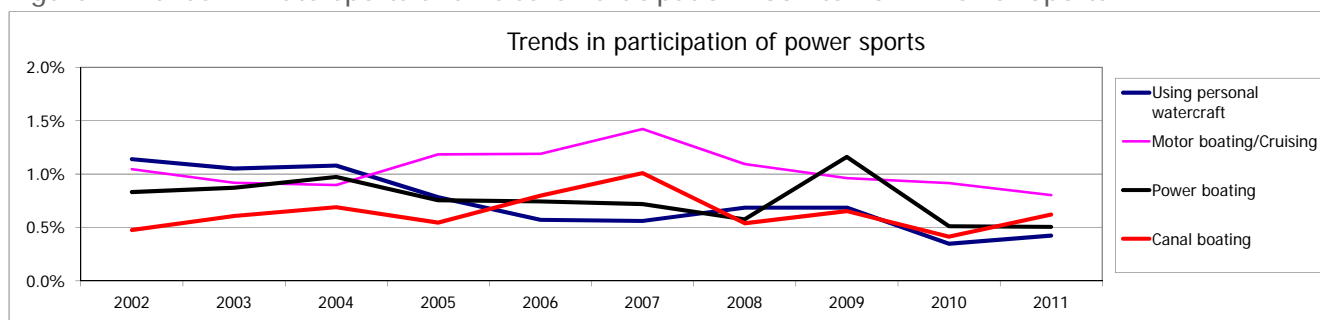


Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Power Sports

- Participation levels in power boating are similar to 2010
- Motor boat cruising remains on a downward trend after a peak in 2007
- After reaching its lowest participation level ever last year, Canal boating participation has recovered but is still lower than in 2009
- Using personal watercraft, after last year's decline to its lowest participation level since tracking began, has increased slightly, but remains lower than in previous years

Figure 7 Trends in Watersports and Leisure Participation 2002 to 2011: Power Sports

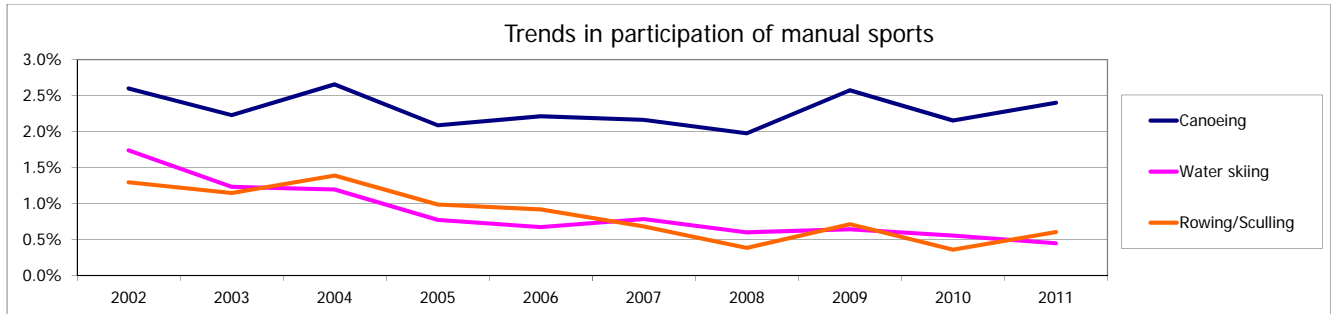


Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Manual Sports

- Water skiing continues a consistent downward trend
- Canoeing and Rowing/Sculling participation rates have recovered from lows in 2010 though canoeing participation is still lower than it was in 2009

Figure 8 Trends in Watersports and Leisure Participation 2002 to 2011: Manual Sports

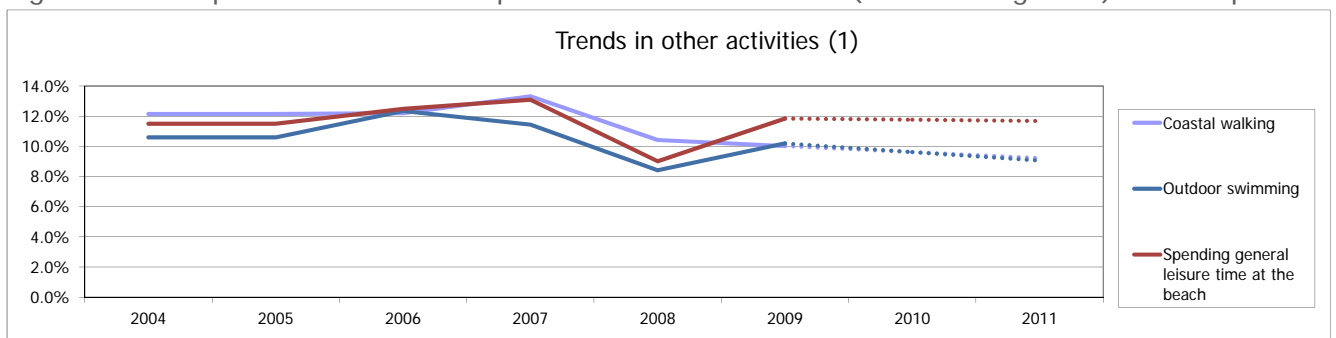


Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

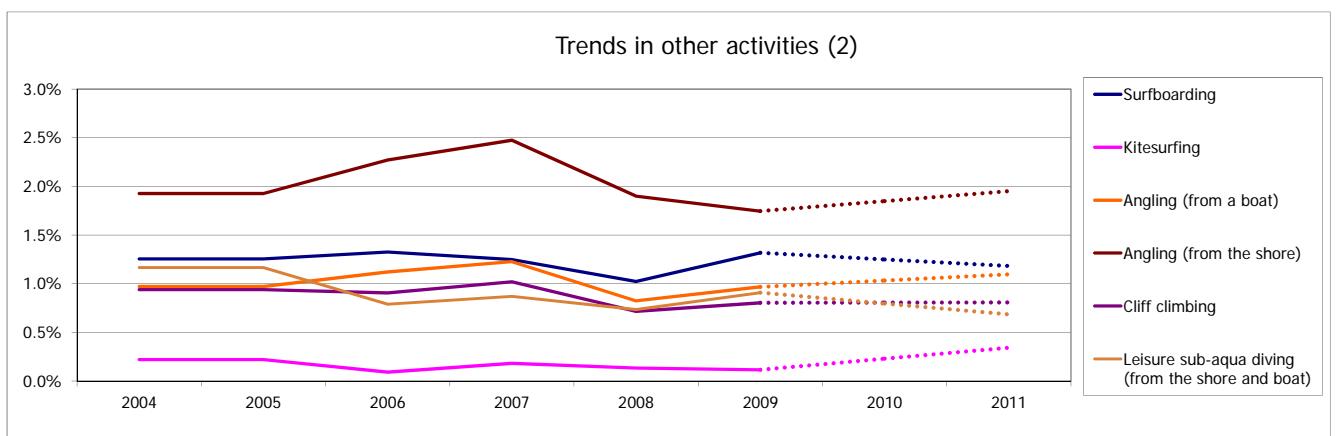
Other Activities

- Coastal walking and outdoor swimming continue a downward trend
- Spending general leisure time at the beach recorded a slight decline in 2011
- Angling from a boat and from a shore have bucked the general trend maintaining or even increasing participation over earlier years
- Leisure sub-aqua diving participation has essentially been stable since 2006
- Surfboarding has been stable over the entire tracking period, bar a temporary decline in 2008

Figure 9 Watersports & Leisure Participation Trends 2004 - 2011 (not including 2010): Other Sports



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Best fit trends lines for each activity can be found in Appendix 2.

3. Frequency of Participation

Each participant in an activity was asked how often they had participated over the last 12 months both in the UK and abroad.

The average participation is estimated from this data. For the frequency of participation categories below, mean values are used to calculate the average participation (1 for once, 4 for 2-5, 9 for 6-12 and 19 for 13-25, 25 for 25+).

Some of the individual boating activities have very small sample sizes and these are marked with an asterisk. Any results shown with an asterisk should be treated with caution and used as a guide only.

- Three quarters of participation is casual regardless of the activity type
- As in the last year there is a higher proportion of enthusiasts in the sailing category compared to occasionals; however there are more casual sailors than in 2010
- Motor/ power boating and other sports are more likely to attract occasional participants
- The proportion of enthusiasts participating in all activities is lower than the proportions reported in 2010

Table 6 Level of Participation (percentages)

	Casual (1-5 times a year)	Occasional (6-12 times a year)	Enthusiast (13+ times a year)	Unweighted Base
Any boating activity	75.7%	11.7%	12.6%	1367
Sailing	79.0%	6.3%	14.7%	487
Motor/power boating	77.5%	12.4%	10.1%	555
Other water sports	75.7%	13.4%	10.9%	739

Source: Watersports Omnibus Survey 2011 (Base: all respondents participating in watersports aged 16+)

Table 7 Level of Participation (participants)

	Casual (1-5 times a year)	Occasional (6-12 times a year)	Enthusiast (13+ times a year)	Unweighted Base
Any boating activity	2,268,026	350,813	376,869	1367
Sailing	762,704	61,299	141,511	487
Motor/power boating	680,537	108,723	88,573	555
Other water sports	1,285,934	226,818	185,549	739

Source: Watersports Omnibus Survey 2011 (Base: all respondents participating in watersports aged 16+)

Table 8 Difference in Level of Participation 2011 vs. 2010

	Casual (1-5 times a year)	Occasional (6-12 times a year)	Enthusiast (13+ times a year)
Any boating activity	1.8%	0.1%	-1.9%
Sailing	9.1%	-6.6%	-2.6%
Motor/power boating	-1.8%	5.8%	-4.0%
Other water sports	0.8%	0.5%	-1.3%

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,672 adults aged 16+)

The following charts provide proportion estimates over the past 9 years for individuals based on their frequency of participation.

It should be noted that sample sizes are low for people outside of the 'casual' category so results should be treated with caution.

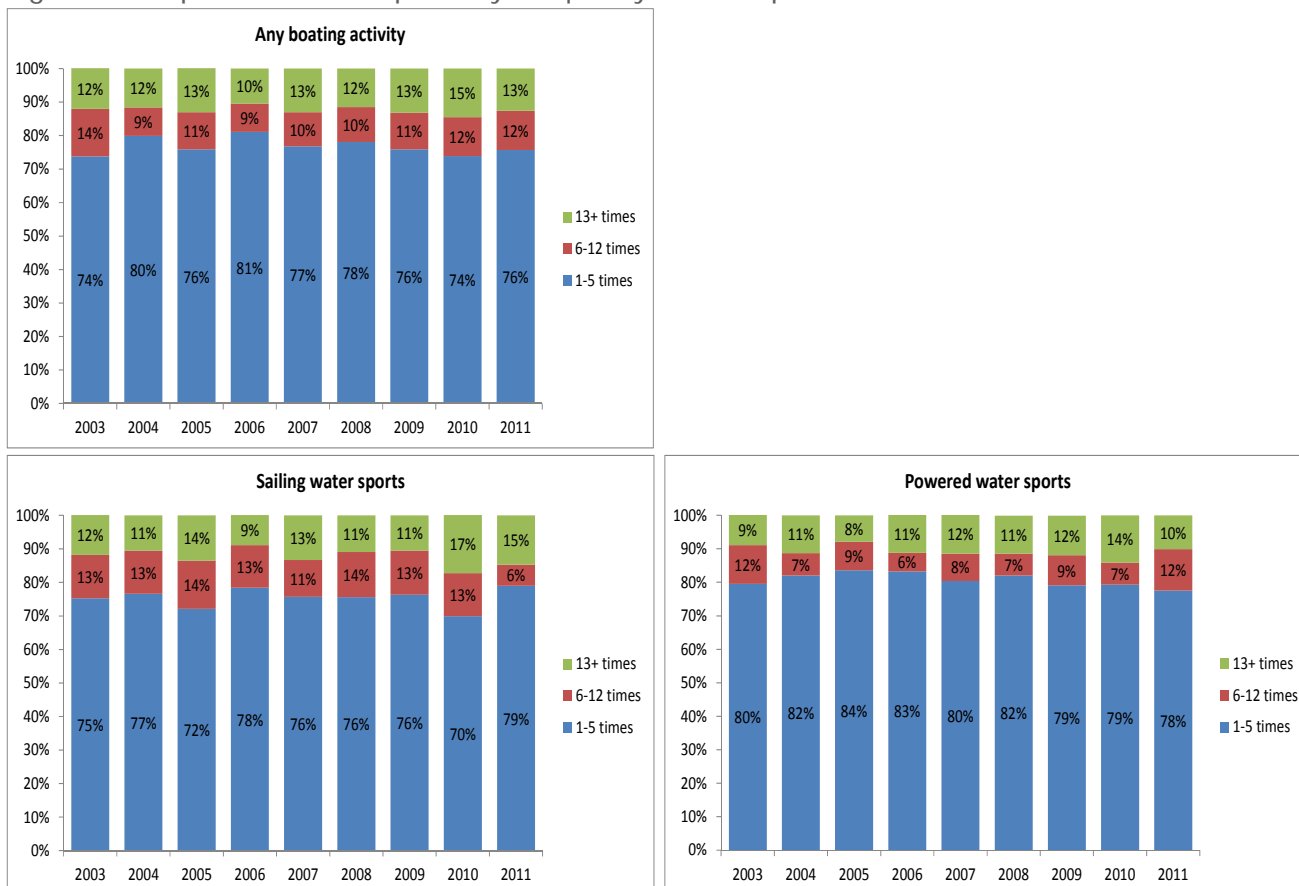
Table 9 Sample sizes for frequency of participation

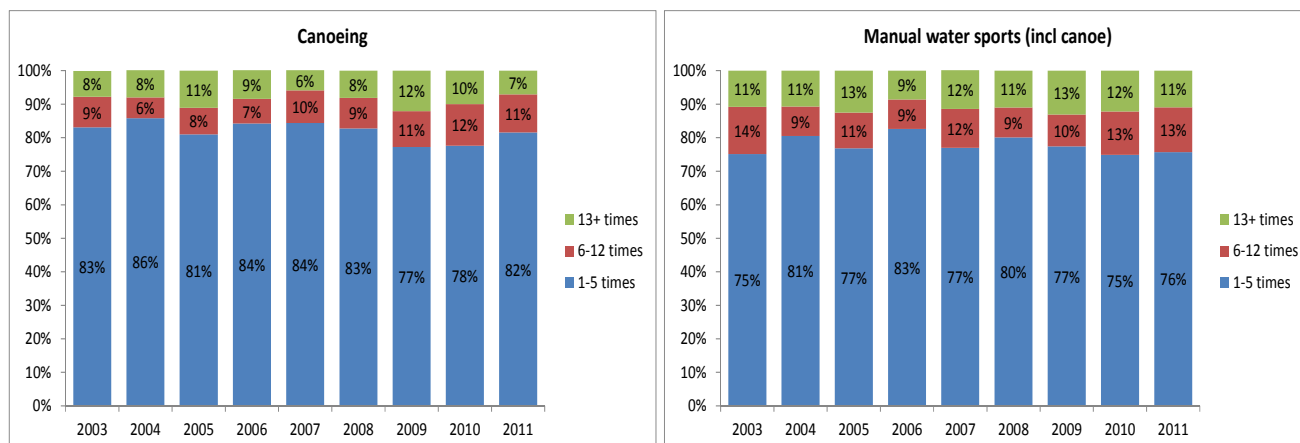
	Any boating activity			Sailing water sports			Powered water sports			Manual water sports (incl canoe)			Canoeing		
	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times
2011	1105	128	134	401	41	45	474	42	39	592	75	72	401	45	31
2010	453	71	89	131	23	35	156	14	31	248	43	41	175	28	23
2009	597	86	104	197	36	30	236	27	34	326	41	53	210	30	29
2008	531	71	78	168	31	25	194	15	27	283	30	38	177	18	16
2007	652	87	110	215	31	37	269	25	35	301	43	45	191	22	14
2006	657	69	84	212	31	24	244	17	33	355	37	38	206	17	21
2005	539	79	93	167	36	32	206	20	19	305	44	51	169	17	23
2004	305	32	44	123	20	18	90	6	13	179	20	25	100	7	10
2003	268	52	44	104	17	17	87	13	10	164	32	23	96	11	9

Source: Watersports Omnibus Survey 2003 - 2010 (Base: all participants in the watersports aged 16+)

- Trends over time show that participation is mostly casual across the 9 year period
- This year the proportion of Occasional sailors in the UK is the lowest it has been since tracking began because of the increase in the proportion of Casuals
- The last 2 years have seen a higher proportion of Enthusiast sailors in the UK than ever before, though the figure reported in 2011 is down from the high of 2010
- Motorised or powered watersports have historically been the most Casual activities, but this year number of Occasional participants has increased both in the UK and abroad.
- The proportion of Enthusiasts participating in motorised or powered watersports slightly lower in the UK but increased abroad in 2011
- The frequency of participation in other watersports is more consistent year-on-year; the proportion of Casuals and Occasional participating in the UK has grown compared to last year

Figure 10 Proportion of Participants by Frequency of Participation





Source: Watersports Omnibus Survey 2003 -2011 Base: all participants in the watersports aged 16+)

Table 10 Volume of participation (000's) by frequency

	Any boating activity			Sailing water sports			Powered water sports			Manual water sports (incl canoe)			Canoeing		
	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times	1-5 times	6-12 times	13+ times
2011	2,268	351	377	763	61	142	681	109	142	1,286	138	377	989	138	85
2010	2,034	318	400	592	109	146	677	56	121	1,150	198	188	819	131	105
2009	2,677	386	466	884	153	122	1,026	117	154	1,511	185	255	972	134	152
2008	2,375	315	350	772	137	111	824	66	114	1,298	144	179	803	89	78
2007	2,919	387	495	973	141	171	1,140	116	163	1,392	209	207	882	101	62
2006	2,832	295	363	921	149	106	1,039	68	140	1,550	164	161	897	79	90
2005	2,397	349	413	759	151	142	905	92	85	1,387	193	226	779	76	107
2004	2,918	309	424	1,171	197	161	842	69	116	1,805	197	239	1,006	72	95
2003	2,302	442	376	888	152	140	747	109	84	1,438	270	207	816	90	76

Source: Watersports Omnibus Survey 2003 -2011 Base: all participants in the watersports aged 16+)

- As in previous years the more frequent participants of water sports tend to be dominated by males and younger age groups
- Enthusiasts, the most committed group, are more likely to participate in their activities in the UK than abroad
- After the increase to their highest point ever recorded in 2010, the proportion of Enthusiasts participating in sailing and powered sports in the UK in 2011 has now declined

Table 11 Level of Participation UK vs. Abroad 2003-2011

		2003	2004	2005	2006	2007	2008	2009	2010	2011
Sailing UK	1-5 times	74.6%	75.2%	68.8%	77.9%	74.4%	69.2%	71.5%	66.1%	77.2%
	6-12 times	13.0%	12.2%	16.1%	13.4%	12.0%	18.4%	17.3%	15.5%	6.2%
	13+ times	12.4%	12.6%	15.1%	8.7%	13.6%	12.4%	11.2%	18.4%	16.6%
	Sample	111	124	191	222	230	176	206	156	421
Sailing Abroad	1-5 times	84.3%	91.8%	87.9%	87.0%	83.8%	95.4%	88.4%	89.5%	86.3%
	6-12 times	9.4%	6.6%	5.7%	9.0%	9.7%	3.4%	6.4%	7.3%	7.4%
	13+ times	6.2%	1.6%	6.4%	4.0%	6.5%	1.2%	5.2%	3.2%	6.3%
	Sample	69	82	107	111	111	100	127	73	261
Motor/Power UK	1-5 times	76.8%	81.2%	82.7%	82.2%	79.5%	79.5%	76.3%	75.7%	75.7%
	6-12 times	12.4%	6.6%	8.9%	6.6%	8.9%	8.2%	9.9%	8.3%	14.6%
	13+ times	10.9%	12.2%	8.4%	11.2%	11.5%	12.3%	13.7%	16.0%	9.6%
	Sample	93	93	192	237	254	190	229	159	494
Motor/Power Abroad	1-5 times	92.5%	92.2%	89.6%	85.7%	85.0%	90.9%	91.5%	92.9%	82.3%
	6-12 times	4.3%	3.2%	7.6%	6.4%	11.4%	3.4%	4.1%	2.9%	10.5%
	13+ times	3.2%	4.6%	2.7%	8.0%	3.6%	5.7%	4.4%	4.2%	7.2%
	Sample	35	42	97	99	126	85	112	64	243
Other watersports UK	1-5 times	77.2%	78.9%	76.7%	80.8%	78.1%	76.9%	76.0%	70.4%	72.5%
	6-12 times	9.5%	9.2%	10.3%	10.4%	9.4%	12.6%	9.6%	15.4%	16.8%
	13+ times	13.3%	11.9%	13.0%	8.8%	12.5%	10.5%	14.4%	14.2%	10.7%
	Sample	176	164	327	339	286	274	327	254	641
Other watersports Abroad	1-5 times	81.6%	89.0%	82.4%	90.4%	79.8%	88.6%	84.8%	89.7%	90.4%
	6-12 times	12.7%	6.0%	9.9%	6.8%	11.7%	5.2%	9.5%	4.1%	4.4%
	13+ times	5.7%	5.0%	7.7%	2.8%	8.5%	6.2%	5.6%	6.2%	5.1%
	Sample	128	99	167	165	184	155	173	137	354

Source: Watersports Omnibus Survey 2003-2011 (Base: all respondents who participate in the respective activities)

- For most activities many more events take place in the UK compared to abroad
- Canal boating continues to be the activity that people are least likely to do abroad
- The majority of activities undertaken in the UK are on a casual basis, i.e. up to 5 times per year
- Using personal watercraft, which in 2010 had more people participating abroad than in the UK, is in 2011 slightly more common in the UK

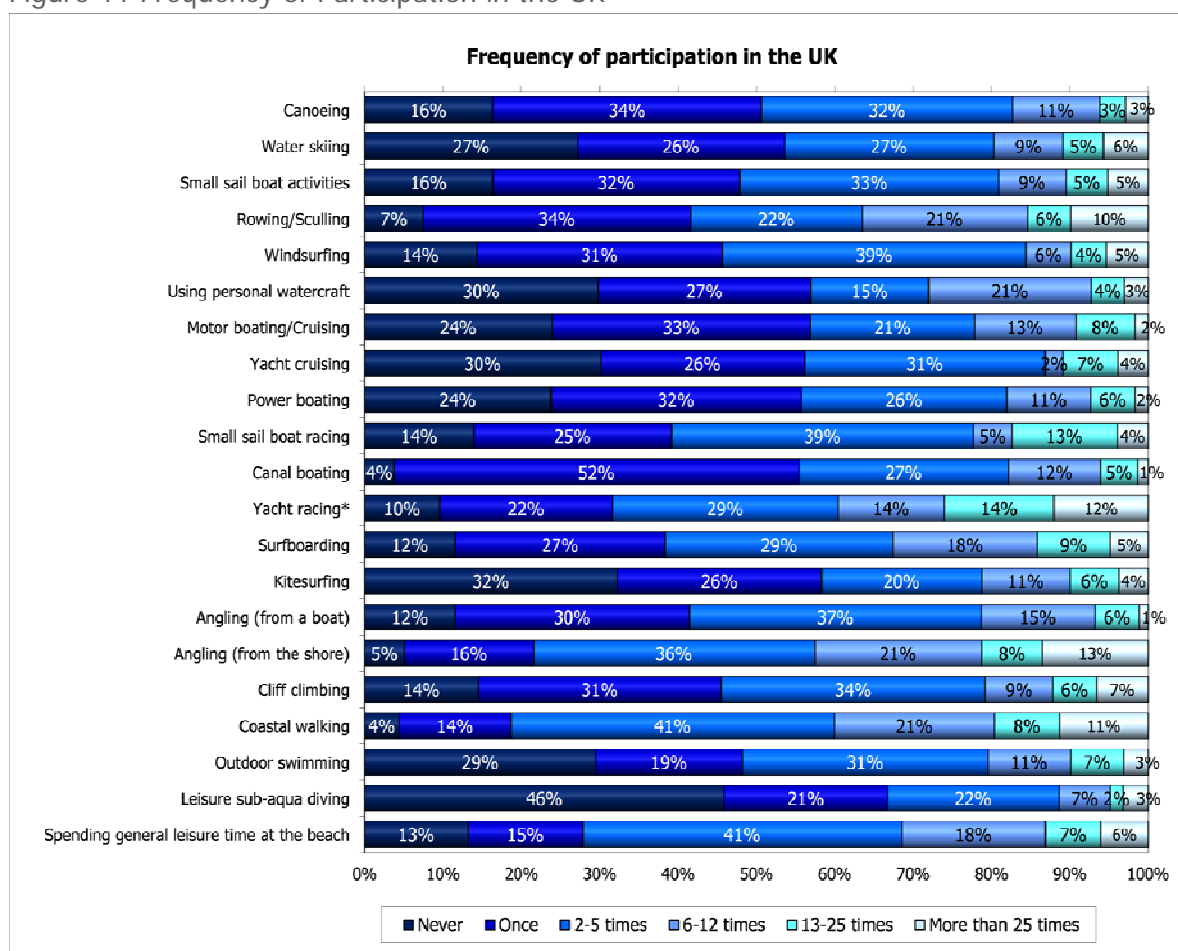
Table 12 Frequency of Participation in the UK

	Frequency of participation						Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times	
Canoeing	16.3%	34.4%	32.0%	11.1%	3.3%	2.9%	477
Water skiing	27.2%	26.3%	26.8%	8.8%	5.1%	5.7%	130
Small sail boat activities	16.3%	31.6%	33.0%	8.6%	5.3%	5.2%	256
Rowing/Sculling	7.5%	34.1%	21.9%	21.1%	5.5%	9.9%	177
Windsurfing	14.3%	31.4%	38.7%	5.8%	4.4%	5.4%	114
Using personal watercraft	29.8%	27.2%	15.0%	20.8%	4.2%	3.1%	135
Motor boating/Cruising	23.9%	33.1%	20.9%	12.9%	7.6%	1.7%	274
Yacht cruising	30.1%	26.0%	30.7%	2.3%	7.0%	3.9%	135
Power boating	23.7%	32.0%	26.2%	10.7%	5.6%	1.7%	143
Small sail boat racing	13.9%	25.3%	38.5%	4.9%	13.4%	4.0%	87
Canal boating	3.7%	51.7%	26.7%	11.8%	4.7%	1.3%	221
Yacht racing	9.6%	22.0%	28.8%	13.6%	14.0%	12.0%	47
Surfboarding	11.5%	26.8%	29.0%	18.4%	9.4%	4.8%	224
Kitesurfing	32.2%	26.1%	20.4%	11.3%	6.2%	3.7%	82
Angling (from a boat)	11.5%	29.9%	37.2%	14.5%	5.7%	1.1%	234
Angling (from the shore)	5.1%	16.5%	35.9%	21.3%	7.8%	13.5%	378
Cliff climbing	14.5%	31.0%	33.7%	8.6%	5.6%	6.6%	170
Coastal walking	4.4%	14.4%	41.2%	20.5%	8.3%	11.3%	1798
Spending general leisure time at the beach	13.2%	14.7%	40.7%	18.3%	7.1%	6.1%	2232
Outdoor swimming	29.5%	18.7%	31.3%	10.6%	6.7%	3.2%	1586
Leisure sub-aqua diving	45.9%	20.9%	21.9%	6.6%	1.6%	3.2%	153

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

Figure 11 Frequency of Participation in the UK



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,672 adults aged 16+)

*Caution: small base size

- Average participation has decreased for many of the sailing sports which reflects the lower proportions of Enthusiasts and Occasionals participating this year but higher proportion of Casuals
- The average number of times participated in a small sail boat racing has dropped from an average of 11.5 events in 2010 to 6 in 2011; Yacht racing drops from 13.4 to 9.8 (due to the recovery of casuals)
- Canal boating is the only activity to record a substantial increase in the frequency of participation in the UK compared with 2010 and shows similar frequencies to 2008 and 2009
- All additional activities, last surveyed in 2009, have decreased their average frequency
- Angling from a boat, which had seen a big drop in average frequency of participation in 2008 has recorded a further, smaller drop in 2011

Table 13 Average Number of Times Participated in the UK 2003 – 2011

	Average participation in the UK									
	2003	2004	2005	2006	2007	2008	2009	2010	2011	
Canoeing	3.6	3.6	5.7	4.3	3.9	4.9	6.9	4.8	4.1	
Water skiing	3.4	1.6	5.7	4.5	4.7	8.7	6.3	4.7	4.8	
Small sail boat activities	5.2	4.4	5.1	4.9	4.8	7.7	5.0	5.3	5.0	
Rowing/Sculling	5.7	5.0	9.6	9.2	13.0	6.1	6.1	9.1	7.1	
Windsurfing	3.4	3.7	5.3	4.0	1.6	3.5	4.1	5.8	4.8	
Using personal watercraft	3.8	4.1	4.1	4.9	2.2	3.4	4.4	3.3	4.5	
Motor boating/Cruising	4.1	4.7	4.5	4.7	4.8	4.8	4.5	6.4	4.3	
Yacht cruising	2.6	4.7	3.9	4.0	6.1	4.5	5.4	5.5	4.2	
Power boating	5.7	4.5	5.1	6.0	5.2	8.7	6.8	5.2	3.9	
Small sail boat racing	4.1	4.6	8.7	4.3	9.1	15.2	4.7	11.5	6.0	
Canal boating	2.3	3.7	2.3	2.3	2.7	3.7	3.8	2.6	3.9	
Yacht racing*	7.6	8.9	8.8	4.6	13.3	22.5	6.0	13.4	9.8	
Surfboarding	n/a	9.0	7.4	5.3	14.1	7.9	6.8	n/a	6.4	
Kitesurfing	n/a	4.4	4.0	1.8	2.9	2.1	5.0	n/a	4.4	
Angling (from a boat)	n/a	7.5	4.9	7.0	11.4	6.4	6.1	n/a	4.5	
Angling (from the shore)	n/a	10.4	9.5	13.1	12.7	12.5	13.2	n/a	9.0	
Cliff climbing	n/a	4.2	4.2	4.0	5.8	5.8	5.9	n/a	5.5	
Coastal walking	n/a	9.9	10.9	11.2	12.7	12.1	13.2	n/a	8.6	
Spending general leisure time at the beach	n/a	8.4	8.0	9.3	7.6	7.4	9.9	n/a	6.6	
Outdoor swimming	n/a	5.0	4.1	4.8	4.8	3.8	5.1	n/a	4.6	
Leisure sub-aqua diving	n/a	4.1	3.2	6.0	4.2	3.1	4.5	n/a	2.9	

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

Table 14 and later Table 17 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 blue and bold.

