



Watersports and Leisure Participation Survey 2008



Foreword

By Simon Owen, Publishing Director, Ybw.com

Ybw.com is delighted to become the new sponsor for the Watersports and Leisure Participation research project. The consortium of the BMF, RYA, RNLI and Maritime Coastguard Agency has been responsible for producing this hugely valuable report for seven years, enabling the marine industry to understand long term trends of participation both in the UK and overseas.

It's crucial to all consortium members funding this research to have a common understanding about watersports and leisure participation and this helps us to fully understand the size and dynamics of the market which we all serve.

Achieving this understanding supports our industry and voluntary sector in shaping our services, policies and strategies. Ultimately, this will help promote increased safety and fun on the water whilst also helping to make our sports more accessible. This will benefit all those who take part and deliver a greater return to the businesses that help make this participation possible.

Having a clear idea about our users will enhance Ybw.com which is the UK's leading marine community website for news, boats for sale, boat reports, forums and marine directory services, and it is also the online home to Practical Boat Owner, Yachting Monthly, Motorboats Monthly, Motor Boat & Yachting, , Yachting World, Classic Boat and SuperYacht World magazines. Our sister trade website ibinews.com will also benefit.

Together with supporting this research, Ybw.com is also committed to highlighting the great work of the consortium and showcasing this research online as part of our ongoing efforts to promote sailing and motor boating.

Whatever your involvement with watersports, we hope you find this research and analysis useful and that it contributes to growing your business. We'd love to know your thoughts, so please join the debate on our forums at www.ybw.com/forums

Contents

Key Findings	4
Executive Summary.....	5
The Socio-Demographics of Participation.....	6
Gender.....	6
Age.....	7
Socio-Economic Group.....	7
Lifestage.....	8
Frequency of Participation	8
Where is the Activity Taking Place.....	8
UK v Overseas.....	8
Coast v Inland.....	9
Summer v Other Seasons	9
Club Membership.....	9
Seven Year Trends	10
1. Introduction.....	11
The Questions.....	11
The Data.....	12
2. Participation in Surveyed Leisure Activities 2008.....	13
Overall trends in Participation	16
Participation by Socio-Demographic Group	18
Participation by Gender	18
Participation by Age.....	21
Participation by SEG	25
Participation by Ethnicity	26
Participation by Working Status	28
Participation by Lifestage.....	29
Regional Participation by Residence	30
Participation by Residence - ITV Regions.....	30
Participation by Residence - Postal Area	33
3. Participation by Socio-Demographic Groups Using Watersports Categories	36
4. Frequency of Participation	40
5. Where the Balance of Participation is Taking Place	44
6. Combinations of Activities.....	45
7. Seasonal Participation.....	46
8. Distribution between Inland and Coastal Areas.....	48
9. Club Membership	50
10. Boat Ownership.....	52
Boat ownership penetration in UK households.....	52
Boats owned in the UK and abroad	56
Number of boats owned overall	57
Points Of Contact	59

Key Findings

Commissioned by the BMF, MCA, RNLi and RYA, sponsored by YBW.com

- 6.2% of those surveyed participated in at least one of the 12 boating activities* in 2008 (7.84% in the 2007 survey). This means that up to 3.2 million UK adults participate in these boating activities.
- 23% of those surveyed have participated in the 21 watersports and water based leisure activities# in 2008 (29.63% in 2007). This means that up to 11.6 million UK adults participate in these watersports and water based leisure activities.
- There has been no significant change from last year in participation for 6 of these activities; personal watercraft, yacht cruising, canoeing, power boating, kite surfing and leisure sub aqua diving.
- The remaining activities have decreased compared to 2007, most notably for spending general leisure time at the beach, outdoor swimming and coastal walking.
- The average number of times people participate has seen an increase in many activities which suggests that committed participants have continued their activities and that the decrease in participation is driven by a reduction in casual participation.
- Males show higher participation rates in almost all of the activities, although females have an increasing trend for participation in boating activities over the last seven years.
- The 16-34 year old age group are the most likely to get involved in boating activities however there is a declining trend for this group. The 35-54 and 55+ age group are slowly but steadily increasing their participation.
- The socio-economic group AB has the highest participation rate in 15 of the 21 activities, but the C1 group has the highest number of actual participants in the majority of activities, due to the group's larger overall size.
- Student/workers in a house share and couples under 55 have higher participation rates but adults within families account for highest number of participants for the majority of activities.
- 2.68% of those surveyed report their household owns at least one boat or craft. This means that an estimated 1 million boats/craft are owned by UK households. On average, 7% are kept abroad.