Table 14 Frequency of Participation in the UK (participants) 2011

	Frequency of participation						Total number of people participating	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times		
Canoeing	197,408	416,432	388,117	134,809	39,378	35,480	1,014,217	477
Water skiing	61,470	59,523	60,474	19,969	11,594	12,931	164,491	130
Small sail boat activities	80,056	154,967	161,803	42,224	26,207	25,438	410,640	256
Rowing/Sculling*	22,730	103,997	66,579	64,325	16,824	30,153	281,878	177
Windsurfing*	26,477	58,155	71,726	10,741	8,220	10,010	158,853	114
Using personal watercraft	63,634	58,107	32,007	44,417	8,909	6,592	150,032	135
Motor boating/Cruising	96,641	133,858	84,771	52,223	30,579	6,914	308,345	274
Yacht cruising	83,685	72,277	85,328	6,425	19,338	10,782	194,150	135
Power boating	60,499	81,708	66,690	27,378	14,395	4,340	194,511	143
Small sail boat racing*	21,044	38,221	58,250	7,448	20,303	6,000	130,222	87
Canal boating	11,718	162,200	83,672	37,024	14,820	4,221	301,937	221
Yacht racing*	8,145	18,790	24,571	11,554	11,924	10,255	77,094	47*
Surfboarding	68,732	159,862	172,995	109,520	55,881	28,770	527,028	224
Kitesurfing*	55,633	45,014	35,248	19,462	10,769	6,446	116,940	82
Angling (from a boat)	63,830	165,335	205,788	80,276	31,410	6,250	489,059	234
Angling (from the shore)	49,670	162,041	353,228	209,250	76,647	132,723	933,889	378
Cliff climbing	59,013	126,262	137,215	35,187	22,613	26,899	348,176	170
Coastal walking	202,978	667,558	1,915,545	953,826	384,725	527,264	4,448,918	1,798
Outdoor swimming	1,347,766	855,596	1,430,566	484,718	306,849	145,221	3,222,949	1,586
Leisure sub-aqua diving	158,485	72,149	75,479	22,639	5,513	11,169	186,949	153
Spending general leisure time at the beach	776,805	863,859	2,398,876	1,080,207	416,681	356,995	5,116,617	2,232

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

- As most activities conducted abroad are done while on holiday, few participants undertake the majority of their activities abroad
- Leisure sub-aqua diving continues to be the activity most likely to be undertaken exclusively abroad. In 2011, as was the case in 2008 and 2009 almost half (45.9%) of those participating in leisure sub-aqua diving only did so abroad
- As in previous years, Water skiing and using personal watercraft are the most popular overseas activities
- Canal boating is least likely to be undertaken abroad

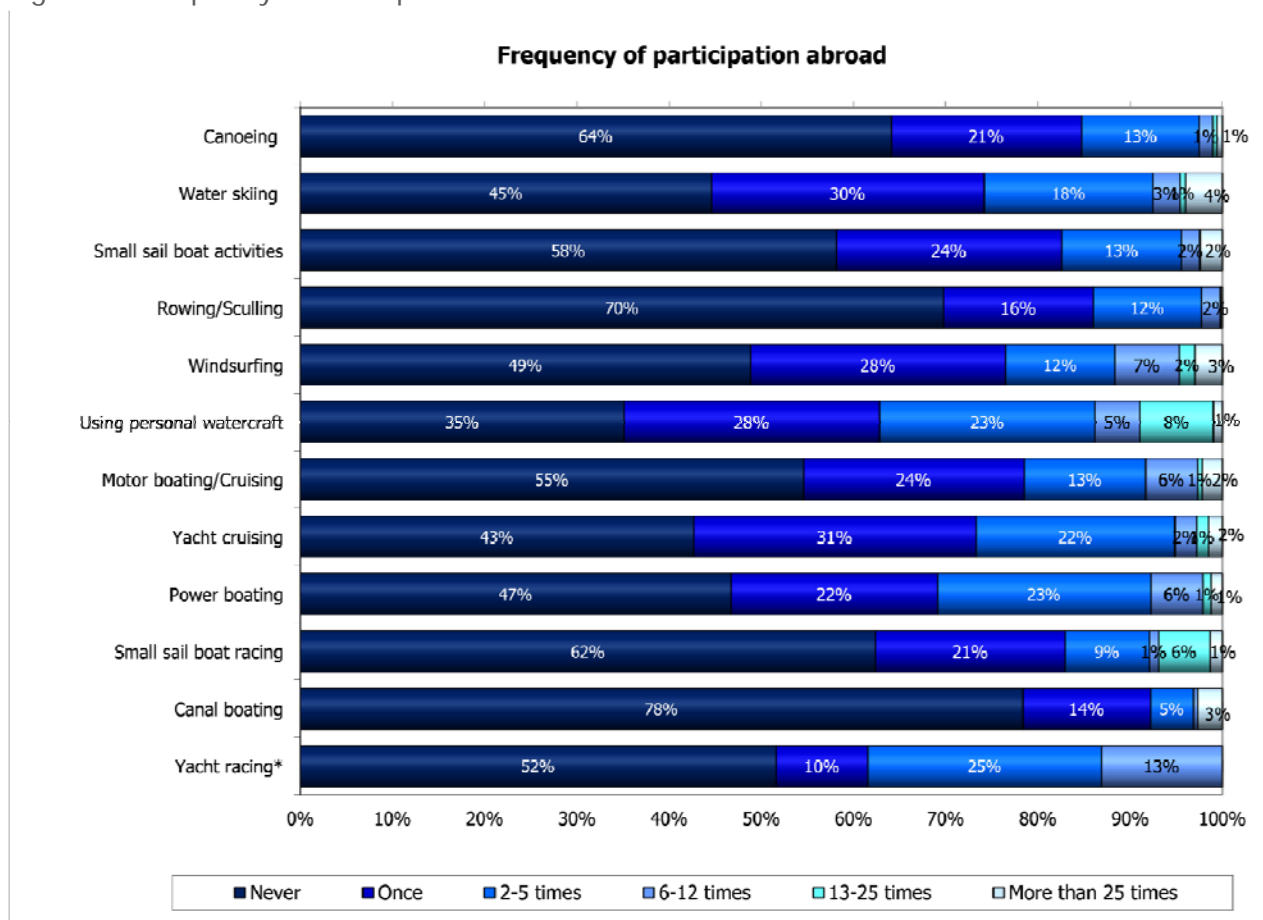
Table 15 Frequency of Participation Abroad

	Frequency of participation						Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times	
Canoeing	64.1%	20.6%	12.8%	1.5%	0.4%	0.6%	477
Water skiing	44.6%	29.6%	18.3%	2.9%	0.6%	4.0%	130
Small sail boat activities	58.2%	24.4%	13.0%	1.9%	0.1%	2.4%	256
Rowing/Sculling	69.8%	16.2%	11.7%	2.0%	0.1%	0.2%	177
Windsurfing	48.8%	27.6%	11.9%	7.0%	1.7%	3.0%	114
Using personal watercraft	35.1%	27.7%	23.4%	4.8%	8.0%	1.0%	135
Motor boating/Cruising	54.6%	23.9%	13.2%	5.6%	0.5%	2.2%	274
Yacht cruising	42.7%	30.6%	21.6%	2.3%	1.3%	1.5%	135
Power boating	46.7%	22.4%	23.2%	5.6%	0.9%	1.2%	143
Small sail boat racing	62.4%	20.6%	9.1%	1.0%	5.6%	1.3%	87
Canal boating	78.4%	13.9%	4.7%	0.4%	0.0%	2.7%	221
Yacht racing	51.6%	10.0%	25.3%	13.1%	0.0%	0.0%	47*

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

Figure 12 Frequency of Participation Abroad



Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

- The average frequency of participation is lower abroad compared to the UK
- From 2008 to 2010 the average frequency of participation abroad has either stayed stable or dropped slightly for most activities except using personal watercraft
- GB Tourism survey recorded an increase in numbers of holiday trips in the UK and abroad in 2011 as travel volumes overseas declined in 2010 due to a disruption caused by the Icelandic ash
- In 2011 the frequency of participation abroad increased; 9 activities have higher frequencies in 2011 compared to 2010
- Using personal watercraft, windsurfing and water skiing are the activities with the highest average participation level which is consistent with previous years

Table 16 Average Number of Times Participated Abroad 2003 – 2011

	Average participation abroad									
	2003	2004	2005	2006	2007	2008	2009	2010	2011	
Canoeing	1.6	0.8	1.4	0.8	1.7	1.4	1.3	1.1	1.1	
Water skiing	1.7	3.1	2.2	2.3	3.3	1.5	4.2	2.5	2.5	
Small sail boat activities	1.5	2.2	1.4	1.2	1.7	1.5	1.5	1.4	1.6	
Rowing/Sculling	1.7	1.0	0.4	0.3	1.5	1.3	0.9	0.5	0.8	
Windsurfing	1.8	2.1	1.9	1.7	2.6	2.2	2.3	1.6	2.5	
Using personal watercraft	2.1	2.3	3.4	2.3	2.8	2.4	1.9	2.8	3.3	
Motor boating/Cruising	0.5	1.8	1.4	2.0	1.8	1.1	1.4	0.9	2.0	
Yacht cruising	0.9	0.9	1.6	1.1	1.6	0.7	2.2	1.8	2.0	
Power boating	1.9	2.5	1.6	2.0	2.2	1.9	1.6	2.0	2.1	
Small sail boat racing	1.4	2.1	1.8	1.3	1.3	3.3	1.6	1.4	2.1	
Canal boating	0.2	0.7	0.0	0.1	0.3	0.3	0.2	0.2	1.1	
Yacht racing*	2.0	1.8	1.1	1.0	1.8	2.2	3.4	1.0	2.2	

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

Table 17 Frequency of Participation Abroad (participants) 2011

	Frequency of participation						Total number of people participating	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times		
Canoeing	776,515	249,922	154,672	17,855	5,265	7,396	435,109	477
Water skiing	100,768	66,822	41,365	6,620	1,327	9,059	125,193	130
Small sail boat activities	285,345	119,737	63,854	9,542	559	11,660	205,351	256
Rowing/Sculling	212,531	49,431	35,774	6,167	183	523	92,077	177
Windsurfing	90,509	51,196	22,041	12,913	3,140	5,530	94,820	114
Using personal watercraft	74,977	59,238	49,911	10,361	17,077	2,102	138,689	135
Motor boating/Cruising	220,957	96,913	53,378	22,828	2,185	8,725	184,029	274
Yacht cruising	118,570	84,996	59,960	6,514	3,608	4,187	159,264	135
Power boating	119,134	57,041	59,070	14,396	2,308	3,061	135,876	143
Small sail boat racing	94,355	31,111	13,802	1,514	8,485	1,998	56,910	87
Canal boating	245,767	43,480	14,599	1,353	-	8,454	67,887	221
Yacht racing*	43,962	8,528	21,562	11,187	-	-	41,277	47*

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

4. Participation by Socio-Demographic Group

The following tables show participation by age, gender, socio-economic group (SEG) as well as life stage and working status. For each of these groups there are two tables, one showing the participation rates as a percentage and a second that converts these percentages into participant numbers for the UK adult population (those aged 16+), i.e. Great Britain and Northern Ireland.

Participation by Gender

The male participation rate for an activity has been highlighted in blue and bold if it is more than twice the female participation rate.

- Overall participation in 'any activity' is quite similar for males and females (27% to 23%)
- However, the difference between male and female participation in boating activities remains large; there are 1.7 male participants for every female participant in 'Any boating activity'
- The gap between males and females is largest for specialist or more strenuous activities
- Only 'spending general leisure time at the beach' is more popular amongst females than males

Table 18 Participation in 2011 by Gender (percentage)

	Male	Female	Total UK
Any Activity	26.82%	23.18%	24.96%
Any boating activity	7.59%	4.37%	5.94%
Any sailboat activities/yacht cruising	1.61%	1.30%	1.45%
Any sailboat racing/yacht racing	0.62%	0.29%	0.45%
Any power/motor activities	1.58%	1.18%	1.38%
Canoeing	3.18%	1.66%	2.40%
Water skiing	0.58%	0.33%	0.45%
Small sail boat activities	1.01%	0.94%	0.97%
Rowing	0.84%	0.38%	0.60%
Windsurfing	0.54%	0.21%	0.37%
Using personal watercraft	0.60%	0.26%	0.42%
Motor boating/Cruising	0.87%	0.74%	0.80%
Yacht cruising	0.68%	0.43%	0.55%
Power boating	0.72%	0.30%	0.51%
Small sail boat racing	0.44%	0.16%	0.30%
Canal boating	0.77%	0.48%	0.62%
Yacht racing	0.21%	0.13%	0.17%
Surfboarding	1.76%	0.64%	1.18%
Kitesurfing	0.51%	0.18%	0.34%
Angling (from a boat)	1.83%	0.40%	1.10%
Angling (from the shore)	3.29%	0.68%	1.95%
Cliff climbing	1.21%	0.42%	0.81%
Coastal walking	9.29%	9.16%	9.22%
Outdoor swimming	9.30%	8.83%	9.06%
Leisure sub-aqua diving (from the shore and boat)	0.82%	0.56%	0.68%
Spending general leisure time at the beach	10.49%	12.81%	11.68%
UK adult population	24,541,754	25,903,979	50,445,732
Unweighted Base	6,154	6,499	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Table 19 Participation in 2011 by Gender (participants)

	Male	Female	Total UK
Any activity	6,583,319	6,005,751	12,589,071
Any boating activity	1,863,900	1,131,807	2,995,707
Any sailboat activities/yacht cruising	396,180	336,917	733,097
Any sailboat racing/yacht racing	152,560	74,281	226,841
Motor boating / cruising or canal boating	388,748	306,515	695,263
Canoeing	781,454	430,170	1,211,624
Water skiing	141,146	84,815	225,961
Small sail boat activities	247,125	243,571	490,696
Rowing/Sculling	206,623	97,985	304,608
Windsurfing	131,764	53,565	185,329
Using personal watercraft	146,966	66,700	213,666
Motor boating/Cruising	214,481	190,505	404,986
Yacht cruising	167,131	110,703	277,834
Power boating	176,116	78,894	255,010
Small sail boat racing	108,770	42,495	151,265
Canal boating	189,970	123,684	313,655
Yacht racing	51,839	33,399	85,239
Surfboarding	430,867	164,892	595,760
Kitesurfing	125,259	47,314	172,573
Angling (from a boat)	449,444	103,445	552,888
Angling (from the shore)	807,252	176,307	983,559
Cliff climbing	298,151	109,037	407,188
Coastal walking	2,280,345	2,371,551	4,651,896
Outdoor swimming	2,283,572	2,287,144	4,570,715
Leisure sub-aqua diving (from the shore and boat)	200,795	144,639	345,434
Spending general leisure time at the beach	2,574,989	3,318,433	5,893,423
UK adult population	24,541,754	25,903,979	50,445,732
Unweighted Base	6,154	6,499	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

The following table shows the trends in participation rates for each activity for males and females separately.

- Changes in male participation tend to follow the overall trend for most activities (as there are many more males compared than females participating in most sports)
- Between 2011 and 2010 the level of participation amongst males:
 - has increased in six of the 12 main activities; the highest increase is in canoeing from 2.8% to 3.2% and canal boating from 0.4% to 0.8%
 - Three activities have decreased; small sail boating activities and water skiing decreased by 0.1% and windsurfing by 0.3%. One remains the same; power boating remains at 0.7%
- Female participation rates show less variation year on year
- The overall trend in female participation for many activities is very slightly positive
- Participation of females in motor boating/cruising, yacht cruising and yacht racing remains at the same level as in 2010
- Figure 14 shows the regression trend lines of participation for “Any boating activity” for males and females over the 10 years. 2011 figures are slightly higher than 2010 results for both males and females

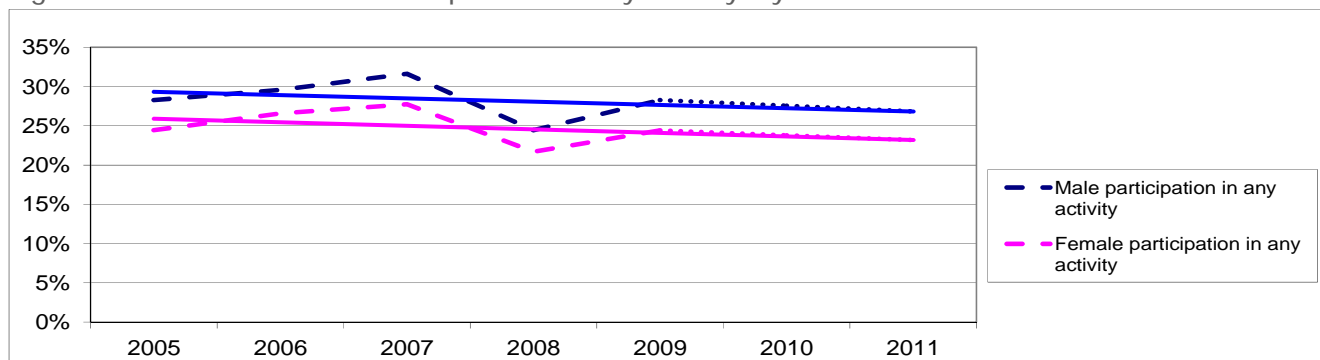
Table 20 Participation Trends by Gender (percentage)

Male										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	28.3%	29.6%	31.6%	24.4%	28.3%	n/a	26.8%
Any boating activity	11.0%	10.1%	11.1%	8.6%	8.9%	9.6%	7.4%	9.2%	7.3%	7.6%
Any sailboat activities/yacht cruising	2.7%	1.9%	2.5%	2.2%	1.8%	2.4%	1.9%	2.4%	1.6%	1.6%
Any sailboat racing/yacht racing	1.2%	1.5%	1.4%	0.6%	0.7%	1.1%	0.6%	0.7%	0.4%	0.6%
Motor boating / cruising or canal boating	1.9%	1.8%	1.9%	1.9%	2.2%	2.5%	1.8%	1.7%	1.6%	1.6%
Canoeing	3.6%	3.1%	3.6%	2.9%	3.0%	2.6%	2.4%	3.2%	2.8%	3.2%
Water skiing	2.3%	1.8%	1.8%	1.0%	1.0%	1.2%	0.7%	0.9%	0.7%	0.6%
Small sail boat activities	1.7%	0.9%	1.5%	1.4%	1.2%	1.4%	1.0%	1.5%	1.1%	1.0%
Rowing/Sculling	1.8%	1.6%	2.0%	1.2%	1.2%	1.0%	0.5%	1.0%	0.5%	0.8%
Windsurfing	1.6%	1.1%	1.7%	0.8%	0.7%	0.7%	0.6%	0.8%	0.8%	0.5%
Using personal watercraft	1.9%	1.8%	1.9%	1.1%	0.7%	0.7%	1.0%	1.0%	0.5%	0.6%
Motor boating/Cruising	1.3%	1.3%	1.3%	1.4%	1.6%	1.5%	1.2%	1.1%	1.2%	0.9%
Yacht cruising	1.3%	1.0%	1.2%	0.9%	0.7%	1.1%	1.1%	1.2%	0.6%	0.7%
Power boating	1.1%	1.2%	1.5%	1.0%	1.0%	1.0%	0.8%	1.6%	0.7%	0.7%
Small sail boat racing	0.9%	1.2%	1.2%	0.4%	0.5%	0.7%	0.4%	0.4%	0.3%	0.4%
Canal boating	0.5%	0.7%	0.8%	0.5%	0.7%	1.1%	0.6%	0.6%	0.4%	0.8%
Yacht racing	0.5%	0.4%	0.4%	0.2%	0.3%	0.5%	0.3%	0.3%	0.2%	0.2%
Surfboarding	n/a	n/a	1.8%	1.7%	1.7%	1.8%	1.3%	1.8%	n/a	1.8%
Kitesurfing	n/a	n/a	0.3%	0.4%	0.1%	0.3%	0.3%	0.2%	n/a	0.5%
Angling (from a boat)	n/a	n/a	2.4%	1.7%	2.0%	2.2%	1.4%	1.7%	n/a	1.8%
Angling (from the shore)	n/a	n/a	4.5%	3.5%	4.0%	4.5%	3.4%	3.3%	n/a	3.3%
Cliff climbing	n/a	n/a	1.4%	1.3%	1.1%	1.4%	0.9%	1.1%	n/a	1.2%
Coastal walking	n/a	n/a	10.9%	12.3%	12.2%	13.3%	10.4%	10.0%	n/a	9.3%
Outdoor swimming	n/a	n/a	12.9%	10.9%	12.7%	12.1%	8.5%	11.1%	n/a	9.3%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.3%	1.7%	0.9%	1.2%	0.8%	1.4%	n/a	0.8%
Spending general leisure time at the beach	n/a	n/a	10.5%	10.6%	11.4%	11.9%	8.2%	11.3%	n/a	10.5%

Female										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	24.4%	26.6%	27.7%	21.7%	24.4%	n/a	23.2%
Any boating activity	5.6%	4.5%	5.3%	5.2%	5.7%	6.2%	5.1%	5.4%	4.0%	4.4%
Any sailboat activities/yacht cruising	1.4%	1.1%	1.6%	1.2%	1.6%	1.3%	1.3%	1.2%	0.9%	1.3%
Any sailboat racing/yacht racing	0.6%	0.5%	0.4%	0.3%	0.5%	0.4%	0.2%	0.2%	0.1%	0.3%
Motor boating / cruising or canal boating	1.1%	1.0%	1.1%	1.5%	1.8%	2.2%	1.5%	1.5%	1.1%	1.2%
Canoeing	1.6%	1.4%	1.7%	1.4%	1.5%	1.7%	1.6%	1.9%	1.5%	1.7%
Water skiing	1.2%	0.7%	0.6%	0.5%	0.4%	0.4%	0.5%	0.4%	0.4%	0.3%
Small sail boat activities	0.9%	0.7%	1.1%	0.8%	1.0%	0.9%	0.8%	0.8%	0.5%	0.9%
Rowing/Sculling	0.8%	0.8%	0.8%	0.8%	0.6%	0.4%	0.3%	0.5%	0.2%	0.4%
Windsurfing	0.8%	0.4%	0.5%	0.4%	0.4%	0.3%	0.1%	0.3%	0.2%	0.2%
Using personal watercraft	0.5%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.2%	0.3%
Motor boating/Cruising	0.8%	0.6%	0.5%	1.0%	0.8%	1.3%	1.0%	0.8%	0.7%	0.7%
Yacht cruising	0.6%	0.5%	0.6%	0.4%	0.7%	0.5%	0.6%	0.4%	0.4%	0.4%
Power boating	0.6%	0.6%	0.5%	0.5%	0.5%	0.4%	0.4%	0.7%	0.4%	0.3%
Small sail boat racing	0.6%	0.4%	0.4%	0.2%	0.3%	0.3%	0.1%	0.2%	0.1%	0.2%
Canal boating	0.4%	0.5%	0.6%	0.6%	0.9%	0.9%	0.5%	0.7%	0.4%	0.5%
Yacht racing	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
Surfboarding	n/a	n/a	0.7%	0.9%	0.9%	0.8%	0.7%	0.9%	n/a	0.6%
Kitesurfing	n/a	n/a	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	n/a	0.2%
Angling (from a boat)	n/a	n/a	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	n/a	0.4%
Angling (from the shore)	n/a	n/a	0.5%	0.5%	0.6%	0.5%	0.5%	0.3%	n/a	0.7%
Cliff climbing	n/a	n/a	0.8%	0.6%	0.7%	0.7%	0.5%	0.5%	n/a	0.4%
Coastal walking	n/a	n/a	10.1%	12.0%	12.3%	13.4%	10.5%	10.0%	n/a	9.2%
Outdoor swimming	n/a	n/a	11.6%	10.3%	12.0%	10.8%	8.4%	9.4%	n/a	8.8%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	0.8%	0.7%	0.7%	0.6%	0.6%	0.4%	n/a	0.6%
Spending general leisure time at the beach	n/a	n/a	9.9%	12.3%	13.6%	14.3%	9.8%	12.4%	n/a	12.8%

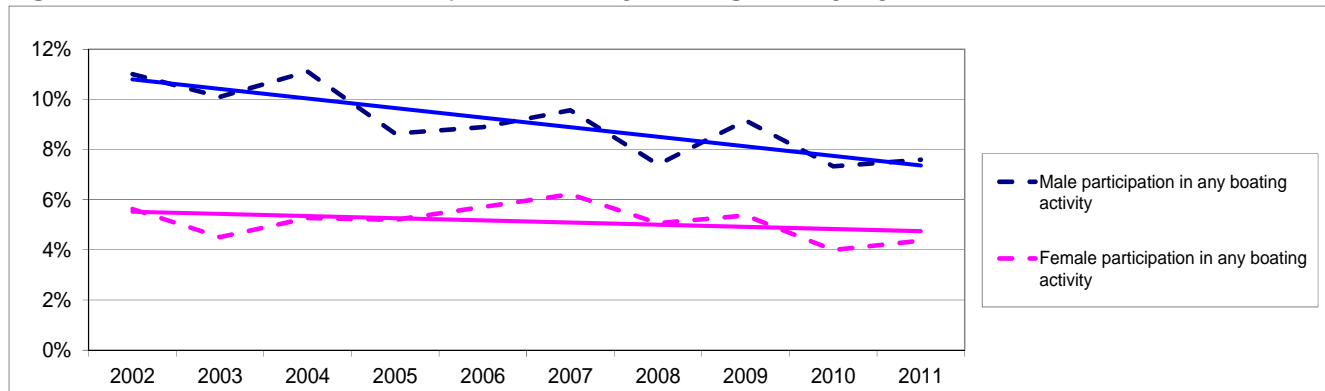
Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 13 Overall Trends in Participation for 'Any Activity' by Gender



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 14 Overall Trends in Participation for 'Any Boating Activity' by Gender



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Participation by Age

- People in the 35-54 age group are the most active across 'any activity', and the under 35s remain the most active age group for the more strenuous 'any boating activities'. For each activity the age group with the highest proportion of participants has been highlighted in blue and bold
- The activities with the highest volume of participants from the youngest age group tend to be the most adventurous and physically active sports: outdoor swimming, surfboarding, canoeing etc.
- Motor boating, coastal walking and spending time at the beach are most popular amongst 35-54 years old

Table 21 Participation by Age Group (percentage)

	Age groups			Total UK
	16-34	35-54	55+	
Any activity	28.21%	28.57%	18.55%	24.96%
Any boating activity	8.79%	6.54%	2.77%	5.94%
Any sailboat activities/yacht cruising	1.82%	1.62%	0.96%	1.45%
Any sailboat racing/yacht racing	0.69%	0.42%	0.26%	0.45%
Motor boating / cruising or canal boating	1.59%	1.71%	0.87%	1.38%
Canoeing	3.95%	2.71%	0.70%	2.40%
Water skiing	0.99%	0.32%	0.08%	0.45%
Small sail boat activities	1.32%	1.09%	0.55%	0.97%
Rowing/Sculling	1.02%	0.58%	0.25%	0.60%
Windsurfing	0.74%	0.38%	0.02%	0.37%
Using personal watercraft	0.80%	0.46%	0.05%	0.42%
Motor boating/Cruising	0.95%	1.09%	0.39%	0.80%
Yacht cruising	0.60%	0.59%	0.47%	0.55%
Power boating	0.75%	0.63%	0.17%	0.51%
Small sail boat racing	0.47%	0.24%	0.20%	0.30%
Canal boating	0.68%	0.71%	0.48%	0.62%
Yacht racing	0.27%	0.19%	0.06%	0.17%
Surfboarding	2.43%	1.15%	0.07%	1.18%
Kitesurfing	0.66%	0.40%	0.00%	0.34%
Angling (from a boat)	1.12%	1.44%	0.75%	1.10%
Angling (from the shore)	1.98%	2.56%	1.34%	1.95%
Cliff climbing	1.57%	0.84%	0.08%	0.81%
Coastal walking	6.69%	11.01%	9.81%	9.22%
Outdoor swimming	11.45%	11.21%	4.83%	9.06%
Leisure sub-aqua diving (from the shore and boat)	0.95%	0.79%	0.35%	0.68%
Spending general leisure time at the beach	11.92%	14.70%	8.59%	11.68%
UK adult population	16,018,546	16,820,391	17,606,795	50,445,732
Unweighted Base	4,293	4,706	3,654	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Table 22 Participation by Age Group (participants)

	Age groups			Total UK
	16-34	35-54	55+	
Any activity	4,518,412	4,805,451	3,265,207	12,589,071
Any boating activity	1,408,193	1,100,680	486,834	2,995,707
Any sailboat activities/yacht cruising	291,603	271,721	169,773	733,097
Any sailboat racing/yacht racing	110,277	70,280	46,284	226,841
Motor boating / cruising or canal boating	254,050	287,923	153,290	695,263
Canoeing	633,023	455,380	123,222	1,211,624
Water skiing	158,074	53,161	14,726	225,961
Small sail boat activities	212,034	182,655	96,007	490,696
Rowing/Sculling	162,754	98,233	43,622	304,608
Windsurfing	119,174	63,410	2,745	185,329
Using personal watercraft	127,930	76,622	9,113	213,666
Motor boating/Cruising	151,626	184,045	69,315	404,986
Yacht cruising	96,572	98,960	82,302	277,834
Power boating	119,413	105,762	29,835	255,010
Small sail boat racing	75,636	40,146	35,483	151,265
Canal boating	109,277	120,041	84,336	313,655
Yacht racing	42,962	31,477	10,800	85,239
Surfboarding	388,961	193,993	12,806	595,760
Kitesurfing	105,766	66,807	0	172,573
Angling (from a boat)	179,147	241,392	132,349	552,888
Angling (from the shore)	316,969	431,390	235,200	983,559
Cliff climbing	251,727	141,378	14,083	407,188
Coastal walking	1,072,045	1,852,150	1,727,701	4,651,896
Outdoor swimming	1,834,446	1,885,375	850,894	4,570,715
Leisure sub-aqua diving (from the shore and boat)	151,505	132,685	61,245	345,434
Spending general leisure time at the beach	1,908,971	2,472,317	1,512,134	5,893,423
UK adult population	16,018,546	16,820,391	17,606,795	50,445,732
Unweighted Base	4,293	4,706	3,654	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Trends in Participation by Age

Any Boating Activity

- There has been a steady decline in participation among the 16-34 age group for 'Any boating activity' over the last 10 years however, there has been a recovery from the record low reached in 2010
- Participation in the 35-54 age group has been more consistent over the years but shows a small decrease (not statistically significant) from 2010
- Participation among the over 55 age group has slightly decreased. Participation in 'Any activity' stayed at the same level as in 2009. This age group still has the lowest participation rate of all the age groups

Table 23 Participation Trends by Age 2002 – 2011

16-34 participation rates										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	31.98%	32.7%	33.7%	24.2%	29.7%	n/a	28.2%
Any boating activity	15.0%	12.8%	12.9%	11.4%	10.6%	10.9%	8.2%	10.1%	7.2%	8.8%
Any sailboat activities/yacht cruising	2.5%	2.1%	2.9%	2.1%	2.1%	2.0%	1.9%	1.8%	1.2%	1.8%
Any sailboat racing/yacht racing	1.6%	1.7%	1.6%	0.7%	0.8%	0.9%	0.4%	0.6%	0.4%	0.7%
Motor boating / cruising or canal boating	2.0%	2.1%	1.8%	2.1%	2.4%	2.5%	1.6%	1.7%	1.3%	1.6%
Canoeing	5.5%	4.7%	5.3%	4.3%	3.8%	3.7%	3.1%	4.2%	3.1%	4.0%
Water skiing	3.6%	2.8%	2.3%	1.6%	1.3%	1.4%	1.2%	1.3%	1.1%	1.0%
Small sail boat activities	1.6%	1.1%	2.3%	1.7%	1.5%	1.3%	1.1%	1.2%	0.8%	1.3%
Rowing/Sculling	2.5%	2.5%	2.8%	1.9%	1.6%	1.2%	0.5%	1.4%	0.5%	1.0%
Windsurfing	2.1%	1.3%	1.9%	1.2%	1.1%	0.8%	0.5%	0.9%	0.8%	0.7%
Using personal watercraft	2.7%	2.5%	1.8%	1.5%	1.1%	1.1%	1.4%	1.6%	0.6%	0.8%
Motor boating/Cruising	1.6%	1.4%	1.3%	1.5%	1.7%	1.6%	1.2%	1.1%	0.8%	0.9%
Yacht cruising	1.3%	1.0%	0.9%	0.6%	0.7%	0.7%	0.9%	0.8%	0.5%	0.6%
Power boating	1.5%	1.7%	1.4%	1.2%	0.9%	0.9%	0.8%	1.6%	0.7%	0.7%
Small sail boat racing	1.3%	1.3%	1.4%	0.6%	0.5%	0.7%	0.3%	0.4%	0.2%	0.5%
Canal boating	0.3%	0.9%	0.5%	0.6%	0.8%	1.0%	0.5%	0.6%	0.4%	0.7%
Yacht racing	0.6%	0.5%	0.4%	0.1%	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%
Surfboarding	n/a	n/a	2.4%	2.7%	3.0%	2.3%	1.7%	2.7%	n/a	2.4%
Kitesurfing	n/a	n/a	0.4%	0.5%	0.2%	0.3%	0.3%	0.3%	n/a	0.7%
Angling (from a boat)	n/a	n/a	1.5%	1.1%	1.3%	1.1%	0.7%	1.0%	n/a	1.1%
Angling (from the shore)	n/a	n/a	2.9%	2.2%	2.2%	2.5%	1.7%	2.0%	n/a	2.0%
Cliff climbing	n/a	n/a	2.0%	2.2%	1.8%	1.8%	1.7%	1.5%	n/a	1.6%
Coastal walking	n/a	n/a	8.3%	10.9%	11.0%	11.1%	8.2%	7.6%	n/a	6.7%
Outdoor swimming	n/a	n/a	15.8%	14.9%	16.8%	15.7%	10.0%	13.6%	n/a	11.5%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.6%	2.0%	0.9%	1.3%	1.2%	1.3%	n/a	0.9%
Spending general leisure time at the beach	n/a	n/a	10.6%	12.8%	14.6%	14.2%	9.3%	12.1%	n/a	11.9%

35-54 participation rates										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	30.1%	33.6%	35.5%	28.0%	30.9%	n/a	28.6%
Any boating activity	7.3%	7.2%	9.2%	7.0%	8.8%	9.8%	7.6%	8.6%	6.8%	6.5%
Any sailboat activities/yacht cruising	2.3%	1.4%	2.2%	1.7%	2.2%	2.6%	1.8%	2.2%	1.5%	1.6%
Any sailboat racing/yacht racing	0.9%	0.7%	0.9%	0.4%	0.7%	0.9%	0.5%	0.5%	0.3%	0.4%
Motor boating / cruising or canal boating	1.4%	1.5%	2.1%	1.9%	2.0%	3.1%	1.7%	1.9%	1.3%	1.7%
Canoeing	2.2%	1.8%	2.7%	1.9%	2.7%	2.9%	2.8%	3.1%	2.9%	2.7%
Water skiing	1.5%	1.1%	1.3%	0.8%	0.7%	0.9%	0.7%	0.5%	0.6%	0.3%
Small sail boat activities	1.7%	0.8%	1.3%	1.0%	1.6%	1.7%	1.1%	1.5%	0.9%	1.1%
Rowing	1.3%	0.8%	1.2%	1.0%	1.0%	0.8%	0.4%	0.5%	0.5%	0.6%
Windsurfing	1.4%	0.9%	1.3%	0.6%	0.6%	0.7%	0.5%	0.6%	0.5%	0.4%
Using personal watercraft	0.7%	0.8%	1.3%	0.8%	0.6%	0.6%	0.8%	0.5%	0.4%	0.5%
Motor boating/Cruising	1.0%	1.0%	1.2%	1.6%	1.1%	1.9%	1.3%	1.1%	0.9%	1.1%
Yacht cruising	0.8%	0.7%	1.0%	0.8%	0.8%	1.0%	0.8%	0.9%	0.6%	0.6%
Power boating	0.7%	0.7%	1.6%	0.8%	1.1%	0.9%	0.8%	1.7%	0.8%	0.6%
Small sail boat racing	0.7%	0.7%	0.8%	0.2%	0.5%	0.7%	0.3%	0.4%	0.2%	0.2%
Canal boating	0.7%	0.6%	1.1%	0.5%	0.9%	1.4%	0.5%	0.8%	0.4%	0.7%
Yacht racing	0.4%	0.0%	0.3%	0.3%	0.3%	0.4%	0.2%	0.2%	0.2%	0.2%
Surfboarding	n/a	n/a	1.3%	1.2%	1.2%	1.5%	1.3%	1.3%	n/a	1.2%
Kitesurfing	n/a	n/a	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%	n/a	0.4%
Angling (from a boat)	n/a	n/a	1.8%	1.4%	1.6%	1.6%	1.1%	1.2%	n/a	1.4%
Angling (from the shore)	n/a	n/a	3.3%	2.8%	3.3%	3.6%	2.4%	2.2%	n/a	2.6%
Cliff climbing	n/a	n/a	1.2%	0.8%	0.8%	1.2%	0.5%	0.8%	n/a	0.8%
Coastal walking	n/a	n/a	13.6%	15.4%	15.7%	17.4%	12.9%	13.0%	n/a	11.0%
Outdoor swimming	n/a	n/a	15.8%	12.6%	15.2%	14.6%	11.3%	12.8%	n/a	11.2%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	1.7%	1.3%	1.3%	1.2%	0.8%	1.2%	n/a	0.8%
Spending general leisure time at the beach	n/a	n/a	14.0%	14.4%	15.6%	16.6%	11.8%	14.7%	n/a	14.7%

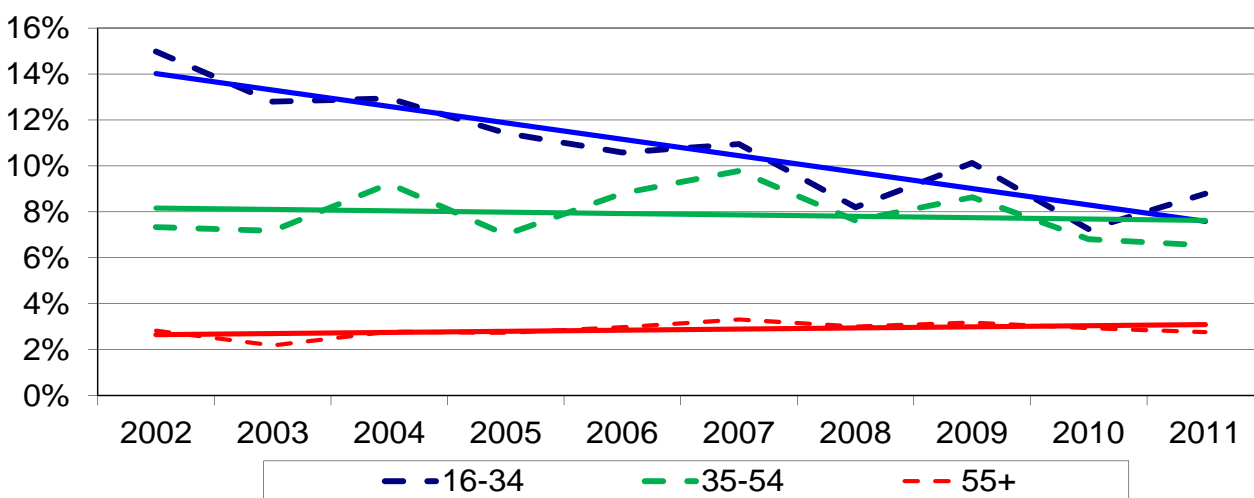
55+ participation rates										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	17.4%	18.8%	20.4%	17.0%	18.5%	n/a	18.5%
Any boating activity	2.8%	2.2%	2.8%	2.7%	3.0%	3.3%	3.0%	3.2%	2.9%	2.8%
Any sailboat activities/yacht cruising	1.2%	1.1%	1.2%	1.3%	0.8%	1.1%	1.2%	1.3%	1.0%	1.0%
Any sailboat racing/yacht racing	0.2%	0.6%	0.4%	0.3%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%
Motor boating / cruising or canal boating	1.0%	0.7%	0.6%	1.0%	1.5%	1.5%	1.4%	1.3%	1.4%	0.9%
Canoeing	0.3%	0.4%	0.3%	0.4%	0.5%	0.2%	0.2%	0.6%	0.5%	0.7%
Water skiing	0.2%	0.0%	0.2%	0.1%	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%
Small sail boat activities	0.6%	0.6%	0.4%	0.8%	0.3%	0.5%	0.5%	0.8%	0.7%	0.5%
Rowing	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%	0.2%	0.3%	0.1%	0.2%
Windsurfing	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%
Using personal watercraft	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Motor boating/Cruising	0.6%	0.3%	0.2%	0.5%	0.9%	0.8%	0.9%	0.8%	1.0%	0.4%
Yacht cruising	0.7%	0.5%	0.8%	0.5%	0.6%	0.7%	0.8%	0.7%	0.4%	0.5%
Power boating	0.3%	0.3%	0.0%	0.3%	0.3%	0.4%	0.2%	0.2%	0.1%	0.2%
Small sail boat racing	0.2%	0.4%	0.3%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%
Canal boating	0.4%	0.4%	0.5%	0.6%	0.6%	0.7%	0.6%	0.5%	0.4%	0.5%
Yacht racing	0.0%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%
Surfboarding	n/a	n/a	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	n/a	0.1%
Kitesurfing	n/a	n/a	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	n/a	0.0%
Angling (from a boat)	n/a	n/a	0.7%	0.5%	0.5%	1.0%	0.7%	0.7%	n/a	0.8%
Angling (from the shore)	n/a	n/a	1.2%	0.7%	1.4%	1.4%	1.6%	1.1%	n/a	1.3%
Cliff climbing	n/a	n/a	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	n/a	0.1%
Coastal walking	n/a	n/a	9.2%	9.8%	9.9%	11.2%	9.9%	9.0%	n/a	9.8%
Outdoor swimming	n/a	n/a	5.2%	4.7%	5.9%	4.8%	4.1%	4.5%	n/a	4.8%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	0.4%	0.3%	0.2%	0.2%	0.2%	0.3%	n/a	0.3%
Spending general leisure time at the beach	n/a	n/a	5.8%	7.3%	7.8%	8.7%	6.0%	8.7%	n/a	8.6%

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 15 shows the best fit trend lines for participation in 'Any boating activity' and Figure 13 for 'Any activity' for the 3 age groups over the last 10 years. The solid lines represent the trend line and the actual participation rate is indicated by the dashed line. Charts showing the regression trend lines by age groups for the individual activities are shown in Appendix 4.

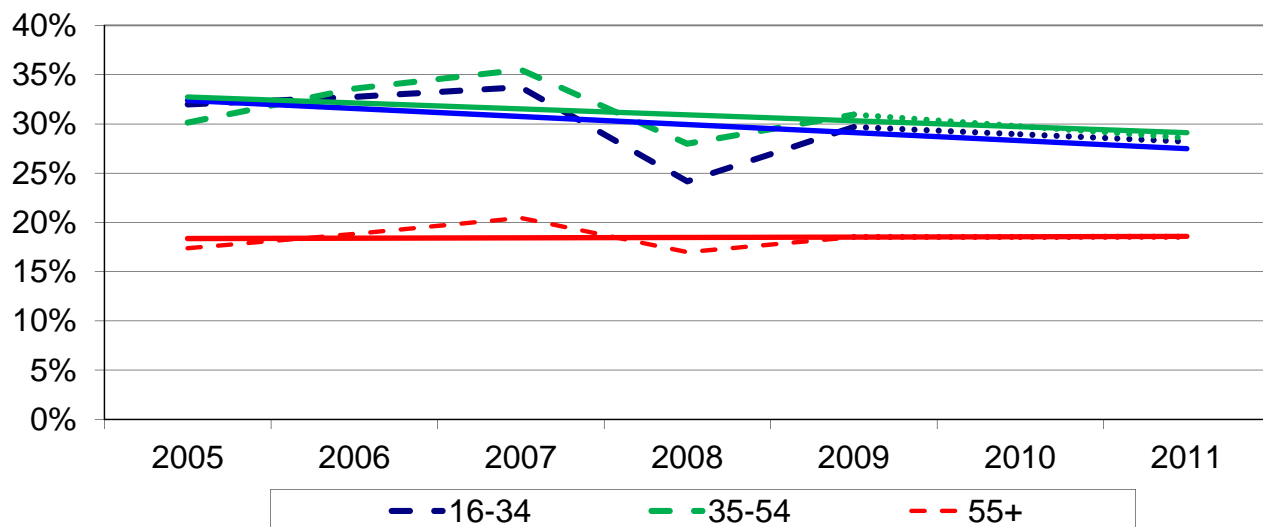
- Participation in 'Any boating activity' among the younger age group has been declining steadily over the past 10 years. However, there is a slight increase from 2010 when the participation amongst this age group was the lowest since the survey started
- The 35-54 age group has the lowest participation in 'Any boating activity' it has ever been
- The over 55 age group has increased their participation slightly over the past 10 years but this year their participation in 'any boating activity' decreased from 2.9% to 2.8%

Figure 15 Overall Trends in Participation for 'Any Boating Activity' by Age



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 16 Overall Trends in Participation for 'Any Activity' by Age



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Participation by SEG

Each activity with the highest proportion of participants in each of the Socio Economic Groups ⁴ has been highlighted in blue and bold.

- The social-economic group AB has substantially higher participation rates than the other groups in all activities bar two, small sailboat activities and windsurfing
- The greater number of people in the C1 and C2DE socio-economic groups compared to the AB group means that although the participation rate is higher for ABs there is a greater number of participants in the other socio-economic groups for 5 of the 21 activities for C1 group and 5 of the 21 activities for C2DE

Table 24 Participation by SEG (percentages)

	SEG			
	AB	C1	C2DE	Total UK
Any Activity	37.85%	28.22%	17.69%	24.96%
Any boating activity	10.59%	7.21%	3.27%	5.94%
Any sailboat activities/yacht cruising	2.58%	1.90%	0.73%	1.45%
Any sailboat racing/yacht racing	1.07%	0.45%	0.19%	0.45%
Motor boating / cruising or canal boating	2.57%	1.69%	0.70%	1.38%
Canoeing	4.52%	2.99%	1.18%	2.40%
Water skiing	0.91%	0.41%	0.27%	0.45%
Small sail boat activities	1.43%	1.47%	0.51%	0.97%
Rowing/Sculling	1.19%	0.66%	0.32%	0.60%
Windsurfing	0.55%	0.64%	0.15%	0.37%
Using personal watercraft	0.71%	0.41%	0.31%	0.42%
Motor boating/Cruising	1.58%	0.94%	0.40%	0.80%
Yacht cruising	1.26%	0.51%	0.27%	0.55%
Power boating	1.04%	0.37%	0.35%	0.51%
Small sail boat racing	0.62%	0.34%	0.14%	0.30%
Canal boating	1.17%	0.77%	0.31%	0.62%
Yacht racing	0.46%	0.16%	0.05%	0.17%
Surfboarding	2.12%	1.33%	0.70%	1.18%
Kitesurfing	0.54%	0.50%	0.17%	0.34%
Angling (from a boat)	1.68%	1.32%	0.72%	1.10%
Angling (from the shore)	2.14%	1.69%	2.01%	1.95%
Cliff climbing	1.04%	0.91%	0.65%	0.81%
Coastal walking	15.33%	10.48%	5.93%	9.22%
Outdoor swimming	14.80%	10.78%	5.68%	9.06%
Leisure sub-aqua diving (from the shore and boat)	1.21%	1.00%	0.29%	0.68%
Spending general leisure time at the beach	18.27%	12.99%	8.16%	11.68%
None	62.15%	71.78%	82.31%	75.04%
UK adult population	10,978,999	13,804,317	25,662,416	50,445,732
Unweighted Base	2,937	3,476	6,240	12653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

⁴ Broadly, ABs are managerial and professional occupations; higher or intermediate managerial, administrative and professional roles. C1s are junior managerial, administrative and professional roles, supervisory or clerical. C2DEs are manual roles (skilled, semi and unskilled) or those who have never worked or are long-term unemployed.

Table 25 Participation by SEG (participants)

	SEG			
	AB	C1	C2DE	Total UK
Any Activity	4,155,477	3,895,156	4,538,438	12,589,071
Any boating activity	1,162,413	994,907	838,387	2,995,707
Any sailboat activities/yacht cruising	283,329	262,779	186,989	733,097
Any sailboat racing/yacht racing	116,982	62,140	47,719	226,841
Motor boating / cruising or canal boating	282,356	233,526	179,382	695,263
Canoeing	496,107	412,289	303,229	1,211,624
Water skiing	99,953	56,726	69,282	225,961
Small sail boat activities	156,734	202,869	131,092	490,696
Rowing/Sculling	130,971	90,759	82,878	304,608
Windsurfing	59,923	87,753	37,653	185,329
Using personal watercraft	77,519	55,971	80,175	213,666
Motor boating/Cruising	173,385	129,924	101,677	404,986
Yacht cruising	137,936	69,860	70,039	277,834
Power boating	113,813	51,490	89,707	255,010
Small sail boat racing	68,166	46,464	36,634	151,265
Canal boating	128,159	106,231	79,265	313,655
Yacht racing	50,221	21,776	13,242	85,239
Surfboarding	232,209	183,572	179,979	595,760
Kitesurfing	58,937	69,382	44,253	172,573
Angling (from a boat)	184,668	182,329	185,891	552,888
Angling (from the shore)	234,704	233,750	515,105	983,559
Cliff climbing	113,872	126,149	167,168	407,188
Coastal walking	1,683,377	1,446,128	1,522,391	4,651,896
Outdoor swimming	1,625,319	1,487,604	1,457,792	4,570,715
Leisure sub-aqua diving (from the shore and boat)	132,510	138,280	74,645	345,434
Spending general leisure time at the beach	2,005,859	1,793,263	2,094,300	5,893,423
None	6,823,522	9,909,161	21,123,978	37,856,662
UK adult population	10,978,999	13,804,317	25,662,416	50,445,732
Unweighted Base	2,937	3,476	6,240	12653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Trends Participation by SEG

- The participation levels are more erratic for the AB socio-economic group than others but all socio-economic groups show a similar and consistent downward trend
- Participation in 'Any boating activity' increased amongst C1 and C2DE groups however the participation is still lower than in 2009

Table 26 Participation Trends by SEG 2002-2011

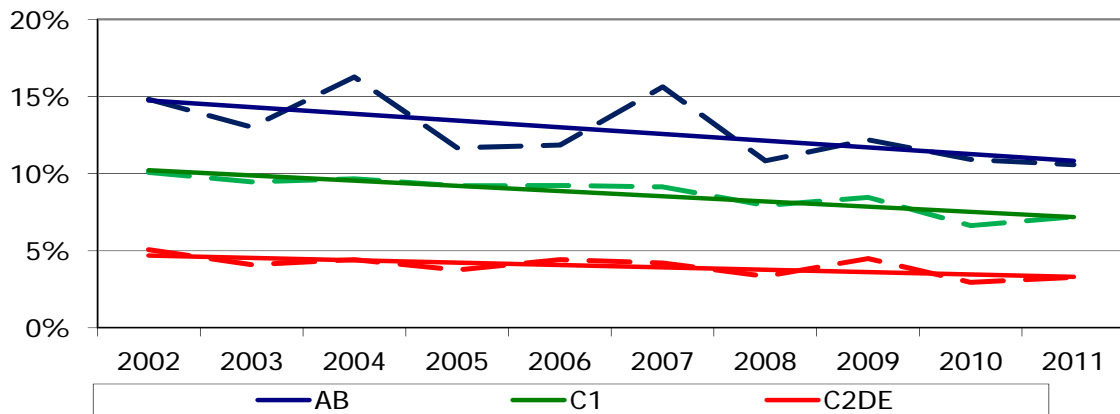
	AB									
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	38.8%	41.2%	43.6%	35.4%	38.8%	n/a	37.8%
Any boating activity	14.8%	13.0%	16.3%	11.7%	11.9%	15.6%	10.8%	12.2%	10.9%	10.6%
Small sailboat activities or yacht cruising	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	3.1%	4.1%	2.6%	2.6%
Small sailboat racing or yacht racing	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.0%	0.7%	0.6%	1.1%
Motor boating / cruising or canal boating	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	2.8%	2.6%	2.4%	2.6%
Canoeing	4.1%	4.1%	5.3%	3.4%	4.1%	4.1%	3.5%	4.3%	4.0%	4.5%
Water skiing	2.8%	2.4%	2.7%	1.0%	1.5%	1.5%	1.0%	1.0%	1.1%	0.9%
Small sail boat activities	2.4%	1.2%	2.8%	2.2%	2.1%	3.3%	1.9%	2.7%	1.9%	1.4%
Rowing/Sculling	1.8%	2.1%	3.1%	1.8%	1.4%	1.5%	0.7%	1.2%	0.8%	1.2%
Windsurfing	2.1%	1.2%	2.9%	1.2%	0.8%	1.1%	1.0%	1.2%	1.2%	0.5%
Using personal watercraft	1.6%	1.4%	1.8%	1.2%	0.7%	0.7%	0.7%	1.2%	0.5%	0.7%
Motor boating/Cruising	1.6%	1.3%	1.6%	2.2%	2.2%	2.5%	2.1%	1.6%	1.7%	1.6%
Yacht cruising	2.3%	2.2%	1.8%	2.0%	1.3%	2.0%	1.5%	1.8%	1.1%	1.3%
Power boating	1.7%	1.3%	2.1%	1.1%	1.2%	1.1%	0.8%	2.1%	1.2%	1.0%
Small sail boat racing	0.7%	1.9%	1.9%	0.6%	0.7%	1.3%	0.6%	0.5%	0.4%	0.6%
Canal boating	1.4%	1.4%	1.9%	1.0%	1.1%	2.1%	0.7%	1.1%	0.8%	1.2%
Yacht racing	0.5%	0.6%	0.7%	0.5%	0.4%	0.9%	0.5%	0.3%	0.4%	0.5%
Surfboarding	n/a	n/a	n/a	2.5%	2.3%	2.5%	1.9%	2.1%	n/a	2.1%
Kitesurfing	n/a	n/a	n/a	0.2%	0.1%	0.2%	0.0%	0.1%	n/a	0.5%
Angling (from a boat)	n/a	n/a	n/a	0.9%	1.5%	1.3%	0.8%	1.2%	n/a	1.7%
Angling (from the shore)	n/a	n/a	n/a	1.8%	2.5%	2.9%	1.9%	1.5%	n/a	2.1%
Cliff climbing	n/a	n/a	n/a	1.3%	1.2%	2.2%	0.7%	1.1%	n/a	1.0%
Coastal walking	n/a	n/a	n/a	19.9%	21.6%	22.1%	18.4%	18.1%	n/a	15.3%
Outdoor swimming	n/a	n/a	n/a	16.9%	19.9%	19.5%	13.7%	15.7%	n/a	14.8%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	n/a	1.8%	1.3%	1.5%	1.4%	1.3%	n/a	1.2%
Spending general leisure time at the beach	n/a	n/a	n/a	19.0%	18.7%	19.9%	14.5%	17.7%	n/a	18.3%

	C1									
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	30.4%	31.7%	34.2%	26.6%	30.2%	n/a	28.2%
Any boating activity	10.1%	9.5%	9.7%	9.2%	9.2%	9.1%	7.9%	8.5%	6.6%	7.2%
Small sailboat activities or yacht cruising	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	2.4%	1.9%	1.6%	1.9%
Small sailboat racing or yacht racing	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.3%	0.5%	0.3%	0.5%
Motor boating / cruising or canal boating	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	2.1%	1.6%	1.5%	1.7%
Canoeing	2.9%	3.2%	2.8%	2.8%	2.6%	2.5%	2.4%	3.4%	2.9%	3.0%
Water skiing	1.6%	1.5%	1.3%	1.3%	0.8%	1.1%	0.8%	0.9%	0.7%	0.4%
Small sail boat activities	1.3%	1.1%	1.5%	1.5%	1.4%	0.9%	1.1%	1.2%	1.0%	1.5%
Rowing/Sculling	1.8%	1.7%	1.3%	1.2%	1.3%	0.7%	0.4%	1.0%	0.4%	0.7%
Windsurfing	1.1%	1.1%	1.3%	0.9%	0.8%	0.6%	0.3%	0.5%	0.4%	0.6%
Using personal watercraft	1.2%	1.9%	1.0%	1.2%	0.8%	0.7%	1.2%	0.7%	0.5%	0.4%
Motor boating/Cruising	1.1%	1.4%	1.4%	1.5%	1.3%	1.9%	1.3%	1.0%	1.1%	0.9%
Yacht cruising	1.2%	0.6%	1.6%	0.7%	0.9%	1.0%	1.4%	0.9%	0.7%	0.5%
Power boating	0.8%	1.4%	1.0%	1.1%	0.9%	0.9%	0.7%	1.3%	0.5%	0.4%
Small sail boat racing	1.2%	1.0%	0.9%	0.4%	0.6%	0.5%	0.2%	0.3%	0.2%	0.3%
Canal boating	0.4%	0.6%	0.6%	0.7%	1.0%	1.4%	0.9%	0.6%	0.3%	0.8%
Yacht racing	0.6%	0.2%	0.3%	0.2%	0.4%	0.4%	0.2%	0.3%	0.1%	0.2%
Surfboarding	n/a	n/a	n/a	1.7%	1.8%	1.3%	1.0%	1.8%	n/a	1.3%
Kitesurfing	n/a	n/a	n/a	0.4%	0.2%	0.2%	0.3%	0.2%	n/a	0.5%
Angling (from a boat)	n/a	n/a	n/a	1.0%	1.4%	1.4%	0.8%	1.0%	n/a	1.3%
Angling (from the shore)	n/a	n/a	n/a	1.9%	2.3%	2.3%	1.8%	1.9%	n/a	1.7%
Cliff climbing	n/a	n/a	n/a	1.3%	1.1%	1.3%	1.2%	1.1%	n/a	0.9%
Coastal walking	n/a	n/a	n/a	14.8%	13.3%	15.9%	11.6%	11.4%	n/a	10.5%
Outdoor swimming	n/a	n/a	n/a	12.9%	14.7%	13.0%	10.2%	12.8%	n/a	10.8%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	n/a	1.7%	0.8%	1.0%	1.0%	1.3%	n/a	1.0%
Spending general leisure time at the beach	n/a	n/a	n/a	13.0%	13.8%	14.2%	10.4%	13.0%	n/a	13.0%

	C2DE									
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any activity	n/a	n/a	n/a	19.4%	21.0%	21.9%	16.0%	19.0%	n/a	17.7%
Any boating activity	5.1%	4.1%	4.4%	3.8%	4.4%	4.2%	3.3%	4.5%	3.0%	3.3%
Small sailboat activities or yacht cruising	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.8%	0.5%	0.7%
Small sailboat racing or yacht racing	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.3%	0.2%	0.2%
Motor boating / cruising or canal boating	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.8%	1.2%	0.8%	0.7%
Canoeing	1.4%	1.1%	1.6%	1.2%	1.3%	1.2%	1.1%	1.4%	1.0%	1.2%
Water skiing	1.0%	0.7%	0.6%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%
Small sail boat activities	0.8%	0.6%	0.6%	0.5%	0.5%	0.5%	0.4%	0.5%	0.3%	0.5%
Rowing/Sculling	0.6%	0.5%	0.8%	0.6%	0.5%	0.4%	0.2%	0.4%	0.2%	0.3%
Windsurfing	0.7%	0.4%	0.3%	0.2%	0.3%	0.2%	0.1%	0.3%	0.2%	0.1%
Using personal watercraft	0.7%	0.5%	0.9%	0.4%	0.4%	0.4%	0.4%	0.5%	0.2%	0.3%
Motor boating/Cruising	0.6%	0.5%	0.4%	0.7%	0.7%	0.7%	0.6%	0.7%	0.5%	0.4%
Yacht cruising	0.3%	0.3%	0.2%	0.1%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%
Power boating	0.3%	0.4%	0.6%	0.5%	0.5%	0.5%	0.4%	0.7%	0.2%	0.3%
Small sail boat racing	0.4%	0.3%	0.3%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
Canal boating	0.2%	0.3%	0.3%	0.3%	0.6%	0.4%	0.2%	0.5%	0.3%	0.3%
Yacht racing	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Surfboarding	n/a	n/a	n/a	0.6%	0.7%	0.7%	0.7%	0.7%	n/a	0.7%
Kitesurfing	n/a	n/a	n/a	0.1%	0.0%	0.1%	0.1%	0.1%	n/a	0.2%
Angling (from a boat)	n/a	n/a	n/a	1.0%	0.8%	1.1%	0.8%	0.9%	n/a	0.7%
Angling (from the shore)	n/a	n/a	n/a	2.0%	2.2%	2.4%	2.0%	1.8%	n/a	2.0%
Cliff climbing	n/a	n/a	n/a	0.6%	0.7%	0.4%	0.4%	0.5%	n/a	0.7%
Coastal walking	n/a	n/a	n/a	7.9%	8.0%	8.6%	6.6%	6.0%	n/a	5.9%
Outdoor swimming	n/a	n/a	n/a	7.0%	8.2%	7.6%	5.3%	6.5%	n/a	5.7%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	n/a	0.7%	0.6%	0.6%	0.3%	0.5%	n/a	0.3%
Spending general leisure time at the beach	n/a	n/a	n/a	7.9%	9.4%	9.9%	6.0%	8.8%	n/a	8.2%

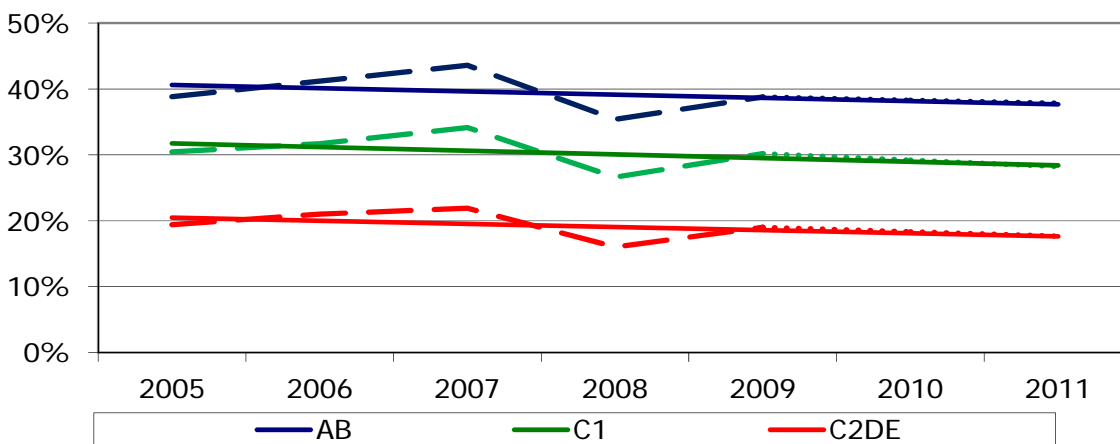
Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 17 Trends for 'Any Boating Activity' by SEG 2002-2011



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 18 Trends for 'Any Activity' by SEG 2005-2011



Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Participation by Ethnicity

This year we continued to collect the respondent's ethnicity, first captured in 2008. The tables below show the participation rates for six ethnic groups; White British, White Irish, Other White Background, Asian, Black African or Caribbean and Other/ Mixed. This year the sample is based on the face to face survey only. Sizes for several of the minority ethnic groups are small, ranging from 86 to 403 respondents. This means the statistics within these are less reliable than the national estimates.