* 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, Canoeing, Canal boating, Water skiing and Windsurfing.

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.

Executive Summary

This is the seventh year that we have undertaken the Watersports and Leisure Participation Survey and we have not only established a firm foundation for assessing trends in participation, but also gained invaluable insight into the profile and characteristics of watersports activities.

The watersport participation for the original 12 activities stands at up to **3.2 million adults in 2008** compared to 4 million adults in 2007, 3.7 million in 2006 and 3.5 million in 2005¹. Following a continuing increase over the past two years, the number of people participating in any boating activity has seen a considerable drop during 2008. The very wet and relatively cold summer of 2008 coupled with the credit crunch will have contributed to this drop. Once economic conditions and summer weather improve there is no reason to not expect participation to increase again. This view is supported by the finding that the average number of times people do participate has seen an increase in several activities. In our view this reflects a decline in casual participation, while committed participants have continued their activities.

The headline participation figures are based on our best estimate for the participation rate for "Any boating activity"² of 6.2% (± 0.035 percentage points), a significant decrease of 1.64 percentage points on 2007. When we apply this participation rate to the UK adult population of 49,051,000, we can calculate a UK base participant number of 3,040,000 (rounded to the nearest thousand). Any estimate based on a sample of the population (in this case 12,637 respondents) is only accurate within defined statistical confidence intervals. This sample size allows us to be 90% certain that the true number of people participating in "Any boating activity" lies between 2,867,000 and 3,212,000 participants.

Only 6 activities have not seen significant changes in their participation rates this year, of which only 2 have increased, though both increases are small and not statistically significant. The two activities showing an increase are:

- Using Personal Watercraft (+0.12 percentage points)
- Yacht Cruising (+0.02 percentage points).

Canoeing, Power boating, Kitesurfing and Leisure sub aqua diving show little change year on year.

The remaining 15 activities have seen a significant decline in their participation rates compared to last year. These activities are (in order from largest decline):

- Spending general leisure time at the beach (-4.1 percentage points)
- Outdoor swimming (-3.0 percentage points)
- Coastal walking (-2.9 percentage points)
- Angling (from the shore) (-0.57 percentage points)
- Canal boating (-0.47 percentage points)
- Angling (from a boat) (-0.40 percentage points)
- Motor boating/Cruising (-0.33 percentage points)
- Cliff climbing (-0.3 percentage points)
- Rowing/Sculling (-0.3 percentage points)
- Small sail boat activities (-0.28 percentage points)

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

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

- Small sail boat racing (-0.23 percentage points)
- Surfboarding (-0.23 percentage points)
- Water skiing (-0.19 percentage points)
- Windsurfing (-0.13 percentage points)
- Yacht racing (-0.12 percentage points)

The headline figure when taking all 21 surveyed activities into account³ is up to **11.6 million adults**, down from 14.7 million people in 2007, 13.8 million in 2006 and 12.9 million in 2005. This big drop in the overall number of participants in "Any activity" is influenced heavily by the decline in the most popular activities such as Coastal Walking, Outdoor Swimming and Spending General Leisure Time at the Beach. All these activities have seen very significant declines this year.

Our best estimate for the participation rate for "Any activity" is 23.03% of adults in the UK, down from 29.63% in 2007. This participation rate applied to the UK adult population, gives us a participant figure of 14,294,000 for "Any activity" (rounded to the nearest thousand). As above, this number is estimated to lie within a range. We are 90% certain that, for "Any Activity", the true number of participants ranges between 10,993,000 and 11,595,000 people. In other words, almost one quarter (24%) of the adult UK population has taken part in some form of activity on or next to the water in 2008. In 2007 this figure was closer to a third of the adult population (30%).