- Those with a White Irish background have the highest participation rate for 'Any activity' among the ethnic groups. Their participation is highest in 11 of the 21 activities with coastal walking the highest
- Those from Other White background have the highest participation rate for 'Any boating activity'
- The greater number of White British residents means that this group dominates all activities in terms of the volume of people participating in each activity
- Black or Asian ethnic groups are the least likely to have participated in any of the boating activities. However, the Asian ethnic group has the highest participation rate in power boating

Table 27 Participation by Ethnicity (percentages)

	Ethnic Origin						Total
	White British	White Irish	Other White background	Asian	Black	Mixed/ Other	
Any Activity	23.5%	32.50%	25.27%	9.76%	13.80%	14.57%	22.58%
Any boating activity	5.2%	5.68%	7.66%	4.32%	2.03%	2.54%	5.22%
Any sailboat activities/yacht cruising	1.4%	0.00%	1.55%	0.85%	0.56%	1.97%	1.32%
Any sailboat racing/yacht racing	0.4%	2.13%	0.66%	0.33%	0.00%	0.00%	0.42%
Motor boating / cruising or canal boating	1.2%	1.94%	1.04%	0.78%	0.00%	0.00%	1.13%
Canoeing	2.09%	1.09%	2.47%	1.52%	1.47%	2.54%	2.06%
Water skiing	0.31%	1.61%	1.28%	0.91%	0.00%	0.00%	0.41%
Small sail boat activities	0.88%	0.00%	1.05%	0.85%	0.56%	0.00%	0.85%
Rowing/Sculling	0.43%	0.00%	0.50%	0.55%	0.00%	0.57%	0.43%
Windsurfing	0.32%	0.00%	0.37%	0.00%	0.00%	0.00%	0.29%
Using personal watercraft	0.39%	1.61%	0.00%	0.00%	0.00%	0.57%	0.35%
Motor boating/Cruising	0.70%	1.94%	1.04%	0.23%	0.00%	0.00%	0.68%
Yacht cruising	0.52%	0.00%	0.50%	0.22%	0.00%	1.97%	0.51%
Power boating	0.36%	1.09%	0.52%	1.69%	0.00%	0.00%	0.43%
Small sail boat racing	0.28%	2.13%	0.47%	0.00%	0.00%	0.00%	0.30%
Canal boating	0.53%	0.00%	0.18%	0.54%	0.00%	0.00%	0.48%
Yacht racing	0.14%	0.00%	0.19%	0.33%	0.00%	0.00%	0.14%
Surfboarding	1.29%	0.00%	0.25%	0.22%	0.00%	0.00%	1.10%
Kitesurfing	0.19%	0.00%	0.37%	0.00%	0.47%	0.57%	0.20%
Angling (from a boat)	0.83%	1.71%	0.18%	0.56%	0.00%	0.00%	0.75%
Angling (from the shore)	1.76%	2.12%	0.99%	0.55%	0.00%	0.00%	1.58%
Cliff climbing	0.66%	1.94%	0.87%	0.63%	0.00%	1.16%	0.68%
Coastal walking	9.78%	19.28%	6.35%	1.35%	0.67%	4.84%	8.96%
Outdoor swimming	7.32%	9.89%	9.31%	2.94%	6.07%	9.05%	7.26%
Leisure sub-aqua diving (from the shore and boat)	0.46%	0.94%	0.00%	0.52%	0.61%	0.00%	0.44%
Spending general leisure time at the beach	11.25%	15.97%	11.79%	4.03%	5.73%	6.84%	10.76%
None	76.55%	67.50%	74.73%	90.24%	86.20%	85.43%	77.42%
Base	5,159	86	403	363	178	132	6,321

Table 28 Participation by Ethnicity (participants)

	Ethnic Origin						Total
	White British	White Irish	Other White background	Asian	Black	Mixed/ Other	
Any Activity	10,844,348	255,571	867,184	279,588	185,684	156,694	12,589,071
Any boating activity	2,495,662	45,950	270,488	127,393	28,098	28,115	2,995,707
Any sailboat activities/yacht cruising	627,580	-	52,947	24,059	7,477	21,034	733,097
Any sailboat racing/yacht racing	180,161	16,093	21,594	8,993	-	-	226,841
Motor boating / cruising or canal boating	614,800	16,777	39,243	24,442	-	-	695,263
Canoeing	969,453	123,440	118,731	-	-	-	1,211,624
Water skiing	193,785	-	17,100	11,502	3,575	-	225,961
Small sail boat activities	394,976	-	38,740	56,979	-	-	490,696
Rowing/Sculling	256,576	-	18,612	6,632	-	22,789	304,608
Windsurfing	127,803	6,595	13,837	37,094	-	-	185,329
Using personal watercraft	181,239	8,583	20,076	3,768	-	-	213,666
Motor boating/Cruising	371,900	-	9,502	23,584	-	-	404,986
Yacht cruising	233,397	2,074	20,454	10,533	4,778	6,599	277,834
Power boating	213,074	-	18,414	16,906	-	6,616	255,010
Small sail boat racing	139,377	-	11,888	-	-	-	151,265
Canal boating	199,577	17,436	60,687	35,954	-	-	313,655
Yacht racing	77,140	5,445	-	-	-	2,654	85,239
Surfboarding	581,205	-	8,350	6,205	-	-	595,760
Kitesurfing	133,508	-	19,519	-	9,950	9,596	172,573
Angling (from a boat)	505,998	17,676	8,046	21,168	-	-	552,888
Angling (from the shore)	909,440	18,588	38,020	17,511	-	-	983,559
Cliff climbing	326,073	16,380	31,905	19,379	-	13,452	407,188
Coastal walking	4,214,520	141,243	203,179	36,129	8,360	48,466	4,651,896
Outdoor swimming	3,963,874	95,713	308,351	87,878	58,809	56,090	4,570,715
Leisure sub-aqua diving (from the shore and boat)	289,053	6,640	27,281	7,178	6,973	8,310	345,434
Spending general leisure time at the beach	5,159,893	178,083	-	357,515	197,931	-	5,893,423
None	31,051,381	465,561	2,249,554	2,266,776	1,017,331	806,058	37,856,662
Base	5,159	86	403	363	178	132	6,321

Participation by Working Status

- The participation rates of those 'in work' are higher for all activities except yacht cruising which is higher for the 'other non-working' group
- Retired people are least active which reflects their age

Table 29 Participation by Working Status (percentages)

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	30.41%	18.16%	22.16%	24.96%
Any boating activity	7.87%	3.00%	6.46%	5.94%
Any sailboat activities/yacht cruising	1.83%	0.85%	1.63%	1.45%
Any sailboat racing/yacht racing	0.63%	0.27%	0.22%	0.45%
Motor boating / cruising or canal boating	1.75%	0.80%	1.50%	1.38%
Canoeing	3.27%	1.02%	2.79%	2.40%
Water skiing	0.62%	0.15%	0.60%	0.45%
Small sail boat activities	1.25%	0.57%	0.98%	0.97%
Rowing/Sculling	0.84%	0.32%	0.46%	0.60%
Windsurfing	0.54%	0.09%	0.45%	0.37%
Using personal watercraft	0.69%	0.10%	0.28%	0.42%
Motor boating/Cruising	1.08%	0.33%	1.03%	0.80%
Yacht cruising	0.66%	0.32%	0.77%	0.55%
Power boating	0.73%	0.20%	0.47%	0.51%
Small sail boat racing	0.39%	0.25%	0.08%	0.30%
Canal boating	0.76%	0.48%	0.47%	0.62%
Yacht racing	0.27%	0.04%	0.15%	0.17%
Surfboarding	1.76%	0.35%	1.18%	1.18%
Kitesurfing	0.53%	0.11%	0.23%	0.34%
Angling (from a boat)	1.53%	0.70%	0.46%	1.10%
Angling (from the shore)	2.60%	1.27%	1.25%	1.95%
Cliff climbing	1.16%	0.32%	0.78%	0.81%
Coastal walking	10.77%	8.13%	6.06%	9.22%
Outdoor swimming	11.76%	5.60%	7.99%	9.06%
Leisure sub-aqua diving (from the shore and boat)	0.98%	0.29%	0.62%	0.68%
Spending general leisure time at the beach	13.78%	8.91%	11.10%	11.68%
UK adult population	25,887,827	18,163,498	6,394,407	50,445,732
Unweighted Base	7,057	4,117	1,479	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Table 30 Participation by Working Status (participants)

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	7,873,103	3,298,741	1,417,227	12,589,071
Any boating activity	2,037,287	545,527	412,893	2,995,707
Any sailboat activities/yacht cruising	474,402	154,557	104,138	733,097
Any sailboat racing/yacht racing	164,065	48,399	14,377	226,841
Motor boating / cruising or canal boating	454,035	145,360	95,868	695,263
Canoeing	847,323	185,719	178,582	1,211,624
Water skiing	160,352	26,990	38,620	225,961
Small sail boat activities	324,370	103,534	62,792	490,696
Rowing/Sculling	216,549	58,494	29,565	304,608
Windsurfing	139,161	17,105	29,063	185,329
Using personal watercraft	177,662	18,260	17,744	213,666
Motor boating/Cruising	278,685	60,176	66,124	404,986
Yacht cruising	170,502	58,323	49,010	277,834
Power boating	188,033	36,841	30,135	255,010
Small sail boat racing	101,015	45,182	5,069	151,265
Canal boating	196,119	87,792	29,743	313,655
Yacht racing	69,420	6,511	9,308	85,239
Surfboarding	455,706	64,400	75,653	595,760
Kitesurfing	137,765	19,833	14,975	172,573
Angling (from a boat)	396,386	127,029	29,473	552,888
Angling (from the shore)	672,946	230,466	80,147	983,559
Cliff climbing	300,168	57,285	49,735	407,188
Coastal walking	2,787,891	1,476,777	387,228	4,651,896
Outdoor swimming	3,043,140	1,016,917	510,659	4,570,715
Leisure sub-aqua diving (from the shore and boat)	253,992	51,861	39,581	345,434
Spending general leisure time at the beach	3,566,279	1,617,556	709,588	5,893,423
UK adult population	25,887,827	18,163,498	6,394,407	50,445,732
Unweighted Base	7,057	4,117	1,479	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Participation by Life Stage

The following tables show the participation rates for the individual activities by life stage. The life stage definitions are defined as below.

We have highlighted the highest participation rates (Table 31) and the largest absolute participation number (Table 32) in blue.

Figure 19 Life Stage Explanations

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 in 'Any activity' boosted by a high proportion 'spending general leisure time at the beach' and 'angling (from the shore)
- 'Students/ Workers in a shared house' are the most active in 'any boating activity', taking part in more active sports like canoeing, water skiing, rowing/sculling, windsurfing, surfboarding and outdoor swimming – this reflects their younger age
- Empty nesters have the highest participation in motor canal boating, angling (from a boat) and coastal walking
- However, in absolute numbers, when the size of each life stage group is taken into account the importance of families becomes very apparent with 34% of participants in 'any activities' and 33% of participants for the 12 'any boating activities' belonging to this group

Table 31 Participation by Life Stage (percentages)

	Life stage							Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys	
Any Activity	29.9%	20.3%	28.0%	30.6%	25.2%	28.2%	13.5%	25.0%
Any boating activity	10.9%	5.0%	7.4%	7.1%	7.1%	5.1%	1.6%	5.9%
Any sailboat activities/yacht cruising	2.2%	1.3%	1.5%	1.6%	1.8%	1.8%	0.6%	1.5%
Any sailboat racing/yacht racing	0.8%	0.7%	0.5%	0.5%	0.5%	0.2%	0.2%	0.4%
Motor boating / cruising or canal boating	1.6%	1.4%	1.6%	1.6%	1.5%	2.1%	0.4%	1.4%
Canoeing	5.72%	1.50%	3.49%	2.85%	2.99%	1.55%	0.24%	2.40%
Water skiing	1.31%	0.53%	0.41%	0.58%	0.58%	0.05%	0.05%	0.45%
Small sail boat activities	1.16%	0.73%	0.92%	1.25%	1.34%	1.23%	0.25%	0.97%
Rowing/Sculling	1.42%	0.38%	0.74%	0.80%	0.60%	0.52%	0.11%	0.60%
Windsurfing	0.92%	0.10%	0.58%	0.50%	0.52%	0.04%	0.00%	0.37%
Using personal watercraft	0.51%	0.39%	0.63%	0.64%	0.55%	0.11%	0.00%	0.42%
Motor boating/Cruising	1.14%	0.85%	1.12%	0.96%	0.77%	1.25%	0.05%	0.80%
Yacht cruising	1.06%	0.67%	0.64%	0.41%	0.65%	0.68%	0.33%	0.55%
Power boating	0.80%	0.12%	0.55%	0.69%	0.81%	0.46%	0.06%	0.51%
Small sail boat racing	0.48%	0.53%	0.22%	0.35%	0.31%	0.07%	0.22%	0.30%
Canal boating	0.52%	0.52%	0.52%	0.76%	0.79%	0.86%	0.33%	0.62%
Yacht racing	0.36%	0.13%	0.33%	0.17%	0.20%	0.12%	0.00%	0.17%
Surfboarding	3.74%	0.59%	1.74%	1.58%	1.31%	0.07%	0.05%	1.18%
Kitesurfing	0.51%	0.18%	0.37%	0.51%	0.67%	0.00%	0.00%	0.34%
Angling (from a boat)	0.78%	1.22%	1.29%	1.42%	1.14%	1.44%	0.35%	1.10%
Angling (from the shore)	1.50%	1.23%	2.67%	2.77%	1.99%	2.34%	0.52%	1.95%
Cliff climbing	2.38%	0.65%	0.91%	1.00%	1.21%	0.00%	0.07%	0.81%
Coastal walking	7.09%	8.11%	10.28%	10.27%	6.54%	14.83%	7.64%	9.22%
Outdoor swimming	13.43%	6.72%	10.04%	12.53%	9.78%	8.41%	2.74%	9.06%
Leisure sub-aqua diving (from the shore and boat)	1.09%	0.46%	1.02%	0.77%	0.98%	0.43%	0.18%	0.68%
Spending general leisure time at the beach	12.52%	9.98%	12.09%	15.82%	10.74%	13.05%	6.06%	11.68%
Base	745	1,111	1,938	3,889	2,148	1,241	1,581	12,653

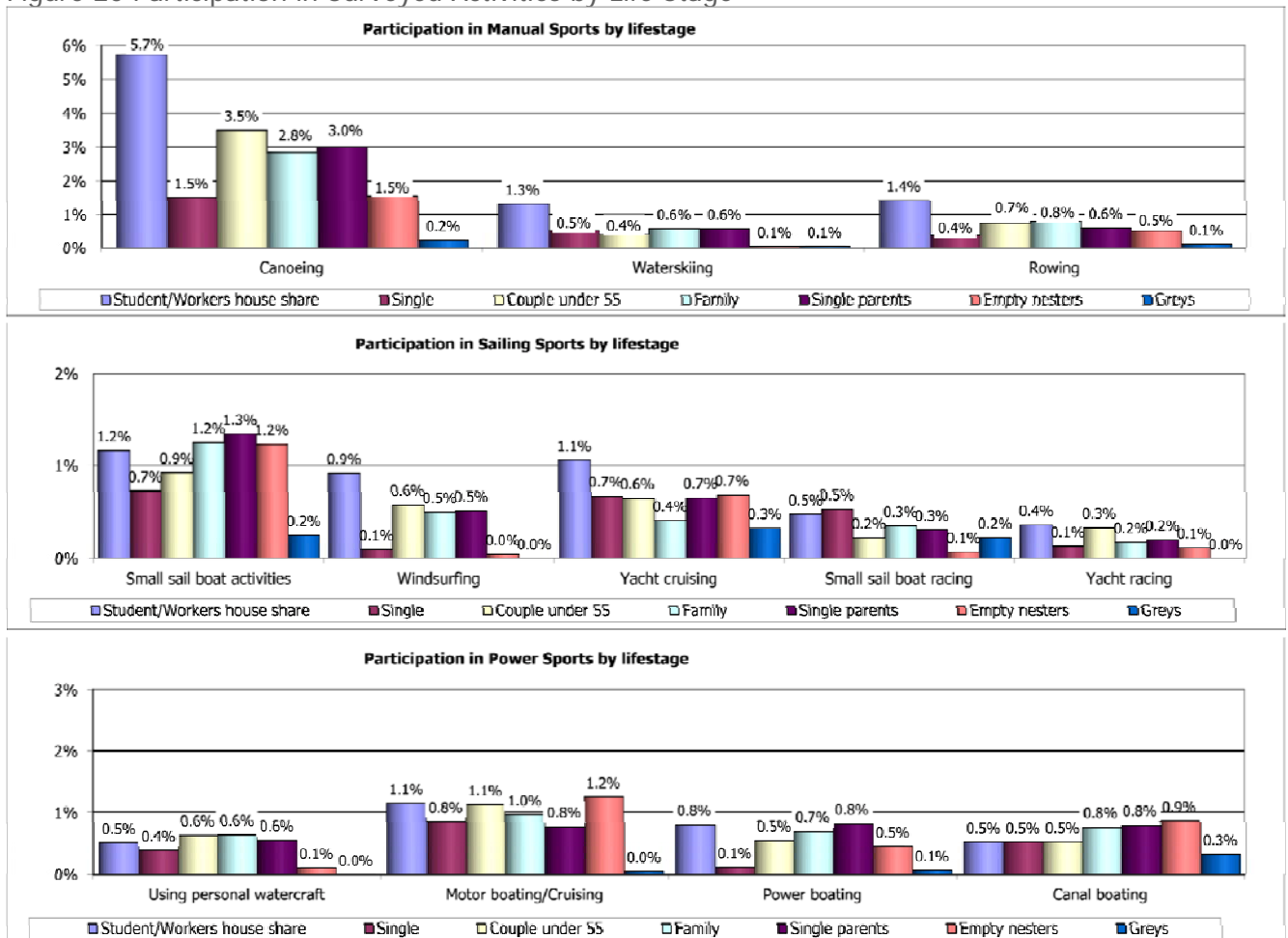
Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

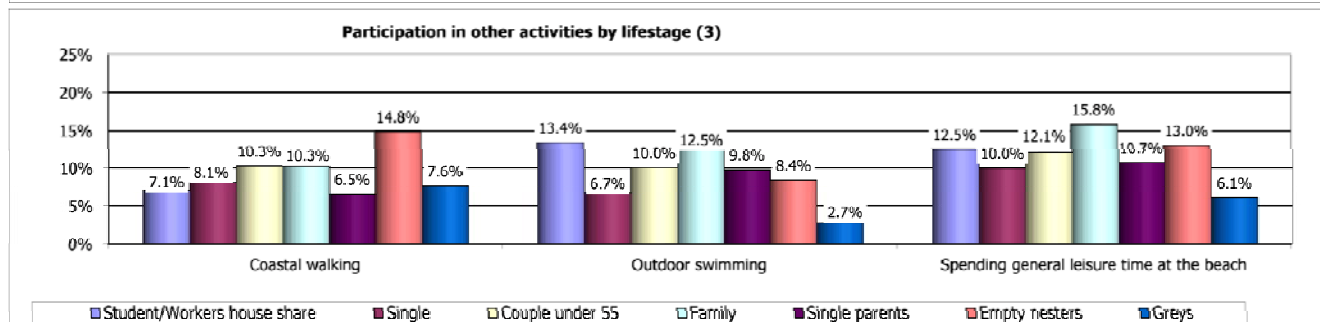
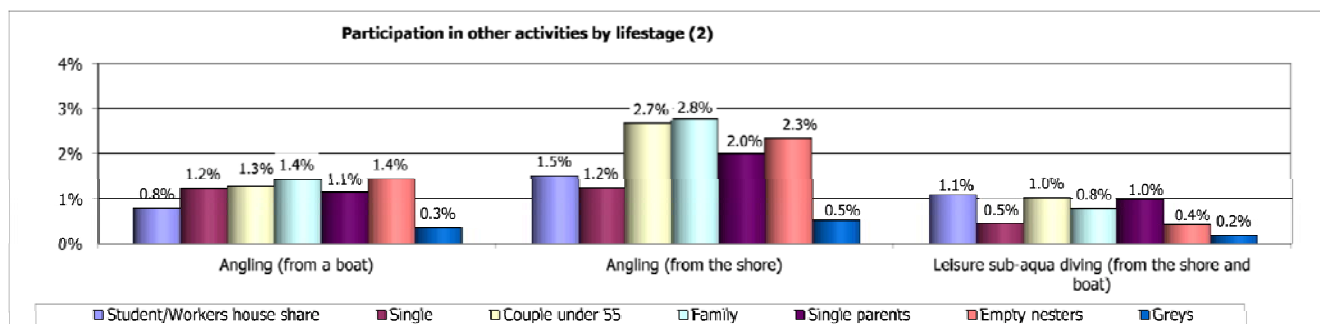
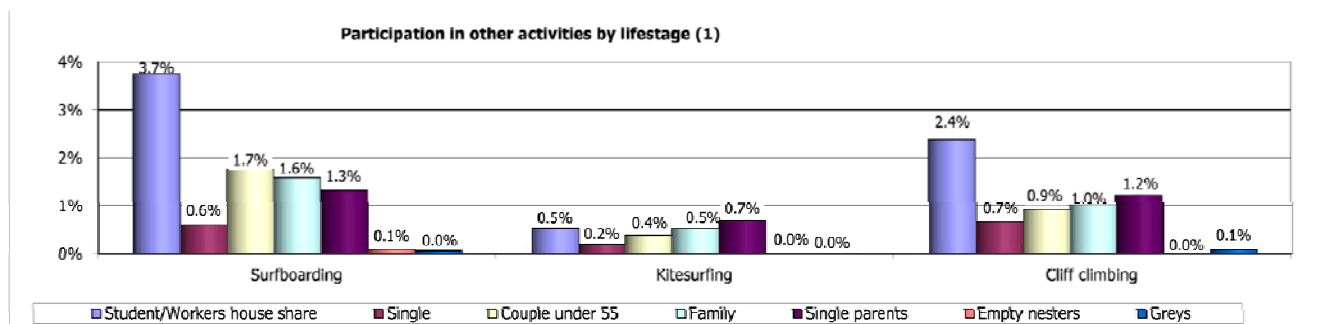
Table 32 Participation by Life Stage (participants)

	Life stage							Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys	
Any Activity	967,897	865,627	1,924,428	4,287,847	1,925,276	1,290,723	1,327,271	12,589,071
Any boating activity	354,254	213,200	508,871	991,101	540,317	233,295	154,670	2,995,707
Any sailboat activities/yacht cruising	70,600	55,845	101,758	226,773	138,624	82,781	56,716	733,097
Any sailboat racing/yacht racing	27,162	28,224	33,257	72,710	34,963	8,446	22,079	226,841
Motor boating / cruising or canal boating	53,110	58,421	109,253	228,188	113,058	96,282	36,951	695,263
Canoeing	185,215	64,048	240,185	399,431	228,655	70,786	23,304	1,211,624
Water skiing	42,460	22,562	27,975	81,455	44,147	2,288	5,074	225,961
Small sail boat activities	37,599	30,999	63,571	174,963	102,632	56,403	24,530	490,696
Rowing/Sculling	46,074	16,147	50,697	111,588	45,809	23,627	10,667	304,608
Windsurfing	29,704	4,145	39,721	70,476	39,349	1,934	-	185,329
Using personal watercraft	16,560	16,660	43,561	89,733	42,142	5,009	-	213,666
Motor boating/Cruising	37,030	36,093	77,151	134,205	58,708	57,099	4,700	404,986
Yacht cruising	34,254	28,548	44,342	57,576	49,716	31,211	32,187	277,834
Power boating	25,885	4,947	37,659	97,037	62,195	20,925	6,361	255,010
Small sail boat racing	15,457	22,623	15,355	49,028	23,650	3,073	22,079	151,265
Canal boating	16,920	22,328	36,089	106,640	60,243	39,183	32,252	313,655
Yacht racing	11,704	5,602	22,865	24,329	15,366	5,373	-	85,239
Surfboarding	121,112	25,121	119,864	221,683	100,040	3,316	4,624	595,760
Kitesurfing	16,634	7,865	25,456	71,093	51,525	-	-	172,573
Angling (from a boat)	25,265	52,165	88,503	199,620	87,430	65,806	34,099	552,888
Angling (from the shore)	48,614	52,596	183,606	388,842	152,103	107,067	50,730	983,559
Cliff climbing	76,950	27,952	62,333	140,877	92,594	-	6,482	407,188
Coastal walking	229,524	346,156	707,364	1,440,726	499,483	678,183	750,461	4,651,896
Outdoor swimming	434,939	287,033	691,062	1,756,937	747,059	384,652	269,033	4,570,715
Leisure sub-aqua diving (from the shore and boat)	35,268	19,476	70,086	108,532	74,755	19,629	17,687	345,434
Spending general leisure time at the beach	405,362	426,180	831,735	2,217,632	820,149	596,717	595,647	5,893,423
Base	745	1,111	1,938	3,889	2,148	1,241	1,581	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Figure 20 Participation in Surveyed Activities by Life Stage





Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Regional Participation

Participation by Residence - ITV Regions

ITV regions have been grouped to provide larger sample sizes and therefore more robust estimates of participation. However, the sample sizes in some of the grouped regions are still relatively small varying between 350 and 4,035. This means the statistics are less reliable than the national estimates.

We have highlighted participation rates where changes are statistically significant compared with 2010 in 12 original activities and with 2009 in other activities. The darker grey (or orange in colour copies) is used to indicate rises in the participation the lighter grey (or blue) to indicate an apparent decline. The numbers of respondents from each region are provided at the bottom of the table. The regions are defined as follows:

Figure 21 ITV Regions

London, South East and East England	South, South East, East and London ITV regions (covered by Meridian, LWT & Carlton and Anglia)
The West	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

- This year there are no significant increases in regional participation rates for 'Any boating activity'
- Participation rates for 'any activity' have increased significantly for those living in the West, Midlands, Scotland and Northern Ireland
- Those living in Northern Ireland continue to display the highest participation rate for 'any activity' of all regions
- Participation rates for 'any boating activity' have decreased significantly for those living in Midlands
- There are three significant decreases this year in the 12 core boating activities – in canoeing in Midlands, water skiing participation in the North and in windsurfing in the West

Table 33 Participation Rates by Residence – ITV Regions 2011 (percentages)

	ITV region							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	23.90%	32.13%	21.49%	22.23%	22.68%	56.83%		24.96%
Any boating activity	5.80%	8.48%	5.12%	4.81%	5.96%	10.28%		5.94%
Any sailboat activities/yacht cruising	1.55%	1.95%	1.21%	1.14%	1.47%	2.04%		1.45%
Any sailboat racing/yacht racing	0.60%	0.48%	0.25%	0.38%	0.28%	0.68%		0.45%
Motor boating / cruising or canal boating	1.18%	2.23%	1.56%	1.16%	0.92%	2.11%		1.38%
Canoeing	2.41%	4.17%	1.95%	1.58%	2.32%	4.06%		2.40%
Water skiing	0.59%	0.36%	0.40%	0.26%	0.41%	1.17%		0.45%
Small sail boat activities	0.96%	1.28%	0.92%	0.74%	1.19%	1.39%		0.97%
Rowing/Sculling	0.63%	0.83%	0.60%	0.41%	0.64%	0.95%		0.60%
Windsurfing	0.45%	0.29%	0.41%	0.21%	0.43%	0.74%		0.37%
Using personal watercraft	0.43%	0.23%	0.39%	0.29%	0.60%	2.28%		0.42%
Motor boating/Cruising	0.74%	1.42%	0.65%	0.54%	0.85%	1.74%		0.80%
Yacht cruising	0.69%	0.76%	0.35%	0.44%	0.31%	0.77%		0.55%
Power boating	0.38%	0.51%	0.44%	0.66%	0.54%	0.96%		0.51%
Small sail boat racing	0.42%	0.45%	0.12%	0.19%	0.17%	0.43%		0.30%
Canal boating	0.49%	0.84%	0.95%	0.67%	0.16%	0.37%		0.62%
Yacht racing	0.19%	0.06%	0.13%	0.20%	0.23%	0.24%		0.17%
Base	4,030	1,789	2,095	3,273	1,116	350		12,653

	ITV region							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Surfboarding	1.28%	2.52%	0.96%	0.59%	0.68%	1.54%		1.18%
Kitesurfing	0.48%	0.13%	0.30%	0.28%	0.34%	0.52%		0.34%
Angling (from a boat)	0.93%	1.32%	0.82%	0.94%	1.40%	4.29%		1.10%
Angling (from the shore)	1.58%	3.08%	1.79%	1.78%	1.91%	3.68%		1.95%
Cliff climbing	0.62%	0.87%	0.69%	0.88%	0.82%	2.99%		0.81%
Coastal walking	7.22%	14.24%	7.64%	8.24%	8.45%	31.52%		9.22%
Outdoor swimming	10.31%	10.38%	8.31%	7.16%	6.68%	16.40%		9.06%
Leisure sub-aqua diving (from the shore and boat)	0.83%	0.42%	0.37%	0.72%	0.72%	1.65%		0.68%
Spending general leisure time at the beach	10.64%	15.53%	10.43%	10.01%	9.93%	35.26%		11.68%
None	76.10%	67.87%	78.51%	77.77%	77.32%	43.17%		75.04%
Base	4,030	1,789	2,095	3,273	1,116	350		12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

For each activity the ITV region with the highest absolute number of participants has been highlighted in blue and bold in Table 34.

- London, the South East and East of England has the highest number of participants across all activities (except Power boating) due to the large population in this region
- Power boating and cliff climbing are more common in Northern England than in other parts of the UK

Table 34 Participation Rates by Residence – ITV Regions 2011 (participants)

	ITV region							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	4,153,321	2,191,775	1,729,002	2,780,035	997,613	737,324	12,589,071	
Any boating activity	1,008,102	578,735	412,085	601,148	262,272	133,365	2,995,707	
Any sailboat activities/yacht cruising	268,925	132,773	97,691	142,770	64,463	26,476	733,097	
Any sailboat racing/yacht racing	104,625	32,719	20,255	48,029	12,422	8,791	226,841	
Motor boating / cruising or canal boating	204,678	152,286	125,521	144,751	40,659	27,369	695,263	
Canoeing	418,199	284,512	157,227	197,036	101,937	52,713	1,211,624	
Water skiing	103,049	24,304	32,211	33,012	18,227	15,159	225,961	
Small sail boat activities	167,000	87,474	73,728	92,006	52,464	18,025	490,696	
Rowing/Sculling	108,867	56,361	48,378	50,751	27,964	12,287	304,608	
Windsurfing	78,193	19,502	33,050	26,252	18,730	9,602	185,329	
Using personal watercraft	74,238	15,556	31,296	36,652	26,345	29,579	213,666	
Motor boating/Cruising	128,943	96,788	51,931	67,426	37,296	22,603	404,986	
Yacht cruising	119,431	52,182	27,786	54,689	13,784	9,962	277,834	
Power boating	66,329	35,051	35,050	82,401	23,659	12,519	255,010	
Small sail boat racing	73,041	30,933	10,033	24,280	7,348	5,630	151,265	
Canal boating	84,620	57,007	76,371	83,739	7,152	4,766	313,655	
Yacht racing	32,526	3,809	10,344	25,498	9,902	3,161	85,239	
Surfboarding	222,888	171,617	77,594	73,835	29,877	19,948	595,760	
Kitesurfing	82,733	8,730	24,393	35,061	14,909	6,747	172,573	
Angling (from a boat)	162,324	89,832	65,724	117,796	61,558	55,655	552,888	
Angling (from the shore)	274,810	209,965	144,337	222,692	84,024	47,731	983,559	
Cliff climbing	107,388	59,360	55,716	109,696	36,285	38,742	407,188	
Coastal walking	1,254,723	971,469	614,673	1,030,601	371,482	408,947	4,651,896	
Outdoor swimming	1,791,529	708,354	668,277	895,966	293,822	212,767	4,570,715	
Leisure sub-aqua diving (from the shore and boat)	144,635	28,539	29,461	89,480	31,870	21,450	345,434	
Spending general leisure time at the beach	1,849,187	1,059,442	838,923	1,251,682	436,708	457,480	5,893,423	
None	13,224,863	4,630,278	6,314,966	9,725,311	3,401,151	560,092	37,856,662	
Base	4,030	1,789	2,095	3,273	1,116	350	12,653	

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

In Table 35 we have combined the 2009 to 2011 samples to provide an aggregate estimate of participation rate over the last three years in 12 core boating activities shown in 2010

Figure 22 below shows the average participation rates from 2009 to 2011 by residence region in a graphical format by activity.

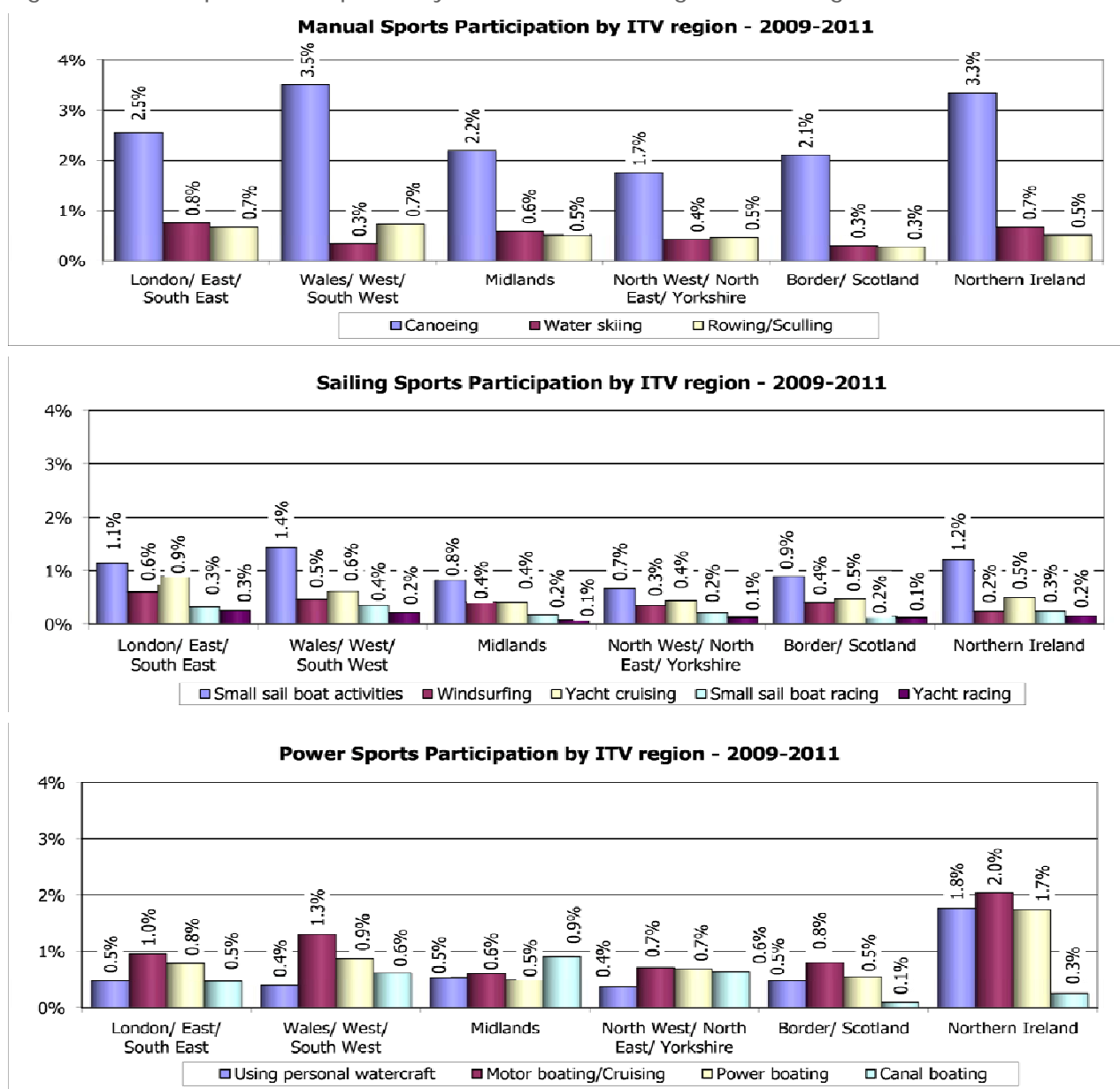
- Canoeing and small sail boat activities have the highest participation rates in residents of Northern Ireland and Wales and the South West
- Powered sports have a higher participation in Northern Ireland with the exception of canal boating – most popular in the Midlands

Table 35 Watersports Participation by Residence - ITV Regions – Average 2009-2011

Average 2009-2011	ITV region							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any boating activity	6.82%	7.83%	5.74%	5.16%	5.05%	9.69%	6.25%	
Any sailboat activities/yacht cruising	1.89%	1.92%	1.18%	1.02%	1.26%	1.67%	1.48%	
Any sailboat racing/yacht racing	0.56%	0.48%	0.24%	0.31%	0.19%	0.40%	0.39%	
Motor boating / cruising or canal boating	1.40%	1.91%	1.48%	1.31%	0.87%	2.30%	1.43%	
Canoeing	2.55%	3.51%	2.19%	1.74%	2.10%	3.34%	2.38%	
Water skiing	0.75%	0.34%	0.59%	0.42%	0.30%	0.67%	0.55%	
Small sail boat activities	1.14%	1.44%	0.82%	0.66%	0.89%	1.21%	0.97%	
Rowing/Sculling	0.67%	0.73%	0.51%	0.46%	0.27%	0.51%	0.56%	
Windsurfing	0.60%	0.46%	0.42%	0.35%	0.40%	0.25%	0.46%	
Using personal watercraft	0.48%	0.40%	0.53%	0.38%	0.48%	1.77%	0.49%	
Motor boating/Cruising	0.96%	1.30%	0.60%	0.71%	0.80%	2.04%	0.89%	
Yacht cruising	0.90%	0.62%	0.41%	0.44%	0.47%	0.50%	0.62%	
Power boating	0.79%	0.87%	0.50%	0.69%	0.55%	1.74%	0.73%	
Small sail boat racing	0.32%	0.35%	0.18%	0.21%	0.15%	0.25%	0.26%	
Canal boating	0.47%	0.61%	0.90%	0.64%	0.10%	0.26%	0.56%	
Yacht racing	0.26%	0.21%	0.08%	0.13%	0.12%	0.15%	0.17%	

Source: Watersports Omnibus Surveys 2008 - 2010 (Base: all respondents – 37,882 adults aged 16+)

Figure 22 Watersports Participation by Residence - ITV Regions – Average 2009-2011



Source: Watersports Omnibus Surveys 2009 - 2011 (Base: all respondents – 38,027 adults aged 16+)

Participation by Residence - Postal Area

In addition to the participation by residence in ITV region tables, we have also added the following tables, showing the participation rates in the various activities for respondents living in different postal areas. The regions are made of the following postal areas.

As with the tables showing participation by ITV regions the sample sizes in some of the regions are still relatively small varying between 350 and 1,753. This means the statistics are less reliable than the national estimates. The region with the largest participation rate (Table 37) and the largest absolute participant number (Table 38) in each activity are highlighted in blue.

Table 36 Postcode Regions

Region	Postcode Area
South	SO, PO, GU, BN, RH
South East	CT, TN, ME, SS, CM, SG, AL, LU, HP, SL, MK, OX, RG
London	KT, TW, UB, HA, WD, EN, IG, RM, DA, BR, CR, SM, SW, W, NW, N, E, SE, WC, EC
South West	TR, PL, TQ, EX, TA, DT, BA, BS, GL, SN, SP, BH
North East	DL, TS, DH, SR, NE
North West	CW, CH, SK, WA, L, WN, M, OL, BL, PR, FY, BB, LA, CA
Yorkshire	S, WF, LS, DN, HU, YO, HG, BD, HX, HD
West Midlands	B, WR, HR, DY, WV, TF, ST, WS, DE, CV
East Midlands	NN, PE, LE, NG, LN
East	CO, CB, IP, NR
Scotland	DG, TD, EH, ML, KA, PA, G, FK, KY, DD, PH, HS, IV, AB, KW, ZE
Wales	SA, CF, NP, LD, SY, LL
Northern Ireland	BT

- Activities involving sailing have the highest participation in residents in the South in line with previous years
- Respondents from Northern Ireland are more likely to have participated in 'any activity', as was the case in 2008 in 2009; they also have the highest participation rate for any boating activity, largely driven by the higher rates for motor boating/ cruising, using personal watercraft and power boating
- The South West residents have the highest rates for small sail boat activities and canoeing
- The highest participation in the canal boating is in Midlands thanks to the canal network there
- When taking the population of the various regions into account the importance of London and South West becomes apparent. Residents of these two regions record the highest absolute number of participants in most activities

Table 37 Participation Rates by Residence Regions based on Postal Area (percentages)

	Postcode Area														Total UK
	South	South East	London	South West	North East	North West	Yorkshire	West Midlands	East Midlands	East	Scotland	Wales	Northern Ireland		
Any Activity	33.1%	21.7%	22.5%	33.5%	22.6%	21.8%	22.6%	21.3%	21.8%	21.8%	22.7%	29.7%	56.8%	25.0%	
Any boating activity	7.1%	5.5%	5.4%	9.5%	4.7%	5.7%	3.8%	4.8%	5.5%	6.2%	6.0%	6.7%	10.3%	5.9%	
Any sailboat activities/yacht cruising	2.5%	0.9%	1.6%	2.5%	0.8%	1.5%	0.8%	1.4%	0.9%	2.0%	1.5%	1.1%	2.0%	1.5%	
Any sailboat racing/yacht racing	0.8%	0.4%	0.8%	0.5%	0.3%	0.4%	0.4%	0.3%	0.2%	0.4%	0.3%	0.4%	0.7%	0.4%	
Motor boating / cruising or canal boating	1.3%	1.2%	1.1%	2.4%	1.3%	1.3%	0.9%	1.2%	2.0%	1.2%	0.9%	1.9%	2.1%	1.4%	
Canoeing	2.6%	2.6%	2.0%	4.6%	2.0%	1.9%	1.0%	1.9%	2.1%	3.2%	2.3%	3.4%	4.1%	2.4%	
Water skiing	0.2%	0.7%	0.7%	0.4%	0.0%	0.2%	0.5%	0.4%	0.4%	0.6%	0.4%	0.3%	1.2%	0.4%	
Small sail boat activities	1.2%	0.6%	1.1%	1.7%	0.5%	1.1%	0.4%	1.1%	0.6%	1.2%	1.2%	0.5%	1.4%	1.0%	
Rowing/Sculling	1.1%	0.4%	0.5%	1.0%	0.6%	0.5%	0.2%	0.5%	0.7%	0.9%	0.6%	0.6%	0.9%	0.6%	
Windsurfing	0.8%	0.2%	0.5%	0.4%	0.1%	0.4%	0.1%	0.3%	0.5%	0.6%	0.4%	0.1%	0.7%	0.4%	
Using personal watercraft	0.2%	0.3%	0.5%	0.2%	0.3%	0.4%	0.2%	0.2%	0.6%	0.7%	0.6%	0.3%	2.3%	0.4%	
Motor boating/Cruising	1.0%	0.6%	0.7%	1.7%	0.8%	0.7%	0.3%	0.6%	0.7%	0.9%	0.8%	1.0%	1.7%	0.8%	
Yacht cruising	1.3%	0.3%	0.7%	0.9%	0.3%	0.5%	0.4%	0.3%	0.4%	0.7%	0.3%	0.5%	0.8%	0.6%	
Power boating	0.4%	0.3%	0.3%	0.4%	0.5%	0.8%	0.6%	0.4%	0.5%	0.9%	0.5%	0.7%	1.0%	0.5%	
Small sail boat racing	0.8%	0.2%	0.5%	0.5%	0.2%	0.2%	0.1%	0.1%	0.1%	0.3%	0.2%	0.3%	0.4%	0.3%	
Canal boating	0.3%	0.6%	0.5%	0.8%	0.5%	0.7%	0.7%	0.7%	1.3%	0.3%	0.2%	0.9%	0.4%	0.6%	
Yacht racing	0.0%	0.1%	0.3%	0.1%	0.1%	0.2%	0.3%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	
Surfboarding	1.2%	1.0%	1.5%	2.9%	0.4%	0.6%	0.7%	1.0%	0.9%	1.6%	0.7%	1.8%	1.5%	1.2%	
Kitesurfing	0.5%	0.2%	0.7%	0.0%	0.9%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.5%	0.3%	
Angling (from a boat)	1.2%	0.8%	0.9%	1.2%	0.8%	1.0%	0.9%	0.8%	0.9%	1.2%	1.4%	1.6%	4.3%	1.1%	
Angling (from the shore)	1.7%	2.0%	1.0%	3.2%	1.5%	1.7%	2.0%	1.9%	1.7%	2.3%	1.9%	2.8%	3.7%	1.9%	
Cliff climbing	0.7%	0.7%	0.7%	0.6%	1.2%	0.8%	0.8%	0.7%	0.7%	0.3%	0.8%	1.3%	3.0%	0.8%	
Coastal walking	13.5%	7.3%	4.9%	16.1%	10.5%	8.5%	6.9%	7.5%	7.8%	6.5%	8.4%	11.1%	31.5%	9.2%	
Outdoor swimming	12.3%	8.9%	11.3%	10.9%	7.5%	7.2%	6.9%	7.9%	8.9%	7.6%	6.7%	9.5%	16.4%	9.1%	
Leisure sub-aqua diving (from the shore at)	1.1%	0.7%	0.8%	0.3%	1.4%	0.6%	0.5%	0.3%	0.4%	1.0%	0.7%	0.6%	1.7%	0.7%	
Spending general leisure time at the beach	15.1%	10.3%	9.1%	15.2%	8.5%	9.1%	11.8%	10.9%	9.8%	10.8%	9.9%	16.2%	35.3%	11.7%	
None	66.9%	78.3%	77.5%	66.5%	77.4%	78.2%	77.4%	78.7%	78.2%	78.2%	77.3%	70.3%	43.2%	75.0%	
Base	613	1,212	1,750	1,129	554	1,532	1,187	1,232	863	455	1,116	660	350	12,653	

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Table 38 Participation Rates by Residence Regions based on Postal Area (participants)

	Postcode Area														Total UK
	South		South East	London	South West	North East	North	West	East	Northern		Scotland	Wales	Ireland	
	West	Yorkshire	Midlands	East	East										
Any Activity	929,245	1,196,993	1,602,998	1,443,779	479,971	1,251,552	1,048,512	999,382	729,620	424,084	997,613	747,996	737,324	12,589,071	
Any boating activity	200,174	303,402	383,771	409,282	98,795	325,712	176,641	226,561	185,525	120,755	262,272	169,453	133,365	2,995,707	
Any sailboat activities/yacht cruising	69,496	48,228	113,077	105,946	17,656	88,966	36,148	66,321	31,370	38,124	64,463	26,826	26,476	733,097	
Any sailboat racing/yacht racing	21,217	20,458	55,029	23,294	5,717	24,855	17,457	13,668	6,587	7,921	12,422	9,425	8,791	226,841	
Motor boating / cruising or canal boating	35,502	64,252	81,018	104,244	26,834	75,279	42,638	57,424	68,097	23,906	40,659	48,042	27,369	695,263	
Canoeing	71,718	140,947	143,401	198,441	43,110	107,291	46,636	87,546	69,681	62,132	101,937	86,071	52,713	1,211,624	
Water skiing	4,881	36,599	49,214	16,199	566	9,877	22,569	18,487	13,724	12,355	18,227	8,105	15,159	225,961	
Small sail boat activities	34,318	32,555	76,327	74,212	11,164	62,919	17,922	52,688	21,040	23,799	52,464	13,262	18,025	490,696	
Rowing/Sculling	31,311	23,992	36,372	41,312	11,708	30,085	8,959	24,582	23,796	17,192	27,964	15,049	12,287	304,608	
Windsurfing	21,718	12,146	32,535	15,921	1,697	20,677	3,878	15,931	17,119	11,794	18,730	3,581	9,602	185,329	
Using personal watercraft	4,448	18,563	37,318	7,388	6,617	20,251	9,784	11,553	19,743	13,910	26,345	8,168	29,579	213,666	
Motor boating/Cruising	27,099	34,189	49,268	71,128	16,582	37,775	13,069	26,940	24,991	18,387	37,296	25,659	22,603	404,986	
Yacht cruising	35,713	17,264	52,129	38,618	6,757	28,934	18,998	13,755	14,032	14,325	13,784	13,565	9,962	277,834	
Power boating	11,451	16,919	20,004	16,893	9,571	44,642	28,188	18,549	16,501	17,956	23,659	18,158	12,519	255,010	
Small sail boat racing	21,217	12,776	33,480	22,222	4,470	13,616	6,194	6,235	3,798	5,567	7,348	8,712	5,630	151,265	
Canal boating	8,403	32,849	37,849	34,624	10,518	42,949	30,272	32,273	44,099	5,519	7,152	22,383	4,766	313,655	
Yacht racing	0	7,682	22,491	2,280	1,382	11,581	12,535	7,555	2,789	2,353	9,902	1,529	3,161	85,239	
Surfboarding	33,228	53,176	105,410	125,278	7,614	34,086	32,136	48,023	29,572	31,074	29,877	46,339	19,948	595,760	
Kitesurfing	14,808	12,194	50,013	1,195	19,053	8,996	7,012	15,350	9,042	5,719	14,909	7,535	6,747	172,573	
Angling (from a boat)	34,311	42,064	62,668	49,502	16,459	60,136	41,201	36,967	28,758	23,281	61,558	40,330	55,655	552,888	
Angling (from the shore)	48,021	111,927	70,220	139,836	31,316	99,959	91,416	87,097	57,240	44,640	84,024	70,130	47,731	983,559	
Cliff climbing	18,392	35,875	46,634	26,515	25,189	46,034	38,474	31,231	24,486	6,487	36,285	32,846	38,742	407,188	
Coastal walking	378,802	401,125	347,554	692,153	223,051	487,963	319,587	354,063	260,610	127,242	371,482	279,316	408,947	4,651,896	
Outdoor swimming	345,844	492,947	805,932	468,419	158,359	416,761	320,846	369,177	299,101	146,806	293,822	239,935	212,767	4,570,715	
Leisure sub-aqua diving (from the shore at)	30,382	36,788	57,611	14,184	29,026	35,423	25,030	15,990	13,471	19,854	31,870	14,354	21,450	345,434	
Spending general leisure time at the beach	422,513	566,089	650,436	652,718	179,916	526,271	545,495	510,249	328,675	210,148	436,708	406,724	457,480	5,893,423	
None	1,874,565	4,313,108	5,517,781	2,860,383	1,640,881	4,501,293	3,583,137	3,699,775	2,615,191	1,519,409	3,401,151	1,769,895	560,092	37,856,662	
Base	613	1,212	1,750	1,129	554	1,532	1,187	1,232	863	455	1,116	660	350	12,653	

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

5. Participation by Socio-Demographic Groups Using Combined Categories

Combined Categories

We have compared participation figures from 2011 with the figures from the 2010 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 41 shows the difference in percentage points between 2011 and 2010 participation rates in the boating and 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
- Residents of Northern Ireland have the highest participation rate for any boating activity second year running after dropping to second place in 2009
- Males show a significant rise in the manual category and sailing, whilst females in sailing only
- Student/ workers house sharing participation increased significantly in all boating activities
- Participation amongst 16-34 has increased significantly in all categories bar power sports

Table 39 Socio-Demographic Participation by Category (percentages)

	Watersport category					UK Population	Base
	Any boating activity	Sail	Power	Manual			
Sex	Male	7.59%	2.38%	2.52%	4.07%	24,541,754	6,154
	Female	4.37%	1.48%	1.57%	2.15%	25,903,979	6,499
Age Group	16-34	8.79%	2.61%	2.82%	5.26%	16,018,546	4,293
	35-54	6.54%	2.09%	2.33%	3.31%	16,820,391	4,706
	55+	2.77%	1.11%	1.04%	0.89%	17,606,795	3,654
SEG	AB	10.59%	3.40%	3.61%	5.78%	10,978,999	2,937
	C1	7.21%	2.49%	2.29%	3.73%	13,804,317	3,476
	C2DE	3.27%	0.97%	1.22%	1.58%	25,662,416	6,240
Working status	Working	7.87%	2.52%	2.74%	4.21%	25,887,827	7,057
	Retired	3.00%	1.07%	1.02%	1.30%	18,163,498	4,117
	Other non-working	6.46%	1.88%	2.05%	3.58%	6,394,407	1,479
ITV regions	London/ East/ South East	5.80%	2.17%	1.69%	3.17%	17,378,184	4,030
	Wales/ West/ South West	8.48%	2.39%	2.77%	4.92%	6,822,053	1,789
	Midlands	5.12%	1.53%	2.05%	2.54%	8,043,968	2,095
	North West/ North East/ Yorkshire	4.81%	1.51%	1.91%	2.00%	12,505,346	3,273
	Border/ Scotland	5.96%	1.69%	1.82%	3.25%	4,398,764	1,116
	Northern Ireland	10.28%	3.00%	4.51%	5.49%	1,297,416	350
Life stage	Student/Workers house share	10.94%	3.27%	2.63%	7.40%	3,238,823	745
	Single	4.99%	1.95%	1.75%	2.04%	4,270,461	1,111
	Couple under 55	7.39%	2.02%	2.48%	4.24%	6,881,353	1,938
	Family	7.07%	2.19%	2.46%	3.81%	14,021,963	3,889
	Single parents	7.07%	2.24%	2.53%	3.75%	7,638,178	2,148
	Empty nesters	5.10%	1.91%	2.47%	1.70%	4,573,837	1,241
	Greys	1.57%	0.74%	0.44%	0.40%	9,821,117	1,581
Total	Total	5.94%	1.91%	2.03%	3.08%	50,445,732	12,653

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Table 40 Socio-Demographic Participation by Category (participants)

		Watersport category					UK Population	Base
		Any boating activity	Sail	Power	Manual			
Sex	Male	1,863,900	583,206	618,490	998,185	24,541,754	6,154	
	Female	1,131,807	382,307	406,799	557,154	25,903,979	6,499	
Age Group	16-34	1,408,193	418,787	451,000	842,146	16,018,546	4,293	
	35-54	1,100,680	351,369	391,423	556,033	16,820,391	4,706	
	55+	486,834	195,357	182,866	157,160	17,606,795	3,654	
SEG	AB	1,162,413	373,534	396,027	635,111	10,978,999	2,937	
	C1	994,907	343,961	315,865	514,636	13,804,317	3,476	
	C2DE	838,387	248,018	313,396	405,592	25,662,416	6,240	
Working status	Working	2,037,287	651,226	708,337	1,089,775	25,887,827	7,057	
	Retired	545,527	194,029	186,006	236,569	18,163,498	4,117	
	Other non-working	412,893	120,259	130,946	228,995	6,394,407	1,479	
ITV regions	London/ East/ South East	1,008,102	377,933	293,388	550,577	17,378,184	4,030	
	Wales/ West/ South West	578,735	163,042	189,173	335,710	6,822,053	1,789	
	Midlands	412,085	123,010	164,678	204,263	8,043,968	2,095	
	North West/ North East/ Yorkshire	601,148	188,494	239,286	250,496	12,505,346	3,273	
	Border/ Scotland	262,272	74,170	80,211	143,024	4,398,764	1,116	
Life stage	Northern Ireland	133,365	38,863	58,553	71,269	1,297,416	350	
	Student/Workers house share	354,254	106,040	85,167	239,815	3,238,823	745	
	Single	213,200	83,236	74,780	86,938	4,270,461	1,111	
	Couple under 55	508,871	139,223	170,538	291,475	6,881,353	1,938	
	Family	991,101	306,549	345,429	534,056	14,021,963	3,889	
	Single parents	540,317	170,868	193,014	286,217	7,638,178	2,148	
	Empty nesters	233,295	87,285	113,048	77,793	4,573,837	1,241	
	Greys	154,670	72,313	43,312	39,045	9,821,117	1,581	
Total	Total	2,995,707	965,513	1,025,288	1,555,340	50,445,732	12,653	

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Table 41 Changes in Participation by Socio-Demographic Participation by Category - 2010 to 2011

		Watersport category - Difference 2010-2011 (in percentage points)			
		Any boating activity	Sail	Power	Manual
Sex	Male	0.27	-0.05	0.09	0.35
	Female	0.38	0.41	0.01	0.10
Age Group	16-34	1.54	0.61	0.45	1.00
	35-54	-0.26	0.04	0.19	-0.54
	55+	-0.18	-0.05	-0.45	0.26
SEG	AB	-0.34	-0.45	-0.23	0.40
	C1	0.57	0.51	0.25	-0.05
	C2DE	0.31	0.21	-0.02	0.23
Working status	Working	0.23	0.16	0.18	0.17
	Retired	0.77	0.22	-0.25	0.98
	Other non-working	1.94	0.67	0.63	0.74
ITV regions	London/ East/ South East	0.06	0.07	-0.19	0.19
	Wales/ West/ South West	1.21	0.10	0.61	0.65
	Midlands	-1.51	-0.22	-0.36	-0.92
	North West/ North East/ Yorkshire	0.33	0.21	0.15	-0.03
	Border/ Scotland	2.59	0.67	1.00	1.31
Life stage	Northern Ireland	-0.14	1.38	-1.41	1.49
	Student/Workers house share	2.32	0.75	0.23	2.13
	Single	-0.74	-0.18	-0.64	-1.10
	Couple under 55	-0.47	0.06	-0.16	-0.29
	Family	0.84	0.29	0.49	0.52
	Single parents	1.18	0.45	0.52	0.38
	Empty nesters	-0.79	-0.33	-0.27	0.45
	Greys	0.28	0.35	-0.40	0.27
Total	Total	0.33	0.19	0.05	0.22

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

Combined Categories by Postal Regions

Table 42 and Table 43 show the participation rates and absolute numbers of participants for the regions which are created using the postal area of a respondent's address. As in the previous tables in this section significant rises compared to 2009 are highlighted with an orange background and significant drops with a blue background.

- Respondents living in Northern Ireland have the highest participation rate in any boating activity
- The Southern residents have the highest participation for sailing activities, as they did in previous years
- The highest participation levels in power and manual sports are in Northern Ireland
- There is a statistically significant increase in participation for all activities in Scotland and after a big drop in participation in 2010 participation recovered to 2009 level
- The increase in participation in manual watersports among North West residents is significant as is the increase in power and manual activities in Scotland

Table 42 Regional Participation by Category (percentage)

		Any boating activity				UK population	Base size
		Sail	Power	Manual			
Regions based on postal areas	South	7.1%	3.5%	1.6%	3.4%	2,803,810	613
	South East	5.5%	1.3%	1.5%	3.3%	5,510,101	1,212
	London	5.4%	2.3%	1.7%	2.8%	7,120,779	1,750
	South West	9.5%	3.0%	2.9%	5.5%	4,304,163	1,129
	North East	4.7%	1.2%	1.7%	2.1%	2,120,852	554
	North West	5.7%	2.1%	2.2%	2.3%	5,752,845	1,532
	Yorkshire	3.8%	0.9%	1.7%	1.6%	4,631,649	1,187
	West Midlands	4.8%	1.8%	1.6%	2.4%	4,699,157	1,232
	East Midlands	5.5%	1.2%	2.6%	2.8%	3,344,811	863
	East	6.2%	2.3%	2.3%	4.0%	1,943,494	455
	Scotland	6.0%	1.7%	1.8%	3.3%	4,398,764	1,116
	Wales	6.7%	1.4%	2.6%	3.9%	2,517,891	660
	Northern Ireland	10.3%	3.0%	4.5%	5.5%	1,297,416	350
		Total	5.9%	1.9%	2.0%	3.1%	50,445,732

Table 43 Regional Participation by Category (participants)

		Any boating activity				UK population	Base size
		Sail	Power	Manual			
Regions based on postal areas	South	200,174	99,459	43,837	94,888	2,803,810	613
	South East	303,402	69,263	85,353	179,559	5,510,101	1,212
	London	383,771	164,299	120,363	197,740	7,120,779	1,750
	South West	409,282	128,649	123,316	236,304	4,304,163	1,129
	North East	98,795	24,539	36,839	43,979	2,120,852	554
	North West	325,712	121,466	125,163	134,593	5,752,845	1,532
	Yorkshire	176,641	42,489	77,283	71,924	4,631,649	1,187
	West Midlands	226,561	82,474	76,347	112,023	4,699,157	1,232
	East Midlands	185,525	40,536	88,332	92,240	3,344,811	863
	East	120,755	44,911	43,835	78,391	1,943,494	455
	Scotland	262,272	74,170	80,211	143,024	4,398,764	1,116
	Wales	169,453	34,393	65,856	99,406	2,517,891	660
	Northern Ireland	133,365	38,863	58,553	71,269	1,297,416	350
		Total	2,995,707	965,513	1,025,288	1,555,340	50,445,732

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,653 adults aged 16+)

6. The Balance of Participation in UK and Abroad

Table 44 shows the changes in the proportion of people carrying out any participation in the UK and abroad from 2010 to 2011. Significant rises are highlighted in red and bold, significant drops in blue and bold.