These widespread and significant declines in participation are previously unseen in the period over which we have monitored the industry. The rather wet summer in combination with the current economic climate will have been a contributor to this decline and we would expect to see a reversal in participation rates with improving weather and economic conditions.

The Socio-Demographics of Participation

Gender

It is apparent that for most activities males participate more than females. Males have at least twice the female participation rate in 8 of the 21 activities, down from 13 activities in 2007. The activities in which males are at least twice as likely to participate in 2008 are (in order of highest to lowest difference):

- Kitesurfing
- Angling (from the shore)
- Yacht racing
- Angling (from a boat)
- Windsurfing
- Small sail boat racing
- Using personal watercraft
- Power boating
- Surfboarding

Coastal walking and spending general leisure time at the beach are the only two activities where females show a higher participation rate than males, while the participation rate for outdoor swimming is very similar for both genders.

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

Age

The 35-54 age group has the highest participation rate when looking at "any activity", "any sail boat/yacht racing activity" as well as "any power/motor boat activity". The 35-54 age group has seen a smaller decline in the participation rate for "any boating activity" during 2008 than the younger age groups, however, they are still less active than the 16-34 year olds. Looking at the individual activities, the 35-44 age group now has the highest participation rate for (in order of highest to lowest difference):

- Coastal walking
- Spending general leisure time at the beach
- Outdoor swimming
- Angling (from the shore)
- Angling (from a boat)
- Motor boating/Cruising
- Windsurfing

16-34 year olds continue to show higher participation rates in the other, more "active" activities like canoeing, water skiing, kitesurfing, cliff climbing etc.

The 55+ age group has the highest participation rate for canal boating. This is the first time that this age group shows the highest participation rate in any of the activities. This is not due to a rise in participation in this age group but because of declines in the other age groups while the participation rate for 55+ has stayed stable.

Socio-Economic Group

As in previous years, those from socio-economic group AB record higher participation rates than those in other socio-economic groups in most of the activities (15 out of 21). Those in socio-economic group C1 have higher participation rates in 5 activities, up from only 2 in 2007; the activities are; using personal watercraft, canal boating, kitesurfing, angling from a boat and cliff climbing. Those in socio-economic group C2DE have the highest participation rate for angling from the shore.

In spite of higher participation rates, the smaller size of the AB group means that they are the largest number of participants in only 8 of the 15 activities where they have highest participation rates. These activities are (in order of highest to lowest absolute number of participants)

- Coastal walking
- Motor boating/Cruising
- Surfboarding
- Small sail boat activities
- Windsurfing
- Rowing/Sculling
- Small sail boat racing
- Yacht racing

In the following 11 activities those from socio-economic group C1 are the largest single group despite not always being the highest in participation rate (in order of highest to lowest absolute number of participants)

- Yacht racing
- Kitesurfing
- Coastal walking

- Power boating
- Cliff climbing
- Rowing/Sculling
- Yacht cruising
- Small sail boat racing
- Water skiing
- Spending general leisure time at the beach
- Using personal watercraft

In the following 2 activities those from socio-economic group C2DE are the largest single group:

- Angling from the shore
- Angling from a boat

Lifestage

There are several lifestage groups with very similar participation rates:-

Couples under 55 and those living in a family have the highest participation rates for "any activity"; 28.1% and 27.6% respectively have participated in at least one of the surveyed activities in the past year.

Due to the large number of people in the family category, families account for the majority of participants in absolute numbers for most activities. The only activities where this is not the case are: water skiing, rowing/sculling, kitesurfing and cliff climbing in which the largest participation group are those living in student / workers house shares, while for leisure sub aqua diving couples under 55 are the largest group.

As seen in previous years, people who are from the older 'Grey' category have the lowest participation rate for both "any activity" and "any boating activity", recording participation rates of 11.9% and 1.9% respectively.