When assessing the contents of this section particular care should be taken because small base sizes for some activities mean that small fluctuations in numbers have a sizeable effect on the reported results. Activities where the base sizes are very small and therefore the results should be taken as indicative only have been marked with a '*'.

Changes among the 12 core boating activities

- In 2011 the proportion of people doing each activity in the UK has increased in six original activities but in only two of these activities is the increase statistically significant - Using personal watercraft and Power boating
- Five activities have seen a drop in the proportion of people participating in the UK, with small sail boat racing recording the biggest drop. However, none of these were statistically significant
- There are four significant increases in participation abroad - general motor boating, yacht cruising, canal boating and yacht racing

Changes among the Additional Water Sports Activities

- Eight of the other activities recorded an increase in the UK – three of these increases are statistically significant: surfboarding, outdoor swimming and leisure sub-aqua diving

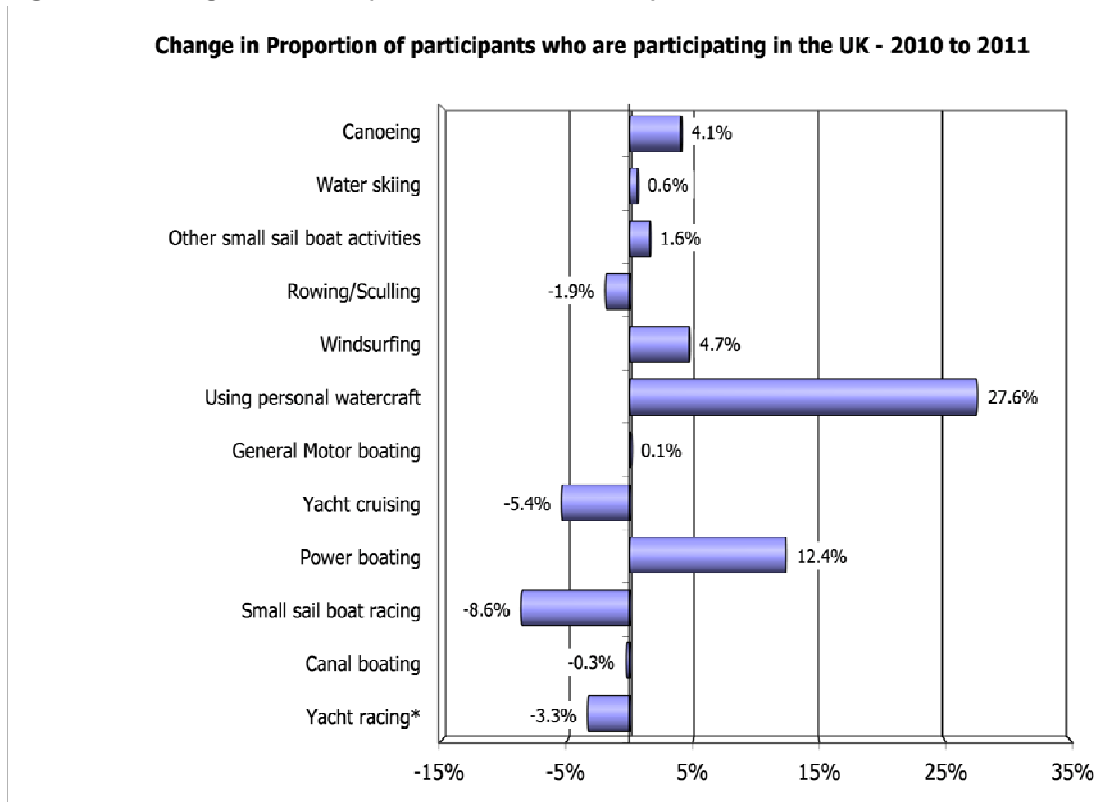
Table 44 Changes in the Location of Participation 2010-2011 (boating) & 2009-2011 (Other Activities)

	Proportion of participants participating in							
	UK			Abroad			Base 2011	Base 2010
	Change	2011	2010	Change	2011	2010		
Canoeing	4.1%	83.7%	79.7%	0.0%	35.9%	35.9%	477	226
Water skiing	0.6%	72.8%	72.2%	0.8%	55.4%	54.6%	130	59
Other small sail boat activities	1.6%	83.7%	82.1%	6.8%	41.8%	35.1%	256	88
Rowing/Sculling	-1.9%	92.5%	94.5%	11.4%	30.2%	18.8%	177	38*
Windsurfing	4.7%	85.7%	81.0%	3.4%	51.2%	47.8%	114	50*
Using personal watercraft	27.6%	70.2%	42.7%	-6.8%	64.9%	71.7%	135	38*
General Motor boating	0.1%	76.1%	76.1%	10.4%	45.4%	35.0%	274	107
Yacht cruising	-5.4%	69.9%	75.3%	18.6%	57.3%	38.7%	135	59
Power boating	12.4%	76.3%	63.9%	4.4%	53.3%	48.9%	143	58
Small sail boat racing	-8.6%	86.1%	94.7%	9.8%	37.6%	27.8%	87	19*
Canal boating	-0.3%	96.3%	96.5%	13.6%	21.6%	8.1%	221	48*
Yacht racing*	-3.3%	90.4%	93.8%	25.9%	48.4%	22.6%	47*	18*
	UK			Abroad			Base 2011	Base 2009
	Change	2011	2009	Change	2011	2009		
Surfboarding	6.9%	88.5%	81.6%	n/a	n/a	n/a	224	135
Kitesurfing	13.0%	67.8%	54.8%	n/a	n/a	n/a	82	13*
Angling (from a boat)	9.7%	88.5%	78.8%	n/a	n/a	n/a	234	107
Angling (from the shore)	3.5%	94.9%	91.5%	n/a	n/a	n/a	378	195
Cliff climbing	4.3%	85.5%	81.2%	n/a	n/a	n/a	170	83
Coastal walking	1.4%	95.6%	94.3%	n/a	n/a	n/a	1,798	1173
Outdoor swimming	5.0%	70.5%	65.5%	n/a	n/a	n/a	1,586	1140
Leisure sub-aqua diving (from the shore and boat)	6.5%	54.1%	47.6%	n/a	n/a	n/a	153	97
Spending general leisure time at the beach	-0.9%	86.8%	87.8%	n/a	n/a	n/a	2,232	1402

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

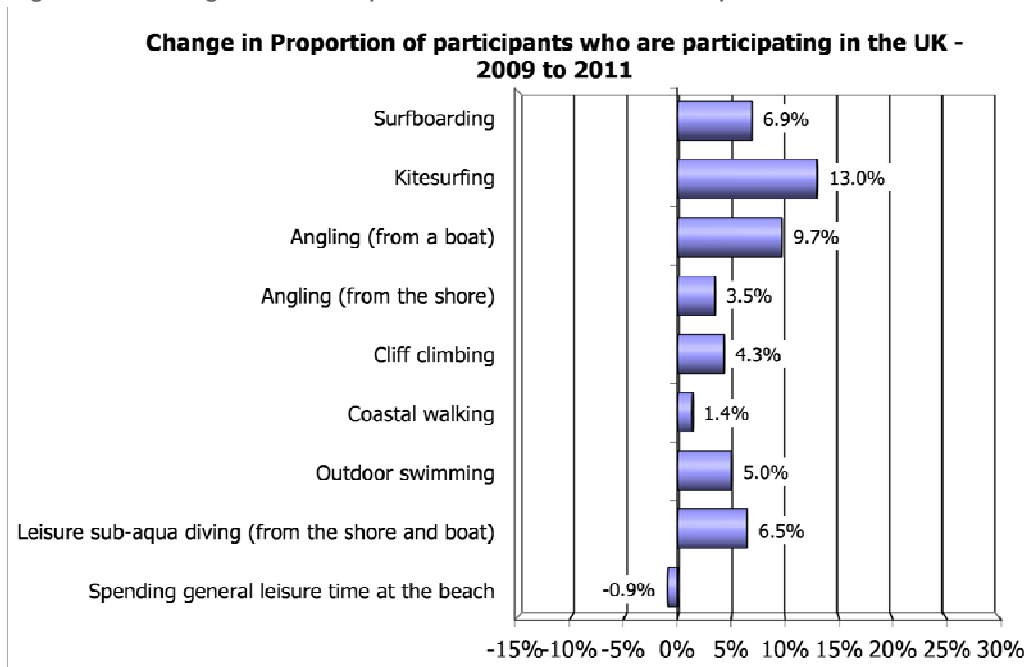
Figure 23 Changes in Participation in Core Watersports in the UK between 2010 and 2011



Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

Figure 24 Changes in Participation in Additional Watersports in the UK between 2009 and 2011



Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

Table 45 shows the proportion of respondents from 2003 to 2011 in each of the 12 'any boating activities' who said that at least some of their participation is taking place in the UK.

Figure 25 shows these trends in graphical format for the different groups of activities: sail, manual and power sports. From 2005 the overall sample includes Northern Ireland, which needs to be taken into account when comparing figures across the years.

It should be noted that in the following tables and charts, participation, in the UK and abroad is not mutually exclusive; i.e. someone may have participated in the UK and abroad.

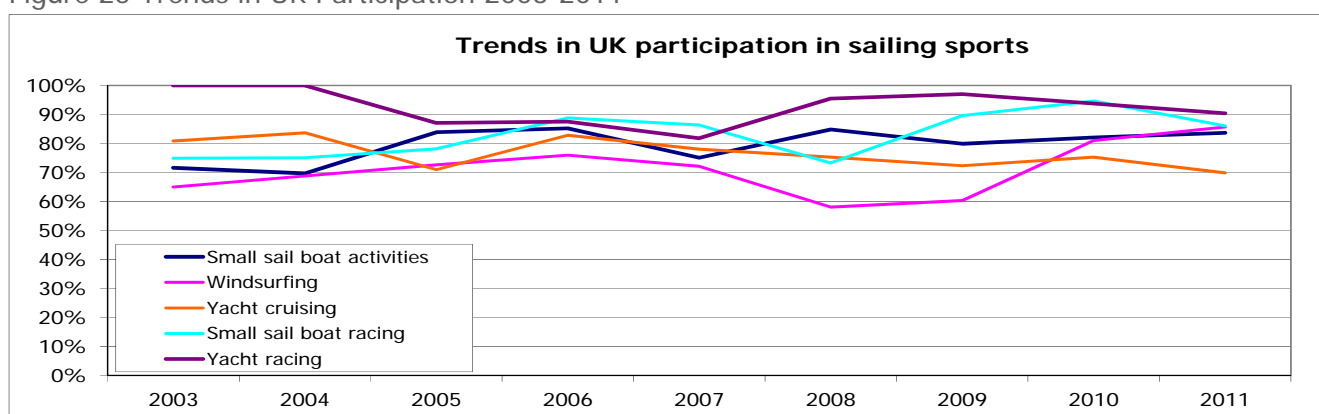
- In general a smaller proportion of those participating in Sailing Sports are doing so in the UK
- There are two sports in this category where there has been a slight increase, these are small sail boat activities and windsurfing
- For Power Sports the proportion participating in the UK continues an upward trend after declining in 2007. This year using personal watercraft and power boating are showing the highest level of participation in the UK among its participants
- Among Manual Sports the proportion of Water Skiers participating in the UK has grown steadily since 2003

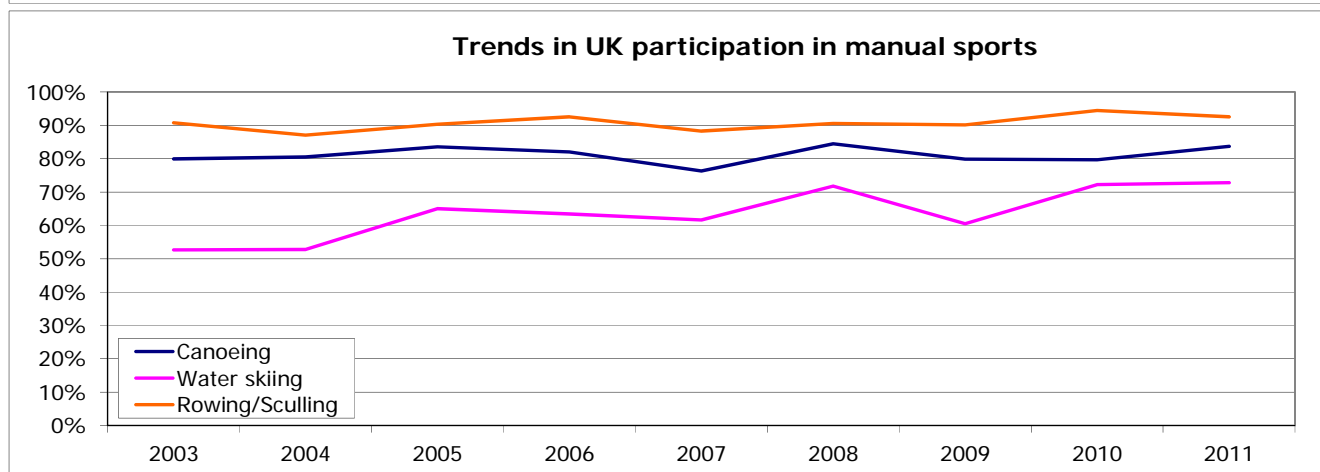
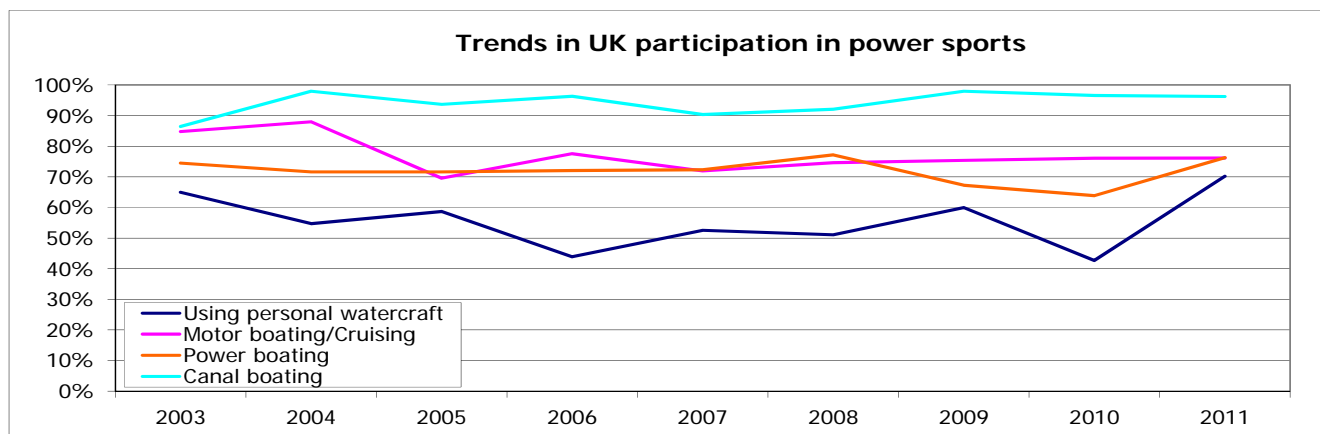
Table 45 Trends in UK Participation 2003-2011

	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any boating activity	81.0%	77.4%	78.6%	74.6%	78.7%	78.7%	79.1%	80.1%	82.1%
Sailing Sports									
Small sail boat activities	71.6%	69.7%	83.9%	85.2%	75.1%	84.8%	79.9%	82.1%	83.7%
Windsurfing	65.0%	68.8%	72.6%	76.0%	72.1%	58.1%	60.3%	81.0%	85.7%
Yacht cruising	80.9%	83.7%	71.0%	82.9%	78.1%	75.3%	72.3%	75.3%	69.9%
Small sail boat racing	74.9%	75.1%	78.2%	88.8%	86.4%	73.3%	89.6%	94.7%	86.1%
Yacht racing	100.0%	100.0%	87.1%	87.6%	81.9%	95.5%	97.0%	93.8%	90.4%
Power Sports									
Using personal watercraft	64.9%	54.7%	58.7%	43.9%	52.5%	51.1%	60.0%	42.7%	70.2%
Motor boating/Cruising	84.8%	88.0%	69.5%	77.6%	71.9%	74.6%	75.4%	76.1%	76.1%
Power boating	74.5%	71.6%	71.6%	72.1%	72.3%	77.2%	67.2%	63.9%	76.3%
Canal boating	86.4%	98.0%	93.7%	96.3%	90.4%	92.1%	98.0%	96.5%	96.3%
Manual Sports									
Canoeing	79.9%	80.5%	83.6%	82.1%	76.3%	84.5%	79.9%	79.7%	83.7%
Water skiing	52.7%	52.8%	65.0%	63.4%	61.6%	71.7%	60.5%	72.2%	72.8%
Rowing/Sculling	90.8%	87.1%	90.3%	92.6%	88.3%	90.6%	90.1%	94.5%	92.5%

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

Figure 25 Trends in UK Participation 2003-2011





Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

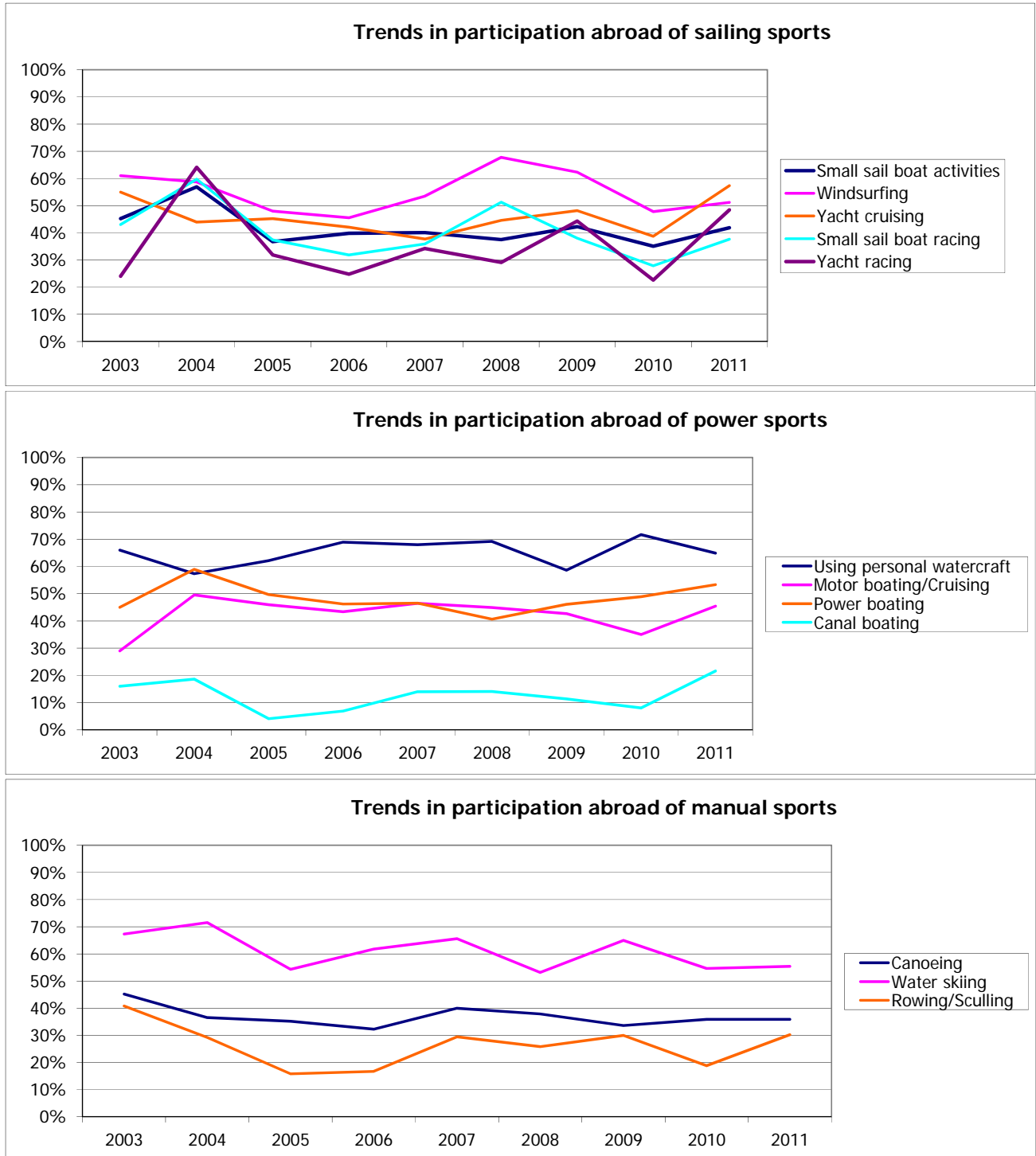
- Overseas participation in sailing sports has increased slightly in 2011; however the long term trend remains in decline
- Although using personal watercraft is still the activity most likely to take place abroad the participation overseas in this activity is declining. After a steady decline seen since 2004 participation in canal boating abroad increased this year
- Participation in Manual Sports abroad has remained relatively steady throughout the years. Even though the participation abroad in rowing/sculling has recovered to its 2009 level and canoeing and water skiing have stayed at the same level as 2010 all still show an overall drop

Table 46 Trends in Participation Abroad 2003-2011

	2003	2004	2005	2006	2007	2008	2009	2010	2011
Any boating activity	52.2%	46.8%	42.9%	38.1%	43.4%	44.7%	42.9%	37.5%	43.0%
Sailing Sports									
Small sail boat activities	45.2%	56.9%	36.7%	39.8%	40.0%	37.5%	42.3%	35.1%	41.8%
Windsurfing	61.0%	58.7%	48.0%	45.5%	53.5%	67.8%	62.3%	47.8%	51.2%
Yacht cruising	55.0%	43.9%	45.2%	42.0%	37.7%	44.6%	48.2%	38.7%	57.3%
Small sail boat racing	43.0%	59.7%	37.4%	31.8%	35.9%	51.2%	38.0%	27.8%	37.6%
Yacht racing	24.0%	64.1%	31.9%	24.8%	34.2%	29.1%	44.3%	22.6%	48.4%
Power Sports									
Using personal watercraft	66.0%	57.3%	62.1%	68.9%	67.9%	69.2%	58.6%	71.7%	64.9%
Motor boating/Cruising	29.0%	49.5%	45.9%	43.4%	46.4%	44.9%	42.7%	35.0%	45.4%
Power boating	45.0%	58.9%	49.6%	46.2%	46.5%	40.6%	46.1%	48.9%	53.3%
Canal boating	16.0%	18.6%	4.1%	6.9%	14.0%	14.1%	11.4%	8.1%	21.6%
Manual Sports									
Canoeing	45.2%	36.5%	35.2%	32.3%	40.0%	37.9%	33.6%	35.9%	35.9%
Water skiing	67.3%	71.5%	54.3%	61.8%	65.6%	53.1%	64.9%	54.6%	55.4%
Rowing/Sculling	40.8%	29.2%	15.8%	16.7%	29.5%	25.8%	30.0%	18.8%	30.2%

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

Figure 26 Trends in Participation Abroad 2003-2011



Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

For the 12 original boating and watersport activities 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 the 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

The data is presented as a table and pie charts for each activity. It should be borne in mind that the numbers of people interviewed for some sports are small and therefore the data should only be taken as indicative of the overall patterns of participation.

- The majority of participants do their activities entirely in the UK
- Activities which people are more likely to take part in overseas include using personal watercraft and yacht cruising

Table 47 Where Participation is Taking Place - 2011

	High in UK low UK only	Low in UK and abroad	High in UK and Abroad	Low in UK and high Abroad	Abroad only	Base	
Canoeing	64.1%	2.6%	15.4%	1.4%	0.2%	16.3%	477
Water skiing	44.6%	2.6%	21.7%	2.0%	1.9%	27.2%	130
Small sail boat activities	58.2%	1.7%	20.3%	2.0%	1.5%	16.3%	256
Rowing/Sculling	69.8%	2.4%	18.1%	1.6%	0.7%	7.5%	177
Windsurfing	48.8%	3.3%	24.8%	5.7%	3.0%	14.3%	114
Using personal watercraft	35.1%	10.9%	16.7%	7.0%	0.6%	29.8%	135
Motor boating/Cruising	54.6%	1.9%	13.6%	5.1%	1.0%	23.9%	274
Yacht cruising	42.7%	1.2%	20.8%	4.2%	0.9%	30.1%	135
Power boating	46.7%	4.2%	21.1%	3.2%	1.1%	23.7%	143
Small sail boat racing*	62.4%	0.6%	16.2%	6.9%	0.0%	13.9%	87
Canal boating	78.4%	0.7%	14.1%	2.3%	0.8%	3.7%	221
Yacht racing*	51.6%	5.8%	19.9%	11.7%	1.5%	9.6%	47*

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

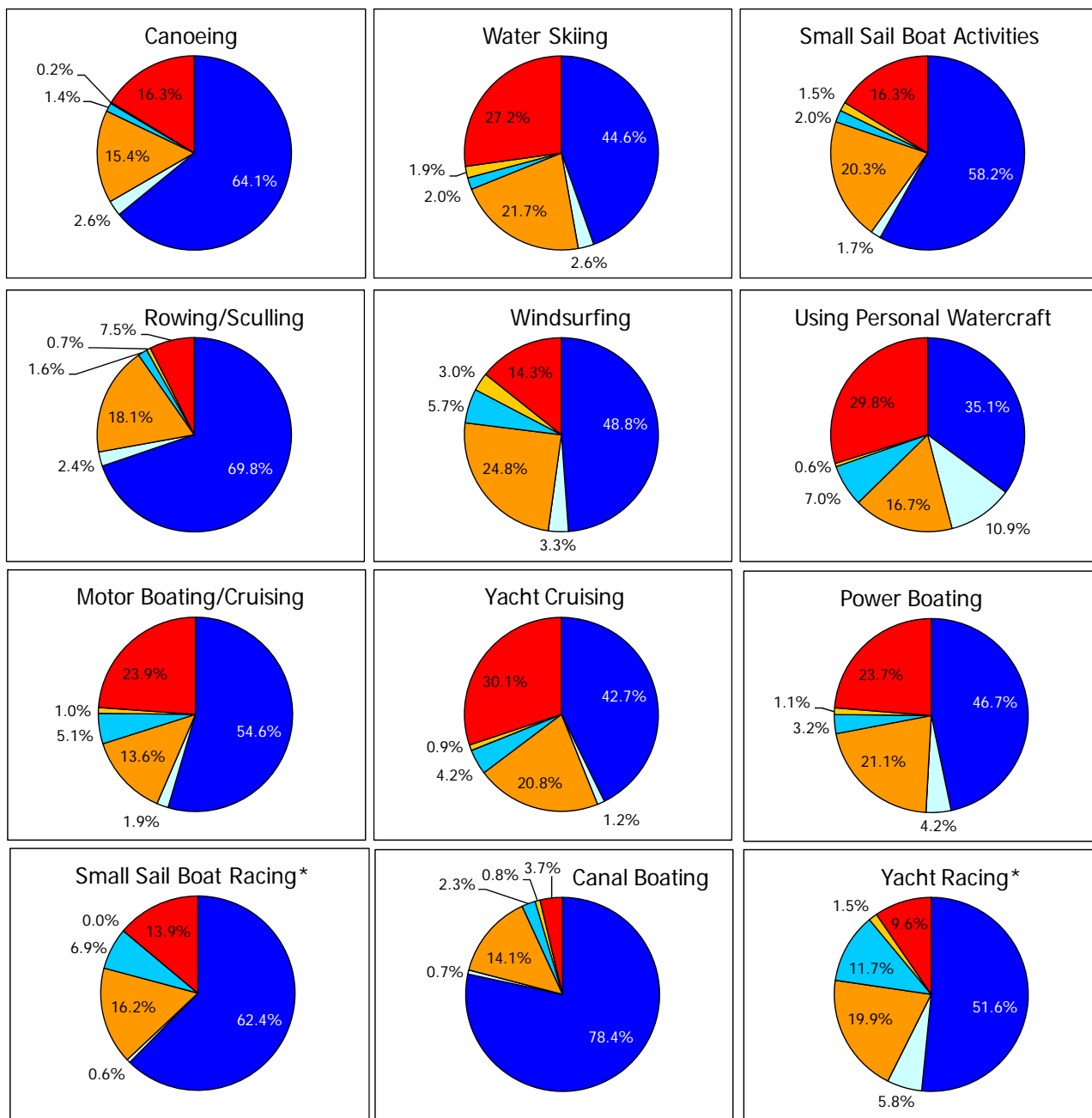
Table 48 Where Participation is Taking Place – 2011 vs. 2010

	High in UK low UK only	Low in UK and abroad	High in UK and Abroad	Low in UK and high Abroad	Abroad only	
Canoeing	-0.9%	-0.1%	4.1%	0.5%	0.2%	-3.8%
Water skiing	0.3%	-4.6%	7.6%	-0.9%	0.8%	-3.4%
Small sail boat activities	-7.4%	-2.3%	9.3%	0.7%	1.7%	-2.0%
Rowing/Sculling	-13.2%	-0.9%	11.9%	-0.2%	0.8%	1.6%
Windsurfing	-3.9%	-6.2%	10.0%	1.4%	3.7%	-5.0%
Using personal watercraft	4.7%	11.3%	4.9%	5.4%	0.7%	-27.0%
Motor boating/Cruising	-12.4%	-1.7%	8.6%	4.2%	0.4%	0.9%
Yacht cruising	-19.6%	0.4%	15.0%	1.4%	-0.1%	2.9%
Power boating	-3.7%	1.0%	17.2%	2.5%	-1.0%	-15.9%
Small sail boat racing*	-8.4%	-3.8%	3.6%	2.2%	0.0%	6.5%
Canal boating	-14.5%	0.8%	10.0%	2.3%	0.9%	0.4%
Yacht racing*	-29.2%	-0.6%	11.8%	12.6%	1.5%	3.8%

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

*Caution: small base size

Figure 27 Where Participation is Taking Place – 2011



■ UK only □ High in UK low abroad ■ Low in UK and Abroad ■ High in UK and Abroad ■ Low in UK and high Abroad ■ Abroad only

7. Combinations of Activities

Below we compare cross participation between the 3 aggregated groups described earlier. These 3 groups contain the 12 original 'Any boating activities'. Table 49 presents the numbers and percentages of the proportion of people who do each type of sport who also participate in other types of activity. For example, 14% of those participating in a power activity also take part in a sailing activity.

Table 49 Grouped Watersports Combination 2011

Also do						
People who do	Sail		Power		Manual	
	No.	%	No.	%	No.	%
Sail	965,513	100%	134,065	13%	289,044	19%
Power	134,065	14%	1,025,288	100%	204,002	13%
Manual	289,044	30%	204,002	20%	1,555,340	100%

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

Table 50 has combined data from 2009 to 2011. This increases the robustness of the estimates for individual activities; however some of the smaller sports still have relatively small numbers of participants for the cross activity analysis. Proportions have been highlighted in blue and bold if they are greater than 20%. For example, just over 26% of people who participate in windsurfing also participate in small sail boat activities, and 49% of people participating in yacht racing also participate in yacht cruising.

Table 50 Activity Combinations – Average 2009-2011

People who do...	Also do...												Base 2008 2010
	Canoeing	Water skiing	Small sail boat activities	Rowing	Using personal watercraft	Motor boating/Cruising	Yacht cruising	Power boating	Small sail boat racing	Windsurfing	Canal boating	Yacht racing	
Any boating activity	38.2%	8.8%	15.5%	8.8%	7.6%	14.4%	9.8%	11.3%	4.1%	7.4%	9.0%	2.7%	2,767
Canoeing	100.0%	4.9%	12.4%	7.5%	4.1%	5.3%	4.6%	5.2%	2.0%	7.1%	3.0%	1.4%	973
Water skiing	21.0%	100.0%	10.9%	10.4%	11.9%	10.5%	4.6%	18.6%	3.6%	13.9%	5.5%	4.3%	258
Small sail boat activities	30.5%	6.1%	100.0%	9.0%	3.4%	10.0%	11.0%	11.0%	7.9%	12.0%	2.7%	4.3%	467
Rowing/Sculling	30.8%	9.7%	15.6%	100.0%	5.7%	11.8%	9.6%	8.2%	5.3%	9.0%	6.9%	3.8%	290
Using personal watercraft	20.0%	13.5%	7.4%	6.6%	100.0%	12.9%	4.0%	20.8%	3.0%	6.9%	3.3%	2.3%	244
Motor boating/Cruising	14.1%	6.4%	10.6%	7.5%	6.7%	100.0%	5.4%	10.7%	3.3%	4.3%	3.2%	1.9%	491
Yacht cruising	17.8%	4.2%	17.2%	8.0%	2.9%	8.4%	100.0%	9.4%	9.2%	9.4%	2.5%	13.7%	284
Power boating	17.4%	15.4%	14.4%	7.0%	14.7%	15.3%	8.2%	100.0%	6.4%	7.5%	9.3%	5.1%	324
Small sail boat racing	18.0%	7.2%	29.7%	11.1%	5.5%	11.8%	23.3%	19.0%	100.0%	14.3%	7.3%	14.8%	139
Windsurfing	36.8%	16.6%	26.1%	11.5%	7.3%	8.4%	12.3%	12.1%	8.2%	100.0%	3.3%	6.2%	222
Canal boating	12.0%	5.1%	4.6%	5.4%	2.7%	4.8%	2.8%	5.4%	34.6%	2.7%	100.0%	2.7%	346
Yacht racing	18.8%	13.3%	24.3%	10.4%	6.7%	10.7%	48.6%	21.7%	20.6%	15.8%	14.6%	100.0%	86

Source: Watersports Omnibus Survey 2011 (Base: all respondents who participate in the respective activities)

- Manual water sport and motor water sport participants are less likely to participate in other water sports compared to their sailing counterparts

8. Boat Ownership

The boat/craft ownership questions were asked for the first time in 2008. These questions were asked of each respondent, whether they had participated in any of the activities asked about earlier in the questionnaire or not. They refer to the household (not personal) ownership.

When presenting the results on an annual basis, the sample size of boat/craft owners for many of the categories is small, therefore we have presented data based on 3 years of combined data (2009 – 2011) to provide more robust estimates in addition to the annual results.

In the 2009 questionnaire Motor boats were split into Day Motor boats and Other Motor boats⁵. We present an overall total for Motor Boats (Day or Other), which is used to compare results with previous waves, as well as the separate results for Day and Other Motor boats.

Boat Ownership Penetration in UK Households

The table below shows the proportion of UK households owning any of the boat/craft types presented. It also shows the lower and upper 90% confidence intervals around this estimate. For example, we can be 90% certain that the true figure of households owning any type of boat from the list below lies between 2.52% and 2.79%.

Due to small sample sizes among those owning boats, data from the three years combined is presented to give more robust estimates of the volume and profile of boat owners.

We can use a UK household estimate of 25.2 million households to convert these proportions into an estimate of the number of households owning any type of boat or craft. (Referred to below as 'boats.)

The boat may be kept either at home or abroad (see next section). It should be borne in mind that though this is a factual question it is still subject to respondent's perceptions. For example a boat left unused will at some point be discounted by a respondent.

- Three year trends show small changes in levels of ownership for the majority of boat types
- 2.65% of UK households own at least 1 of the boat types listed
- This equates to 668,457 households owning a boat
- There are more households owning canoe/ kayaks but the increase isn't statistically significant

⁵ A 'Day Motor Boat' is a river or coastal boat without cooking facilities and a place suitable for sleeping). An 'Other Motor Boat' is a river or coastal boat with cooking facilities and a place suitable for sleeping.

Table 51 Penetration of Boat Ownership in UK Households 2009-2011 Combined

	% of households owning a boat		Number of households owning a boat	Min 90% number	Max 90% number
	Min 90%	Max 90%			
Any boat	2.65%	2.52% - 2.79%	668,457	634,263	702,652
Small sailing boat	0.55%	0.48% - 0.61%	137,752	122,063	153,442
Sailing yacht	0.23%	0.19% - 0.28%	59,052	48,763	69,341
Power Boat	0.20%	0.16% - 0.24%	50,046	40,572	59,519
Motor boat (Day or Other)	0.37%	0.32% - 0.43%	94,483	81,477	107,488
Day Motor boat	0.21%	0.17% - 0.25%	53,893	44,063	63,723
Other Motor boat	0.16%	0.13% - 0.20%	40,628	32,090	49,165
Canal boat	0.09%	0.07% - 0.12%	23,613	17,102	30,124
Canoe\Kayak	1.00%	0.91% - 1.08%	251,333	230,188	272,477
Rowing boat	0.11%	0.08% - 0.14%	27,822	20,756	34,889
RIBs\Inflatables or sportsboats	0.13%	0.10% - 0.16%	33,025	25,326	40,723
Windsurfer	0.25%	0.21% - 0.29%	62,801	52,191	73,411
Personal watercraft	0.12%	0.09% - 0.15%	31,097	23,627	38,568
Base	37,720		25,200,000		

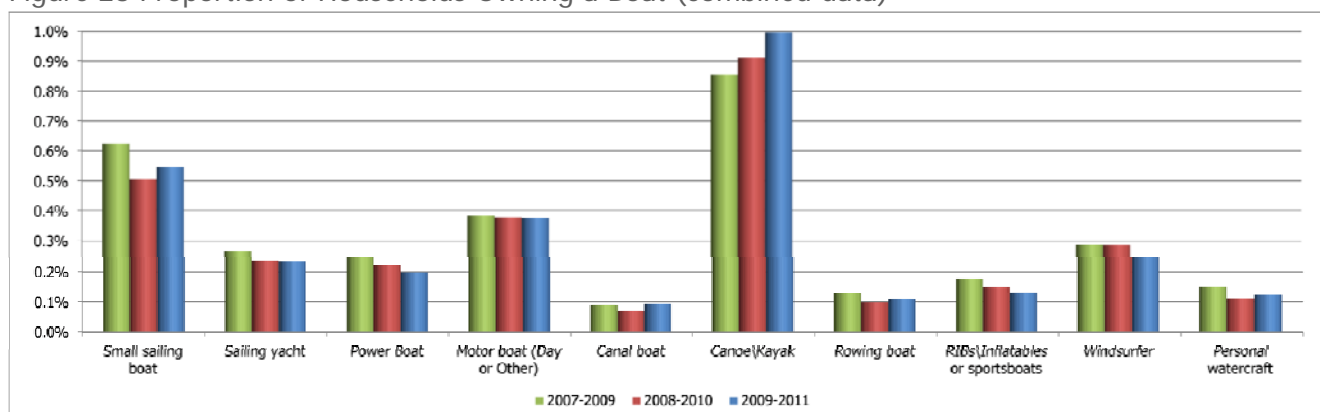
Source: Watersports Omnibus Survey 2009 - 2011 (Base: all respondents 37,720 adults aged 16+)

Table 52 Penetration of Boat Ownership in UK Households 2009-2011 vs. 2008-2010

	% of households owning a boat		Difference (percentage points)	Significance Measure
	2009-2011	2008-2010		
Any boat	2.65%	2.52%	0.13%	74%
Small sailing boat	0.55%	0.51%	0.04%	56%
Sailing yacht	0.23%	0.24%	0.00%	10%
Power Boat	0.20%	0.22%	-0.02%	54%
Motor boat (Day or Other)	0.37%	0.38%	0.00%	6%
Day Motor boat	0.21%	n/a	n/a	n/a
Other Motor boat	0.16%	n/a	n/a	n/a
Canal boat	0.09%	0.07%	0.02%	75%
Canoe\Kayak	1.00%	0.91%	0.08%	76%
Rowing boat	0.11%	0.10%	0.01%	40%
RIBs\Inflatables or sportsboats	0.13%	0.15%	-0.02%	48%
Windsurfer	0.25%	0.28%	-0.03%	65%
Personal watercraft	0.12%	0.11%	0.01%	36%
Base	37,720	37,882		

Source: Watersports Omnibus Survey 2011 (Base: all respondents, adults aged 16+)

Figure 28 Proportion of Households Owning a Boat (combined data)



Source: Watersports Omnibus Survey 2011 to 2007 (Base: all respondents)

- Those who participate in canoeing/kayaking are more likely to own their boat than participants in other sports

Table 53 Proportion of Respondents Owning/not owning Each Type of Boat that Participate in that Activity 2011-2009 Combined

	Proportion of participants living in household that own the boat	Proportion of participants living in household that do not own the boat	Base
Small sailing boat	20%	80%	532
Sailing yacht	21%	79%	314
Power Boat	8%	92%	307
Motor boat (Day or Other)	15%	85%	481
Day Motor boat	7%	93%	472
Other Motor boat	8%	92%	473
Canal boat	9%	91%	333
Canoe\Kayak	25%	75%	946
Rowing boat	6%	94%	271
Windsurfer	18%	82%	208
Personal watercraft	14%	86%	232

Source: Watersports Omnibus Survey 2011, 2010, 2009 (Base: all respondents 37,720 adults aged 16+)

Table 54 looks at the proportion of households owning boats by the socio-economic group of the main income earner in that household. The socio-economic group with the highest ownership rate for each individual boat type is highlighted in bold.

- Households in the AB category have the highest ownership rates for most of the boat/craft types, a result which has been consistent with previous years
- C1 households have higher ownership rates for personal watercraft

Table 54 Penetration of Boat Ownership in UK Households by SEG 2011-2009 Combined

	% of households owning a boat			All UK households
	AB	C1	C2DE	
Any boat	4.78%	3.22%	1.47%	2.65%
Small sailing boat	1.20%	0.55%	0.28%	0.55%
Sailing yacht	0.44%	0.31%	0.11%	0.23%
Power Boat	0.26%	0.23%	0.16%	0.20%
Motor boat (Day or Other)	0.55%	0.50%	0.24%	0.37%
Day Motor boat	0.31%	0.29%	0.13%	0.21%
Other Motor boat	0.23%	0.21%	0.11%	0.16%
Canal boat	0.17%	0.11%	0.06%	0.09%
Canoe\Kayak	1.81%	1.33%	0.48%	1.00%
Rowing boat	0.25%	0.10%	0.06%	0.11%
RIBs\Inflatables or sportsboats	0.31%	0.13%	0.06%	0.13%
Windsurfer	0.44%	0.35%	0.12%	0.25%
Personal watercraft	0.17%	0.18%	0.07%	0.12%
Base	7,392	10,039	20,289	37,720

Source: Watersports Omnibus Survey 2011, 2010, 2009 (Base: all respondents 37,720 adults aged 16+)

Table 55 shows the differences between 2008-2010 and 2009-2011 for the different socio-economic groups. Significant rises are in red and significant declines in blue.

- C1 households record slightly larger growth in the proportion owning any type of boat than other groups. This increase is largely driven by an increase in canal boat ownership

Table 55 Change in Penetration of Boat Ownership in UK Households by SEG 2009-2011 vs. 2008-2010

% of households owning a boat				All UK households
AB	C1	C2DE		
Any boat	0.12%	0.24%	0.05%	0.13%
Small sailing boat	-0.03%	0.01%	0.07%	0.04%
Sailing yacht	-0.02%	-0.02%	0.01%	0.00%
Power Boat	-0.05%	0.01%	-0.03%	-0.02%
Motor boat (Day or Other)	-0.04%	0.07%	-0.04%	0.00%
Day Motor boat	n/a	n/a	n/a	n/a
Other Motor boat	n/a	n/a	n/a	n/a
Canal boat	0.04%	0.07%	-0.01%	0.02%
Canoe\Kayak	0.16%	0.08%	0.05%	0.08%
Rowing boat	0.00%	0.02%	0.01%	0.01%
RIBs\Inflatables or sportsboats	-0.02%	-0.08%	0.02%	-0.02%
Windsurfer	-0.21%	0.00%	0.02%	-0.03%
Personal watercraft	0.01%	0.05%	-0.02%	0.01%

Source: Watersports Omnibus Survey 2011 (Base: all respondents - 12,475 adults aged 16+)

The table below converts the proportion 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 given by the ONS and the distribution of households by SEG as presented in the JicPop 2011 publication.

Table 56 Number of UK Households Owning a Boat by SEG 2011-2009 Combined

Number of households owning a boat				All UK households
AB	C1	C2DE		
Any boat	310,593	236,226	166,639	668,457
Small sailing boat	77,979	40,677	31,572	137,752
Sailing yacht	28,776	22,686	12,031	59,052
Power Boat	16,710	16,665	18,065	50,046
Motor boat (Day or Other)	35,503	36,373	27,006	94,483
Day Motor boat	20,313	21,292	14,989	53,893
Other Motor boat	15,190	15,080	12,050	40,628
Canal boat	11,093	7,766	6,564	23,613
Canoe\Kayak	117,387	97,779	54,023	251,333
Rowing boat	16,168	7,328	6,752	27,822
RIBs\Inflatables or sportsboats	20,295	9,291	6,808	33,025
Windsurfer	28,548	26,018	13,152	62,801
Personal watercraft	10,959	13,223	8,065	31,097
All households	6,501,600	7,333,200	11,365,200	25,200,000
Base	7,392	10,039	20,289	37,720

Source: Watersports Omnibus Survey 2011, 2010, 2009 (Base: all respondents 37,720 adults aged 16+)

Table 57 shows the proportion of households owning a boat by residence in ITV region. This does not mean that the boats are actually kept in these regions, but is based on household residence only. It should be borne in mind that very small changes in ownership will affect the relative position of each region to others in the list.

- The Wales/West/South West region has the highest proportion of households owning “any boat” followed by households in Northern Ireland.

Table 57 Penetration of Boat Ownership in UK Households by Residence in ITV Region 2011-2009 Combined

% 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	3.0%	4.0%	2.3%	1.9%	2.4%	3.1%
Small sailing boat	0.7%	0.8%	0.5%	0.4%	0.3%	0.6%
Sailing yacht	0.4%	0.3%	0.2%	0.1%	0.3%	0.2%
Power Boat	0.2%	0.3%	0.3%	0.1%	0.1%	0.1%
Motor boat (Day or Other)	0.5%	0.6%	0.1%	0.2%	0.6%	0.6%
Day Motor boat	0.3%	0.4%	0.0%	0.1%	0.3%	0.5%
Other Motor boat	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%
Canal boat	0.1%	0.2%	0.1%	0.1%	0.0%	0.0%
Canoe\Kayak	1.0%	1.7%	0.9%	0.7%	1.0%	1.0%
Rowing boat	0.2%	0.2%	0.0%	0.1%	0.1%	0.2%
RIBs\Inflatables or sportsboats	0.1%	0.3%	0.1%	0.1%	0.1%	0.2%
Windsurfer	0.3%	0.3%	0.3%	0.2%	0.2%	0.1%
Personal watercraft	0.2%	0.1%	0.1%	0.1%	0.1%	0.5%
Base	12,349	4,411	6,059	10,580	3,409	912

Source: Watersports Omnibus Survey 2011, 2009, 2008 (Base: all respondents 37,720 adults aged 16+)

Table 58 shows an estimate of boat owning households in the different residential regions. The numbers are based on small incidence rates and therefore they are sensitive to small changes in the patterns of response, they should be taken as indicative only.

- The largest number of households owning a boat can be found in the London/ East/ South East region. This is largely due to the number of households in this region compared to other regions.

Table 58 Number of UK Households Owning a Boat by Residence in ITV Region 2011-2009 Combined

Number 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	266,284	132,962	91,075	115,368	53,604	23,677
Small sailing boat	58,411	26,021	19,006	25,723	6,424	4,632
Sailing yacht	31,641	8,854	6,577	5,824	5,746	1,868
Power Boat	21,842	10,405	10,503	6,709	1,274	572
Motor boat (Day or Other)	44,209	20,394	3,616	13,474	12,308	4,161
Day Motor boat	23,674	12,972	1,027	8,170	7,579	3,589
Other Motor boat	20,535	7,422	2,626	5,304	4,729	572
Canal boat	5,073	5,632	4,512	7,937	254	-
Canoe\Kayak	90,636	55,464	37,247	42,748	22,791	7,225
Rowing boat	14,140	5,630	1,360	4,769	1,171	1,395
RIBs\Inflatables or sportsboats	12,243	10,655	4,002	4,516	1,596	1,754
Windsurfer	26,875	8,695	11,955	12,136	3,486	863
Personal watercraft	13,342	4,326	3,599	4,992	2,647	3,519
All households	8,815,395	3,332,039	3,952,419	6,123,748	2,221,359	755,040
Base	12,349	4,411	6,059	10,580	3,409	912

Source: Watersports Omnibus Survey 2011, 2010, 2009 (Base: all respondents 37,720 adults aged 16+)

- The South West region has the highest penetration of owners for “any boat” and for the majority of the individual boat/craft types

Table 59 Penetration of UK Households Owning a Boat by Residence in Government Regions 2011-2009 Combined

% of households owning a boat												
	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	South West	East of England	London	South East	Wales	Scotland	Northern Ireland
Any boat	1.3%	2.2%	1.8%	2.3%	2.1%	4.6%	3.0%	1.6%	4.1%	3.0%	2.1%	3.1%
Small sailing boat	0.1%	0.6%	0.4%	0.7%	0.4%	1.1%	0.6%	0.4%	0.9%	0.4%	0.2%	0.6%
Sailing yacht	0.0%	0.1%	0.0%	0.2%	0.2%	0.4%	0.4%	0.2%	0.5%	0.3%	0.3%	0.2%
Power Boat	0.1%	0.1%	0.1%	0.1%	0.3%	0.3%	0.1%	0.2%	0.3%	0.3%	0.1%	0.1%
Motor boat (Day or Other)	0.1%	0.2%	0.3%	0.1%	0.1%	0.8%	0.7%	0.2%	0.7%	0.2%	0.5%	0.6%
Day Motor boat	0.0%	0.2%	0.2%	0.0%	0.0%	0.5%	0.1%	0.1%	0.4%	0.1%	0.3%	0.5%
Other Motor boat	0.1%	0.1%	0.1%	0.1%	0.1%	0.3%	0.5%	0.1%	0.3%	0.1%	0.2%	0.1%
Canal boat	0.0%	0.2%	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%
Canoe/Kayak	0.7%	0.9%	0.7%	0.8%	0.8%	1.7%	1.1%	0.5%	1.5%	1.6%	0.8%	1.0%
Rowing boat	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.0%	0.2%	0.1%	0.1%	0.2%
RIBs/Inflatables or sportsboats	0.0%	0.1%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.2%	0.0%	0.2%
Windsurfer	0.2%	0.2%	0.1%	0.3%	0.3%	0.4%	0.4%	0.2%	0.3%	0.1%	0.2%	0.1%
Personal watercraft	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.5%
Base	1,660	4,448	3,319	2,667	3,456	3,299	2,759	4,713	5,306	1,887	3,294	912

Source: Watersports Omnibus Survey 2011, 2009, 2008 (Base: all respondents 37,720 adults aged 16+)

Table 60 Average number of UK Households Owning a Boat by Residence in Government Regions 2011-2009 Combined

% of households owning a boat												
	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	South West	East of England	London	South East	Wales	Scotland	Northern Ireland
Any boat	13,472	62,486	37,589	40,066	45,341	94,794	66,566	49,097	135,560	34,898	44,992	22,337
Small sailing boat	1,038	16,274	7,470	11,312	9,395	22,439	12,237	12,007	29,725	4,258	4,448	4,370
Sailing yacht	-	2,430	955	3,079	3,449	7,309	7,781	6,619	15,134	3,549	5,718	1,763
Power Boat	929	3,266	3,024	2,402	6,953	6,357	2,717	5,203	11,217	3,477	1,273	540
Motor boat (Day or Other)	794	6,357	5,517	1,169	2,160	16,032	14,757	6,631	23,267	2,228	11,555	3,926
Day Motor boat	-	4,563	3,607	210	762	9,644	3,237	4,109	13,814	1,172	7,514	3,386
Other Motor boat	794	1,794	1,910	998	1,398	6,388	11,519	2,522	9,453	1,055	4,041	540
Canal boat	-	4,762	1,960	3,623	1,765	4,421	577	1,945	1,786	1,162	246	-
Canoe/Kayak	7,204	24,909	15,272	13,321	17,984	34,492	23,369	14,149	48,265	18,539	16,889	6,817
Rowing boat	-	2,159	2,212	30	1,879	2,920	4,936	998	8,251	1,622	1,171	1,316
RIBs/Inflatables or sportsboats	-	1,813	3,444	253	1,010	7,096	559	292	11,440	2,490	1,023	1,655
Windsurfer	2,211	6,330	2,715	4,933	6,092	7,621	8,875	5,077	10,883	1,657	3,485	814
Personal watercraft	1,297	3,441	707	1,140	1,547	1,571	2,343	3,667	6,801	1,849	2,634	3,320
All households	1,069,549	2,800,272	2,080,758	1,711,278	2,129,374	2,061,312	2,216,882	3,043,352	3,305,877	1,176,503	2,158,543	712,319
Base	1,660	4,448	3,319	2,667	3,456	3,299	2,759	4,713	5,306	1,887	3,294	912

Source: Watersports Omnibus Survey 2011, 2009, 2008 (Base: all respondents 37,720 adults aged 16+)

Boats Owned in the UK and Abroad

Respondents who said that their household owns a boat were asked how many of each they owned (both in the UK and abroad). The base sizes for this question are very small for most categories of boat/craft, and therefore they are sensitive to small changes in the patterns of response and should be taken as indicative only.

Due to small sample sizes for boat ownership we have combined three years' worth of data to provide more robust estimates of the number of boats owned and where they are kept.

- The highest numbers of boats owned per household in households owning boats are windsurfers (1.7 per household) and Canoe/Kayaks (1.6) per household
- The vast majority of boats (92%) are kept in the UK
- Power boats and personal watercraft are most likely to be kept abroad (23%)

Table 61 Average Number of Boats Owned in Boat Owning UK Households 2009-2011 Combined

	Average number of boats owned by owning households	Average number of boats kept in the UK	Average number of boats kept abroad	Base
Any boat	1.34	1.23	0.11	1098
Small sailing boat	1.19	1.13	0.06	234
Sailing yacht	1.07	0.97	0.10	102
Power Boat	1.19	0.92	0.27	82
Motor boat (Day or Other)	1.13	1.01	0.21	164
Day Motor boat	1.14	1.02	0.12	91
Other Motor boat	1.10	0.98	0.12	74
Canal boat	1.05	0.94	0.11	49
Canoe\Kayak	1.61	1.54	0.07	399
Rowing boat	1.21	1.09	0.13	55
RIBs\Inflatables or sportsboats	1.16	1.07	0.09	58
Windsurfer	1.72	1.61	0.11	104
Personal watercraft	1.44	1.12	0.33	63

Source: Watersports Omnibus Survey 2011, 2010, 2009 (Base: all respondents owning a boat)

Table 62 Proportion of Boats Owned that are kept in the UK and Abroad 2009 – 2011 Combined

	% of boats kept in the UK	% of boats kept abroad	Base
Anyboat	92%	8%	1098
Small sailing boat	95%	5%	234
Sailing yacht	91%	9%	102
Power Boat	77%	23%	82
Motor boat (Day or Other)	89%	19%	164
Day Motor boat	89%	11%	91
Other Motor boat	89%	11%	74
Canal boat	89%	11%	49
Canoe\Kayak	96%	4%	399
Rowing boat	89%	11%	55
RIBs\Inflatables or sportsboats	92%	8%	58
Windsurfer	94%	6%	104
Personal watercraft	77%	23%	63

Source: Watersports Omnibus Survey 2011, 2010, 2009 (Base: all respondents owning a boat)

Number of Boats Owned Overall

Using the estimated number of households owning each of the different types of boat (as presented in

Table 51) and the average number owned (shown in Table 61) we can calculate an estimate for the number of boats owned by households in the UK. We can divide these into boats which are kept in the UK and boats that are kept abroad.

- The overall figure for all boats has increased from last year's estimate largely due to an increase in canoe/ kayaks, small sailing boats and sailing yachts
- Six out of the 12 types have increased and also six have decreased in absolute numbers compared to 2008-2010 combined results
- The highest increase has been in the canoe/kayak absolute numbers

Table 63 Number of Boats Owned in UK and Abroad by UK Households in 2009-2011 combined

	Total number of boats owned by households	Total number of boats kept in the UK	Total number of boats kept abroad	Number of boat owning households
All boats	1,152,578	1,059,361	101,465	668,457
Small sailing boat	163,813	156,236	7,578	137,752
Sailing yacht	62,894	57,015	5,879	59,052
Power Boat	59,464	45,810	13,654	50,046
Motor boat (Day or Other)	106,821	95,168	19,901	94,483
Day Motor boat	61,700	55,034	6,667	53,893
Other Motor boat	44,695	39,815	4,880	40,628
Canal boat	24,740	22,127	2,614	23,613
Canoe\Kayak	403,538	386,573	16,965	251,333
Rowing boat	33,765	30,191	3,573	27,822
RIBS\Inflatables or sportsboats	38,293	35,316	2,977	33,025
Windsurfer	108,032	101,383	6,649	62,801
Personal watercraft	44,822	34,694	10,128	31,097

Source: Watersports Omnibus Survey 2011, 2010, 2009 (Base: all respondents owning a boat)

Table 64 Number of Boats Owned by UK Households in 2009-2011 (combined) and 2008-2010 (combined)

	2009-2011		2008-2010	
	Total number of boats owned by households	Number of boat owning households	Total number of boats owned by households	Number of boat owning households
All boats	1,152,578	668,457	1,116,230	635,755
Small sailing boat	163,813	137,752	152,825	127,594
Sailing yacht	62,894	59,052	61,304	60,144
Power Boat	59,464	50,046	61,673	56,236
Motor boat (Day or Other)	106,821	94,483	107,511	95,354
Day Motor boat	61,700	53,893	76,759	68,770
Other Motor boat	44,695	40,628	30,753	26,584
Canal boat	24,740	23,613	17,644	17,644
Canoe\Kayak	403,538	251,333	369,087	230,253
Rowing boat	33,765	27,822	30,345	24,726
RIBS\Inflatables or sportsboats	38,293	33,025	40,347	37,392
Windsurfer	108,032	62,801	119,168	71,581
Personal watercraft	44,822	31,097	48,814	28,830

Source: Watersports Omnibus Survey 2011, 2010, 2009, 2008 (Base: all respondents owning a boat)

Table 65 is a summary of the total number of boats owned by UK households, grouped into combined categories.

In total, there are over just under 1.15 million boats owned by UK households and about 1 million are kept in the UK

Table 65 Estimate of Total Number of Boats Owned by UK Households Combined 2009-2011

	Average number of boats owned by households	Total number of boats kept in the UK	Total number of boats kept abroad	Number of boat owning households
All boats	1,152,578	1,059,361	101,465	668,457
Sailing Boats	265,000	248,566	16,434	272,770
Motor Boats	414,477	367,401	55,323	162,736
Manual Craft	428,279	408,700	19,579	303,053

Source: Watersports Omnibus Survey 2009-2011 (Base: all respondents owning a boat)

Bespoke Survey

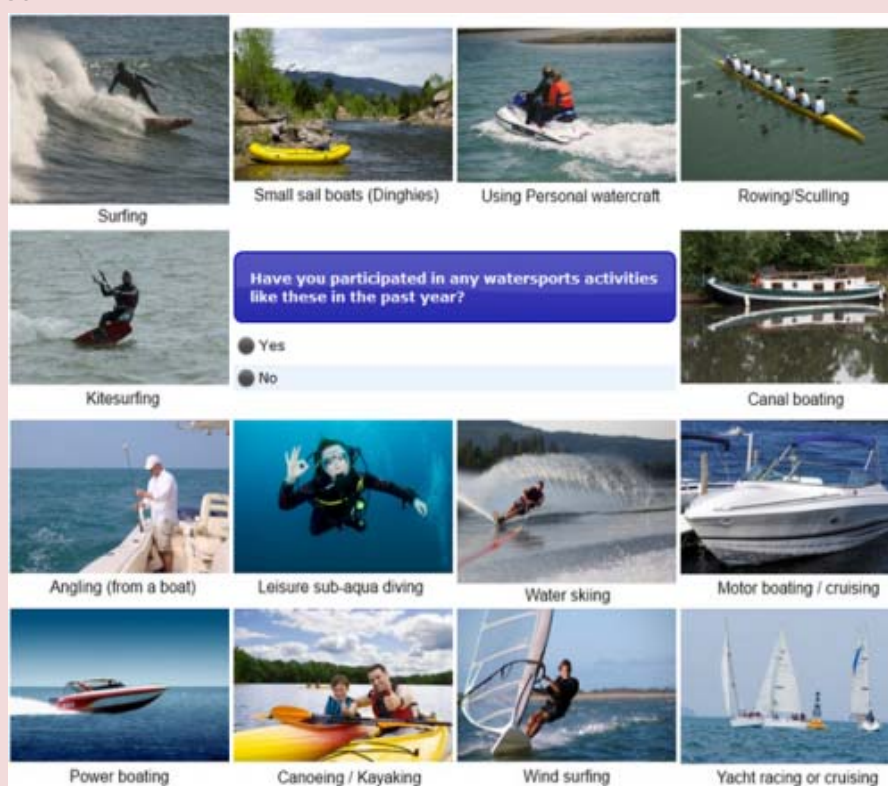
Between 2009 and 2011 the method of data collection has changed. In 2009 active participants from the face to face omnibus were asked a set of additional bespoke questions.

In 2011 two members - MMO and MCA were interested in asking extra questions using a bespoke online survey.

Details of 2011 Survey

Conducting an additional online survey utilised a separate online panel, different to the one used by the omnibus company.

Only active watersports participants were recruited to this survey. We ran a picture screener (shown below) to identify watersports participants from an online panel. Using this method we are able to recruit 1,000 watersports participants which gives us a much larger sample of active participants than is possible in the Face to Face omnibus. As a result we believe that the bespoke 2011 survey delivers a more robust set of data than was possible using the previous omnibus method.



The omnibus survey provided the market size and profiling data (proportion of the population taking part in the various activities and their demographic profile) to correctly weight the results of the bespoke online survey.

We have weighted the online sample to make it representative of the participation measured by the core survey, weighting the results to the correct participation volume, profile and frequency.