Frequency of Participation

The average number of times people said that they are participating in the UK has increased in 9 of the 12 original boating activities. For example average participation in yacht racing in 2008 was 22.5 compared to 13.3 in 2007. So while fewer people overall are taking part in the activities, those that do take part do them more often than they have in 2007. In our view this reflects a decline in casual participation, while committed participants have continued their activities. The only activities from the original 12 that are seeing a drop in the average UK participation are rowing and yacht cruising, while the average participation for motor boating/cruising has stayed the same. All other boating activities have seen an increase in the average UK participation.

Where is the Activity Taking Place

UK v Overseas

Overall, more participation is taking place in the UK than abroad. This is especially true for Canal boating where over 80% of respondents exclusively participate in the UK and 95.5% do at least some of their activity in the UK. For coastal walking and angling from the shore over 90% of respondents are doing at least some of their participation in the UK.

The number of times people are participating in the activities is also higher in the UK than abroad. This is not be surprising as most people will be in the UK for most of the year and will only be abroad when on holidays. Compared to 2007 there is a drop in the proportion of respondents who said that they have done at least some of their participation abroad for most activities (however, these declines are not statistically significant). This comes after a rise in 2007 on 2006 and might well be an impact of the credit crunch reducing the amount of foreign travel. The proportion of respondents who have done at least some of their participation in the UK has seen an increase for most activities compared to 2007.

As seen in 2007, sub-aqua diving and using personal watercraft have the highest proportion of respondents saying that they did not participate in the UK in 2008, with the majority of activity focussed overseas.

Coast v Inland

In 2008 84% of all participation in "any activity" in the UK took place at the coast, up from 82% in 2007. Taking an average over the past 3 years this proportion stands at 82.6%, however this figure is dominated by general beach leisure and coastal walking as these activities are by definition coastal activities. 54.8% of participation in "any boating activity" took place at the coast in 2008 (up from 47.5% in 2007). This increase in the proportion of events that take place at the coast is due to a decrease in absolute numbers of respondents participating in inland events rather than an increase in the number of respondents participating in coastal events.

Summer v Other Seasons

We also investigate how many times people participate by season. Unsurprisingly the majority of events consistently (year on year) take place in the summer. C. 50% of events happen in the summer season. The seven activities showing the lowest summer participation rates are (in order from the least):

- Coastal walking (36.8% of events in summer)
- Angling (from the shore) (37.1% of events in summer)
- Cliff climbing (41.9% of events in summer)
- Leisure sub-aqua diving (43.9% of events in summer)
- Canal boating (44.7% of events in summer)
- Rowing/Sculling (44.8% of events in summer)
- Small sail boat racing (45.8% of events in summer)

Club Membership

Club membership for the surveyed activities is generally low but differs by activity. 5 of the core sports and 9 of all activities have less than 10% of participants covered by club membership. Yacht racing records the highest membership rates at over 60%, which is a small (but statistically insignificant) increase on 2007.

Small sail boat racing, which recorded membership rates of over 50% in 2007 has seen a fall to 33%. This drop is counter intuitive and it needs to be borne in mind that we have small sample sizes within individual sports on which to base these changes. (Given declining participation rates we would intuitively expect casual participation to decline faster than membership participation.)

Club members participate more often in their chosen activity than other people. For example, club members of sub aqua diving account for just under 60% of total events in that activity in the past year despite the fact that membership rates continue to stand at slightly over 40%.

Seven Year Trends

Analysing how the participation rates for the individual activities have developed over the past seven years, the rate for "any boating activity" shows a steady decline.

The trend line for "any activity", which in the 2007 report showed a small increase, now also shows a slight declining trend, fuelled by the overall drop in participation rates seen in 2008.

When looking at individual activities, only 4 of the 21 activities show a positive trend in participation over the seven years. Two of these activities are from the original 12 boating activities. The activities in order of the highest growth are:

- Angling from the shore
- Canal boating
- Motor boating/cruising
- Angling from a boat

Looking at participation trends by gender over the past seven years it can be seen that female participation rates are more stable than those for males. Females' trends are also more positive and they show an increasing trend for "any boating activity", whereas male participation is declining. Out of the 12 original activities, males show an increase in participation for only 2 activities: Motor/Boating Cruising and Canal Boating and stable participation in coastal walking.