The change in methodology should be borne in mind when considering some of the trend data. Although the online sample is representative by age, sex and region respondents the sample shows a few differences to the previous face to face sample in 2009,

- 2011 respondents are more likely to be club members than was the case as recorded in the face to face 2009.
- In 2011 a higher proportion of respondents to the bespoke survey are more casual than the face to face sample. We believe this is the reason why more of their activity is concentrated in the summer months 58% compared to 50-55% in past surveys.

9. Seasonal Participation

MMO sponsored a question on seasonal participation.

Respondents who participated in each activity in the UK were asked in which seasons they did their activities. The seasons were defined as follows:

Summer 2011	June to August
Spring 2011	March to May
Winter 2010/2011	December to February
Autumn 2011	September to November

- Unsurprisingly, the majority of events take place in the summer (almost 60% of all events)
- Outdoor swimming (73%), kite surfing (71%), water skiing (65%), windsurfing (63%) and spending general leisure time at the beach (62%) are the activities most concentrated in the summer. These activities are relatively low cost compared to some of the other boating activities and are more likely to be offered at beach holiday locations, which is likely to lead to a peak of activity during the summer months
- Motor boating/cruising and canal boating are more year round activities with a higher than average proportion of activities in spring and autumn. Motor boating/cruising also has a higher than average proportion of activities in winter
- Angling from the shore is that activity that is most likely to be undertaken in the winter months and is the most year round activity from the list
- Of those who spend time in the water, surfboarders have a higher than average participation rate in spring and autumn

Table 66 Proportion of Events per Season

	Summer	Spring	Winter	Autumn	Total	Base number of events
Total all activities	58.1%	22.4%	7.9%	11.6%	100%	5,668
Total boating activities	55.0%	23.7%	8.6%	12.7%	100%	2,678
Any small sail boat racing or yacht racing	54.3%	21.4%	10.6%	13.7%	100%	227
Any small sail boat activities or yacht cruising	58.8%	19.4%	9.1%	12.7%	100%	414
Any motor boating/cruising or canal boating	44.9%	29.0%	7.0%	19.1%	100%	545
Canoeing	61.5%	22.4%	5.0%	11.1%	100%	352
Water skiing	64.9%	16.6%	6.9%	11.6%	100%	348
Small sail boat activities	60.4%	18.9%	9.3%	11.4%	100%	261
Rowing/Sculling	50.6%	26.0%	14.4%	9.0%	100%	217
Windsurfing	63.0%	19.8%	6.3%	10.9%	100%	191
Using personal watercraft	52.1%	25.7%	10.0%	12.1%	100%	211
Motor boating/Cruising	49.4%	25.3%	8.1%	17.2%	100%	269
Yacht cruising	55.2%	20.5%	8.7%	15.6%	100%	153
Power boating	49.1%	28.5%	9.1%	13.3%	100%	173
Small sail boat racing	50.9%	22.8%	10.6%	15.7%	100%	136
Canal boating	39.7%	33.3%	5.7%	21.3%	100%	276
Yacht racing	61.1%	18.6%	10.4%	9.8%	100%	91
Surfboarding	50.2%	28.1%	7.8%	13.9%	100%	169
Kitesurfing	70.8%	12.3%	4.2%	12.6%	100%	95
Angling (from a boat)	51.5%	27.5%	10.2%	10.8%	100%	218
Angling (from the shore)	44.4%	25.8%	16.0%	13.7%	100%	228
Cliff climbing activities	64.7%	20.7%	5.6%	9.0%	100%	170
Coastal walking activities	51.2%	25.5%	9.6%	13.8%	100%	628
Spending general leisure time at the beach	62.0%	20.7%	6.3%	11.0%	100%	728
Outdoor swimming	72.5%	16.2%	4.5%	6.8%	100%	610
Leisure sub-aqua diving (from the Shore & Boat)	59.4%	21.5%	7.7%	11.5%	100%	144

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 67 shows the actual number of events taking place in each season.

- To put the numbers in context there were a total of 15,745,447 'boating activity' events in the UK last year. Of these, a total of 8,664,935 events took place in the summer (which is 55% of all boating events).

Table 67 Number of Events per Season

	Summer	Spring	Winter	Autumn	Total
Total all activities	74,068,008	28,493,061	10,062,487	14,814,187	127,437,744
Total boating activities	8,664,935	3,731,823	1,348,866	1,999,824	15,745,447
Any small sail boat racing or yacht racing	563,410	222,391	109,794	142,575	1,038,170
Any small sail boat activities or yacht cruising	1,561,128	515,648	241,159	337,667	2,655,602
Any motor boating/cruising or canal boating	1,191,594	770,460	185,829	505,596	2,653,479
Canoeing	2,446,395	890,702	199,543	441,285	3,977,925
Water skiing	382,059	97,817	40,468	68,015	588,359
Small sail boat activities	1,099,515	344,495	168,680	206,833	1,819,522
Rowing/Sculling	1,356,367	695,223	384,468	242,327	2,678,385
Windsurfing	363,323	114,099	36,159	62,843	576,425
Using personal watercraft	453,596	224,044	87,247	105,699	870,586
Motor boating/Cruising	704,696	361,493	115,999	244,849	1,427,037
Yacht cruising	461,613	171,154	72,479	130,834	836,080
Power boating	347,063	201,438	64,198	93,817	706,516
Small sail boat racing	354,556	158,662	74,116	109,087	696,421
Canal boating	486,898	408,967	69,830	260,747	1,226,442
Yacht racing	208,854	63,729	35,678	33,488	341,748
Surfboarding	2,617,085	1,467,870	406,061	725,293	5,216,310
Kitesurfing	833,437	145,004	50,017	148,462	1,176,921
Angling (from a boat)	1,013,880	540,498	199,710	213,394	1,967,482
Angling (from the shore)	3,380,528	1,964,300	1,220,014	1,043,946	7,608,788
Cliff climbing activities	814,265	260,576	70,122	113,456	1,258,419
Coastal walking activities	17,926,255	8,926,427	3,351,773	4,829,479	35,033,935
Spending general leisure time at the beach	24,548,860	8,211,652	2,494,132	4,361,923	39,616,567
Outdoor Swimming	13,873,203	3,101,670	870,837	1,302,150	19,147,861
Leisure sub-aqua diving (from the Shore & Boat)	395,560	143,241	50,954	76,260	666,014

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

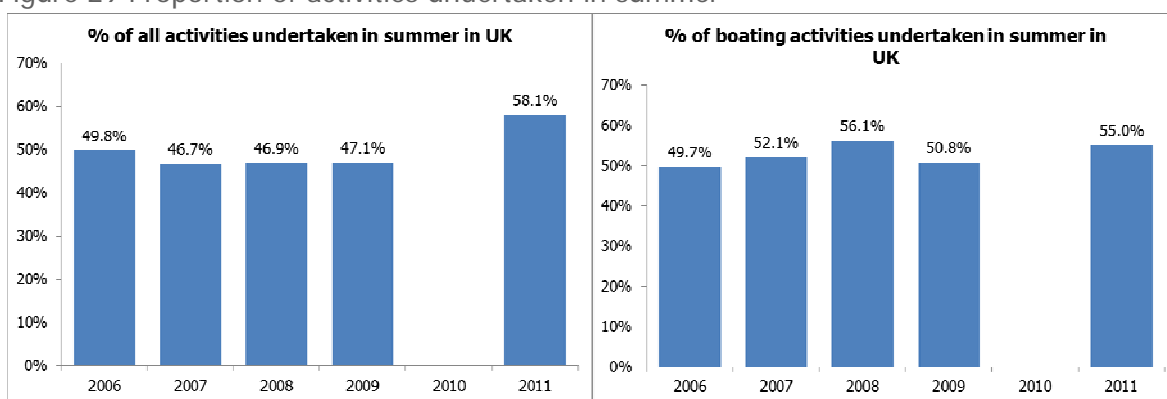
Table 68 shows the trends in the proportion of summer participation from 2006

Table 68 Trend in the Proportion of Participation Taking Place in Summer 2006 - 2011

	2006	2007	2008	2009	2010	2011
Total all activities	49.8%	46.7%	46.9%	47.1%	n/a	58.1%
Total boating activities	49.7%	52.1%	56.1%	50.8%	n/a	55.0%
Any small sail boat racing or yacht racing	n/a	52.3%	59.7%	60.6%	n/a	54.3%
Any small sail boat activities or yacht cruising	n/a	54.2%	48.1%	57.1%	n/a	58.8%
Any motor boating/cruising or canal boating	n/a	48.4%	49.3%	58.3%	n/a	44.9%

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Figure 29 Proportion of activities undertaken in summer



Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

10. Distribution between Inland and Coastal Areas

MMO sponsored a question on inland and coastal participation.

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

- The highest coastal participation rates were found for Kitesurfing (92%), Leisure sub-aqua diving (71%), small sail boat activities (70%), yacht cruising (70%), and poer boating (70%)
- The highest inland participation rates were found for: Canal boating (85%) and Rowing (83%)

Table 69 Proportion of Coastal and Inland Events in the UK

	% of events that take place at the coast	% of events that take place inland	Base number of events
Total all activities	85%	15%	5668
Total boating activities	48%	52%	2678
Any small sail boat racing or yacht racing	57%	43%	227
Any small sail boat activities or yacht cruising	70%	30%	414
Any motor boating/cruising or canal boating	37%	63%	545
Canoeing	42%	58%	352
Water skiing	57%	43%	348
Small sail boat activities	70%	30%	261
Rowing/Sculling	17%	83%	217
Windsurfing	73%	27%	191
Using personal watercraft	82%	18%	211
Motor boating/Cruising	56%	44%	269
Yacht cruising	70%	30%	153
Power boating	70%	30%	173
Small sail boat racing	52%	48%	136
Canal boating	15%	85%	276
Yacht racing	68%	32%	91
Surfboarding	100%	0%	169
Kitesurfing	92%	8%	95
Angling (from a boat)	74%	26%	218
Angling (from the shore)	69%	31%	228
Cliff climbing activities	46%	54%	170
Coastal walking activities	100%	0%	628
Spending general leisure time at the beach	100%	0%	728
Outdoor Swimming	61%	39%	610
Leisure sub-aqua diving (from the Shore & Boat)	71%	29%	144

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 70 shows which proportion of the events are happening at the coast in 2011 and over the last 3 year period in order to provide an idea of trends. Significant changes are highlighted in red and bold.

- In 2011 a total of 84.7% of all events were recorded as taking place on the coast, the average across 3 years is 83.1%.
- For the 12 'any boating activities' 47.9% of events took place at the coast compared to 50.9% when taking an average across the past 3 years.
- Historically the small sample sizes in this question have led to large year on year changes. This is still the case when comparing the 2011 data to previous year's results. There are six significant increases in the proportion of events taking place on the coast:
 - Water skiing (up to 56.7% from a 3 year average of 36.1%)
 - Small sail boat activities (up to 70.0% from a 3 year average of 58.4%)
 - Canal boating (up to 15.1% from a 3 year average of 7.6%) However, we suspect that the some respondents replied coastal meaning they were 'close to the coast'
 - Angling from the shore (up to 68.6% from a 3 year average of 44.0%)
 - Kite surfing (up to 91.7% from a 3 year average of 87.1%)
- The larger 2011 sample is likely to be a better measure of coastal/inland participation.

Table 70 Proportion of Coastal events 2011-2009 Comparison

	Proportion of Coastal Events 2011	Proportion of Coastal Events Average 2008-2011	Change in 2011 (percentage points)	Number of respondents 2011	Number of respondents 2008 - 2011
Total any activity	84.7%	83.1%	1.6%	975	5942
Total boating activity	47.9%	50.9%	-3.1%	741	1907
Total sail boat racing or yacht racing	57.2%	57.0%	0.2%	172	469
Total sail boat activities or yacht cruising	70.1%	67.7%	2.4%	334	411
Total motor boating/cruising or canal boating	37.1%	43.8%	-6.7%	433	737
Canoeing	42.5%	38.7%	3.8%	352	747
Water skiing	56.7%	36.1%	20.7%	348	434
Small sail boat activities	70.0%	58.4%	11.6%	261	442
Rowing/Sculling	16.6%	24.5%	-7.9%	217	324
Windsurfing	73.1%	76.2%	-3.1%	191	245
Using personal watercraft	81.6%	74.0%	7.6%	211	291
Motor boating/Cruising	56.1%	63.9%	-7.8%	269	444
Yacht cruising	70.4%	84.0%	-13.6%	153	289
Power boating	69.6%	68.4%	1.2%	173	307
Small sail boat racing	51.9%	55.4%	-3.5%	136	185
Canal boating	15.1%	7.6%	7.5%	276	411
Yacht racing	68.1%	58.7%	9.4%	91	132
Surfboarding	100.0%	100.0%	0.0%	169	377
Kitesurfing	91.7%	87.1%	4.7%	95	113
Angling (from a boat)	74.0%	67.5%	6.6%	218	387
Angling (from the shore)	68.6%	44.0%	24.6%	228	605
Cliff climbing	46.2%	37.5%	8.7%	170	302
Coastal walking	100.0%	100.0%	0.0%	628	2878
Outdoor swimming	61.1%	60.4%	0.7%	610	1898
Leisure sub-aqua diving (from the shore and boat)	71.2%	75.8%	-4.6%	144	225
Spending general leisure time at the beach	100.0%	100.0%	0.0%	728	2823

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 71 shows the actual number of events taking place at the coast and inland. The 2009 figures used the average of a given range (e.g. 2-5 times) to give an estimate for events while the 2011 figures used the actual states number of times the respondent participated so there is likely to be an element of variation between the two sets of figures.

Table 71 Number of Coastal and Inland Events for 2011 and 2009

	Number of coastal events 2011	Number of inland events 2011	Number of coastal events 2009	Number of inland events 2009
Total any activity	107,914,622	19,523,122	159,045,994	36,657,781
Total boating activity	7,535,400	8,210,047	13,620,933	14,101,265
Total small sail boat racing or yacht racing	594,153	444,017	575,012	648,162
Total small sail boat activities or yacht cruising	1,862,756	792,846	3,197,517	1,488,990
Total motor boating/cruising or canal boating	985,753	1,667,726	1,288,989	1,864,260
Canoeing	1,690,302	2,287,624	2,977,215	5,418,454
Water skiing	333,868	254,491	702,018	1,373,303
Small sail boat activities	1,274,123	545,399	1,501,948	1,209,866
Rowing/Sculling	445,066	2,233,319	684,685	1,347,483
Windsurfing	421,431	154,994	820,993	212,316
Using personal watercraft	710,506	160,081	903,276	473,739
Motor boating/Cruising	800,632	626,405	1,252,351	816,736
Yacht cruising	588,633	247,447	1,695,569	279,124
Power boating	491,566	214,950	2,471,227	1,274,560
Small sail boat racing	361,419	335,002	164,125	489,211
Canal boating	185,121	1,041,321	36,639	1,047,524
Yacht racing	232,733	109,015	410,888	158,951
Surfboarding	5,216,310	0	4,319,860	0
Kitesurfing	1,079,796	97,125	170,082	98,707
Angling (from a boat)	1,456,504	510,978	1,442,411	1,316,488
Angling (from the shore)	5,222,398	2,386,390	3,667,082	7,552,254
Cliff climbing	581,272	677,146	478,435	1,785,407
Coastal walking	35,033,935	0	64,003,844	0
Outdoor swimming	11,698,555	7,449,306	13,520,184	11,253,810
Leisure sub-aqua diving (from the shore and boat)	473,885	192,130	1,397,391	549,850
Spending general leisure time at the beach	39,616,567	0	56,425,772	0

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

11. Coastal Areas

MMO sponsored a question on seasonal participation.

For each activity in which respondents have participated at a coastal area they were asked to specify area where they undertake these activities most often. The map of coastal area was provided.

The Marine and Coastal Access Act 2009 divides the UK marine areas into marine planning regions with an associated plan authority who prepares a marine plan for the area. In Scotland, Wales and Northern Ireland, the devolved administrations are the planning authorities. MMO are the planning authority in England and the MMO wanted the data to cover the area they are responsible for.

Figure 30 Map of Coastal areas provided by MMO (in full)



- Respondents are most likely to participate locally.
- Residents from London and the South East are most likely to take part in activities in Brighton & Portsmouth
- The South West residents visit Penzance & Welsh Border and Dartmouth & Penzance regions
- Respondents from the North are visiting Newcastle & Flamborough Head and the coast between Welsh Border (North) & Barrow-in-Furness
- The places most visited in England by Scottish respondents are Scottish Border (east coast) & Newcastle coast
- People go to a wider variety of places to race than they do to take part in other small sail boat activities.

Table 72 Coastal Participation by Residence Regions

	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland
Scottish Border (east coast) & Newcastle	4.9%	2.1%	.8%	14.1%	33.3%	11.0%
Newcastle & Flamborough Head	3.9%	1.2%	4.7%	28.5%	5.8%	4.5%
Flamborough Head & Skegness	4.0%	.7%	8.3%	10.3%	5.8%	.7%
Skegness & Cromer	6.6%	2.1%	30.4%	6.8%	5.4%	.9%
Cromer & Felixstowe	15.3%	3.0%	10.1%	3.6%	7.6%	1.7%
Felixstowe & Dover	10.6%	1.6%	6.9%	4.4%	2.9%	3.1%
Dover & Brighton	14.6%	2.3%	6.7%	5.4%	2.4%	1.9%
Brighton & Portsmouth	25.3%	2.0%	9.4%	6.2%	1.8%	2.4%
Portsmouth & Dartmouth	9.5%	13.6%	10.2%	3.4%	4.2%	3.9%
Dartmouth & Penzance	7.9%	13.1%	11.7%	6.1%	2.2%	1.2%
Penzance & Welsh Border (South)	6.0%	26.6%	12.0%	5.9%	4.4%	.6%
Welsh Border (North) & Barrow-in-Furness	3.9%	15.7%	7.0%	15.5%	1.6%	.8%
Barrow in Furness & Scottish Border (West)	2.6%	.6%	1.4%	5.1%	15.7%	15.0%
The Solent	6.1%	2.2%	4.7%	1.5%	5.4%	7.4%
Other	6.0%	12.8%	7.4%	10.1%	27.3%	58.1%
None of the above	5.4%	9.0%	3.9%	4.6%	11.0%	6.5%

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 73 Coastal participation by sailing activities

Sailing activities	Scottish Border (east coast) & Newcastle	Newcastle & Flamborough Head	Flamborough Head & Skegness	Skegness & Cromer	Cromer & Felixstowe	Felixstowe & Dover	Dover & Brighton	Brighton & Portsmouth	Portsmouth & Dartmouth	Dartmouth & Penzance	Penzance & Welsh Border (South)	Welsh Border (North) & Barrow-in- Furness	Barrow in Furness & Scottish Border (West)	The Solent	Number of respondents
Small sail boat activities	9.0%	13.8%	12.0%	12.3%	10.0%	8.9%	8.0%	15.3%	8.3%	8.1%	4.7%	14.4%	5.4%	6.3%	209
Windsurfing	9.6%	12.8%	7.8%	17.3%	11.6%	7.2%	9.3%	14.9%	7.4%	5.5%	10.4%	11.6%	9.4%	7.1%	146
Yacht cruising	12.8%	6.2%	10.3%	9.4%	6.1%	11.0%	11.7%	15.1%	14.0%	10.4%	7.2%	11.4%	4.5%	5.0%	134
Small sail boat racing	26.3%	20.0%	9.3%	12.9%	9.1%	16.1%	16.4%	25.8%	11.3%	14.6%	6.7%	4.3%	7.6%	8.0%	114
Yacht racing	11.8%	11.5%	10.7%	7.8%	14.8%	13.7%	11.8%	16.0%	24.4%	6.9%	7.5%	18.0%	10.8%	13.4%	80

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 74 Coastal participation by power boating activities

Powered activities	Scottish Border (east coast) & Newcastle	Newcastle & Flamborough Head	Flamborough Head & Skegness	Skegness & Cromer	Cromer & Felixstowe	Felixstowe & Dover	Dover & Brighton	Brighton & Portsmouth	Portsmouth & Dartmouth	Dartmouth & Penzance	Penzance & Welsh Border (South)	Welsh Border (North) & Barrow-in- Furness	Barrow in Furness & Scottish Border (West)	The Solent	Number of respondents
Using personal watercraft	14.9%	3.8%	7.0%	9.1%	7.2%	2.3%	9.1%	10.1%	2.9%	4.8%	5.3%	4.6%	4.2%	1.1%	170
Motor boating/Cruising	11.1%	11.3%	8.9%	18.1%	8.5%	10.3%	6.0%	12.1%	6.3%	7.7%	9.5%	14.4%	3.7%	4.5%	212
Power boating	10.6%	8.7%	4.7%	12.8%	8.3%	6.1%	7.0%	7.8%	5.7%	3.7%	10.1%	8.7%	7.8%	11.8%	146
Canal boating	13.8%	4.0%	6.8%	17.5%	18.9%	3.8%	14.0%	11.5%	13.8%	7.3%	6.0%	9.6%	13.1%	7.0%	98

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 75 Coastal participation by manual activities

Manual activities	Scottish Border (east coast) & Newcastle	Newcastle & Flamborough Head	Flamborough Head & Skegness	Skegness & Cromer	Cromer & Felixstowe	Felixstowe & Dover	Dover & Brighton	Brighton & Portsmouth	Portsmouth & Dartmouth	Dartmouth & Penzance	Penzance & Welsh Border (South)	Welsh Border (North) & Barrow-in- Furness	Barrow in Furness & Scottish Border (West)	The Solent	Number of respondents
Canoeing	6.5%	7.4%	9.0%	9.2%	6.8%	8.0%	9.5%	8.9%	9.2%	7.7%	8.1%	9.5%	7.5%	4.0%	189
Water skiing	6.7%	8.8%	5.3%	19.5%	7.8%	11.8%	15.8%	17.0%	11.3%	5.4%	14.5%	5.4%	10.6%	2.3%	240
Rowing/Sculling	7.2%	5.5%	10.5%	12.3%	16.6%	10.0%	10.9%	17.2%	5.8%	7.8%	2.5%	9.8%	1.3%	7.8%	120

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 76 Coastal participation by other activities

Other activities	Scottish Border (east coast) & Newcastle	Newcastle & Flamborough Head	Flamborough Head & Skegness	Skegness & Cromer	Cromer & Felixstowe	Felixstowe & Dover	Dover & Brighton	Brighton & Portsmouth	Portsmouth & Dartmouth	Dartmouth & Penzance	Penzance & Welsh Border (South)	Welsh Border (North) & Barrow-in- Furness	Barrow in Furness & Scottish Border (West)	The Solent	Number of respondents
Kitesurfing	2.3%	10.8%	9.6%	3.1%	6.8%	7.5%	12.5%	12.3%	10.6%	1.2%	14.1%	12.7%	5.8%	3.7%	78
Angling (from a boat)	10.5%	15.9%	6.2%	7.2%	9.9%	5.5%	4.4%	6.4%	7.2%	10.5%	9.4%	9.9%	6.6%	5.8%	176
Angling (from the shore)	6.5%	14.1%	5.2%	9.3%	5.6%	5.4%	2.5%	10.0%	8.1%	8.1%	8.5%	7.8%	3.7%	5.9%	171
Cliff climbing activities	7.5%	17.8%	9.0%	6.5%	5.5%	6.1%	3.4%	8.0%	4.8%	6.1%	7.6%	16.9%	3.4%	2.8%	113
Leisure sub-aqua diving (from the Shore & Boat)	9.2%	9.2%	1.9%	3.1%	8.2%	2.3%	12.5%	11.7%	5.3%	8.6%	11.7%	4.2%	12.4%	7.6%	124

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

12. Average duration of activities

MCA sponsored a question on the average duration of each activity.

For each activity in which respondents have participated in they were asked how long they spent doing that activity on average (in hours).

- The average length of time spent on a watersport activity ranges from 2.1 hours for outdoor swimming to 4.7 hours for angling from a boat
- Frequent participants in most of the activities tend to spend longer participating in the activity per session than infrequent participants.

Table 77 Average length of time spent on activity by frequency of participation

	Frequency of UK participation				Number of respondents
	Total	1	2-5	6+	
	Average time per session (hours)	Average time per session (hours)	Average time per session (hours)	Average time per session (hours)	
Canoeing	2.36	2.06	2.31	3.14	339
Water skiing	2.43	1.51	2.49	3.69	338
Small sail boat activities	2.75	2.08	2.58	4.14	253
Rowing/Sculling	2.56	1.88	2.37	3.28	210
Windsurfing	2.58	1.74	2.61	4.22	184
Using personal watercraft	3.34	1.56	2.18	5.59	206
Motor boating/Cruising	3.53	2.66	3.28	5.13	253
Yacht cruising	4.28	3.01	4.03	7.18	144
Power boating	2.34	1.82	2.64	2.83	165
Small sail boat racing	2.62	1.57	2.22	4.50	131
Canal boating	4.70	3.85	3.69	7.94	222
Yacht racing	4.01	2.42	3.91	4.96	91
Surfboarding	2.96	2.43	2.72	3.58	166
Kitesurfing	3.28	2.43	2.82	4.74	92
Angling (from a boat)	4.69	3.33	4.94	6.13	211
Angling (from the shore)	4.65	2.61	4.57	5.56	220
Cliff climbing activities	3.24	2.32	3.63	3.96	168
Coastal walking activities	3.47	2.45	3.76	3.53	594
Spending general leisure time at the beach	4.03	2.97	4.24	4.23	679
Outdoor Swimming	2.10	1.59	2.15	2.50	582
Leisure sub-aqua diving (from the Shore & Boat)	2.92	1.83	2.85	5.26	141

Source: Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

13. Club Membership

MCA sponsored a question on club membership.

Respondents are asked if they are a member of a club or association 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'.

- The change in methodology may have increased the proportion of participants in the survey that are club members. Respondents may be answering that they did the activity through an association or club rather than being a member.
- Club/ association membership has declined in 3 activities and risen in 17 compared to 2009.
- None of the activities show a statistically significant decline
- Frequency of participation has a strong influence on club or association membership – the more frequently someone participates the more likely they are to be a member of a club or association

Table 78 Club Membership

	2011	2009	(percent age points)	Significance Measure	Number of respondents 2011	Number of respondents 2009
Canoeing	25.0%	7.1%	17.9%	100%	352	216
Water skiing	26.2%	9.7%	16.6%	98%	348	42*
Small sail boat activities	29.9%	20.6%	9.3%	90%	261	101
Rowing/Sculling	33.6%	14.2%	19.3%	98%	217	68
Windsurfing	25.1%	14.6%	10.5%	71%	191	33*
Using personal watercraft	19.6%	3.0%	16.6%	99%	211	43*
Motor boating/Cruising	22.5%	9.2%	13.4%	100%	269	81
Yacht cruising	36.9%	30.2%	6.7%	67%	153	65
Power boating	28.7%	14.6%	14.1%	96%	173	83
Small sail boat racing	39.3%	42.4%	-3.0%	20%	136	29*
Canal boating	21.9%	6.7%	15.2%	99%	276	75
Yacht racing	47.5%	60.5%	-13.0%	72%	91	20*
Surfboarding	25.0%	5.3%	19.8%	100%	169	110
Kitesurfing	24.8%	10.4%	14.4%	71%	95	7*
Angling (from a boat)	15.3%	13.4%	1.9%	33%	218	86
Angling (from the shore)	26.3%	15.1%	11.2%	100%	228	177
Cliff climbing	28.6%	17.9%	10.7%	90%	170	68
Coastal walking	10.6%	1.1%	9.5%	100%	628	1108
Outdoor swimming	13.4%	2.6%	10.8%	100%	610	735
Leisure sub-aqua diving (from the shore and boat)	31.9%	46.9%	-15.1%	91%	144	44*
Spending general leisure time at the beach	n/a	n/a	n/a	n/a	n/a	n/a

Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

*Caution: small base size

Table 79 % of participants who are club or association members by frequency of participation

	Frequency of UK participation		
	1	2-5	6+
Canoeing	17.1%	27.8%	35.5%
Water skiing	19.9%	31.3%	27.9%
Small sail boat activities	12.3%	26.2%	65.4%
Rowing/Sculling	23.5%	28.8%	45.8%
Windsurfing	10.1%	27.1%	50.4%
Using personal watercraft	14.8%	18.0%	25.1%
Motor boating/Cruising	11.0%	24.2%	38.1%
Yacht cruising	21.0%	37.5%	67.0%
Power boating	23.4%	15.4%	57.5%
Small sail boat racing	22.7%	33.5%	68.2%
Canal boating	7.3%	26.0%	57.8%
Yacht racing	32.9%	42.3%	59.4%
Surfboarding	13.7%	36.2%	24.4%
Kitesurfing	20.0%	37.9%	18.1%
Angling (from a boat)	10.7%	15.0%	22.6%
Angling (from the shore)	15.2%	21.4%	34.8%
Cliff climbing activities	27.7%	27.0%	32.6%
Coastal walking activities	13.3%	10.6%	9.6%
Outdoor Swimming	16.2%	9.1%	17.5%
Leisure sub-aqua diving (from the Shore & Boat)	26.6%	49.0%	8.6%
Spending general leisure time at the beach	n/a	n/a	n/a

Watersports Bespoke Survey 2011 (Base: all respondents who participate in an activity in the UK)

Table 80 shows the number of times club members and non-club members who participated in 2011.

- As in previous years, for some activities there is a clear relationship between the number of events and club membership. Club members tend to be more active in their sport.
 - For example, 30% of respondents who participate in small sail boat activities in the UK are club members, but these people contribute 59% of the total events in 2011.
 - Club or association members for rowing/sculling generate 68% of the total rowing/sculling events
- The small base size for several of the club samples means that the data can only be indicative.

Table 80 Number of Events by Club Membership Status

	Number of events			% of events by club members
	Club members	Non-club members	Total	
Canoeing	1,490,656	2,487,269	3,977,925	37%
Water skiing	149,275	439,084	588,359	25%
Small sail boat activities	1,069,802	749,720	1,819,522	59%
Rowing/Sculling	1,809,780	868,605	2,678,385	68%
Windsurfing	225,577	350,848	576,425	39%
Using personal watercraft	225,536	645,050	870,586	26%
Motor boating/Cruising	521,500	905,537	1,427,037	37%
Yacht cruising	454,007	382,073	836,080	54%
Power boating	264,437	442,079	706,516	37%
Small sail boat racing	458,421	238,001	696,421	66%
Canal boating	729,709	496,733	1,226,442	59%
Yacht racing	204,841	136,907	341,748	60%
Surfboarding	1,061,684	4,154,626	5,216,310	20%
Kitesurfing	102,983	1,073,937	1,176,921	9%
Angling (from a boat)	348,414	1,619,069	1,967,482	18%
Angling (from the shore)	3,251,213	4,357,575	7,608,788	43%
Cliff climbing activities	340,730	917,689	1,258,419	27%
Coastal walking activities	2,965,404	32,068,530	35,033,935	8%
Outdoor Swimming	2,699,941	16,447,919	19,147,861	14%
Leisure sub-aqua diving (from the Shore & Boat)	180,061	485,954	666,014	27%
Spending general leisure time at the beach	n/a	n/a	n/a	-

Source: Watersports participation survey 2011 Base: all respondents who participate in an activity in the UK

Appendix: Points of contact

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MCA (Maritime & Coastguard Agency)

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