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

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

1. Introduction

The purpose of the Watersports and Leisure Participation Survey is to provide robust estimates of the level of participation in a range of watersports and water based leisure activities across the United Kingdom.

The research has been continuously conducted by Arkenford since 2002. Surveys in 2002, 2003 and 2004 (jointly commissioned by the BMF (British Marine Federation), RYA (Royal Yachting Association) and Sunsail) had a sample of 6,000 UK residents and covered a list of 12 watersports. In 2004 Arkenford also conducted independent research for the MCA (Maritime and Coastguard Agency) into participation in 20 leisure based watersport and coastal activities. From 2005 MCA and RNLI joined the consortium and sample sizes were pooled allowing the annual sample to grow to 12,000 and the list of activities to be extended to 21 water based activities. After the 2007 survey YBW.com became the new sponsor of this project.

The 2008 results enable us to give an insight into trends by activity over a 7 year period (from 2002) for the original 12 activities, and annual trends over the past 4 years for the additional 9 activities first surveyed for the MCA in 2004. The data on which the analysis has been based comes from a nationally representative sample of around 12,000 respondents across the United Kingdom (England, Scotland, Wales and Northern Ireland). The surveys prior to 2005 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.

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. Definitions included Small sail boat (dinghies) and Using personal watercraft (jetski or similar) and additional explanation when requested:

- 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 is defined as craft that plane over water whilst motor boating / cruising is defined as river boating or coastal motor cruising which usually have on-board accommodation

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 (this was asked of all 21 activities) and participation abroad (asked of the original 12 activities). These three questions form the core of the original 2002 questionnaire. We ensure that the extension of the activity list does not affect the participation rates of the original 12 activities, retaining year on year comparability. This is achieved by asking about the 12 original activities before any of the 9 added activities.

From 2005, 4 additional questions have been specified by the MCA. The MCA share the information from these questions with all other consortium members. The additional questions cover:

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

In 2007 a new question was added to the survey which looked into boat ownership in addition to participation. In 2008 these questions were included again and refined to find out about boat ownership overall as well as boats kept in the UK. The questions regarding boat ownership were asked of the respondent in reference to the whole household.

The Data

A brief overview of how to interpret the tables is given with Table 2. Each section of the report is supported by written commentary explaining any assumptions made and to assist interpretation of the data. All figures throughout for 2005 to 2008 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 weighted data that is reported. 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 2008

Table 1 details the participation in the surveyed activities in 2008. The table covers participation in the UK and abroad, i.e. if a respondent said that they participated in an activity in the past 12 months they are regarded as a participant.

Table 1 Watersports and Leisure Participation 2008

	Participation rate 2008					Number of participants 2008 (including Northern Ireland)		
	% for 2008	Min		Max		Number of participants for 2008	Min 90% Number of participants	Max 90% Number of participants
		95%	90%	90%	95%			
Any Activity	23.03%	22.29%	22.41%	23.64%	23.76%	11,294,029	10,993,000	11,595,000
Any boating activity	6.20%	5.78%	5.85%	6.55%	6.62%	3,039,561	2,867,000	3,212,000
Small sailboat activities or yacht cruising	1.62%	1.40%	1.44%	1.81%	1.84%	795,153	705,000	886,000
Small sailboat racing or yacht racing	0.38%	0.27%	0.29%	0.47%	0.49%	186,751	143,000	231,000
Motor boating / cruising or canal boating	1.60%	1.38%	1.42%	1.78%	1.82%	785,367	696,000	875,000
Canoeing	1.98%	1.73%	1.77%	2.18%	2.22%	969,547	870,000	1,069,000
Water skiing	0.60%	0.46%	0.49%	0.71%	0.73%	293,652	238,000	349,000
Small sail boat activities	0.87%	0.71%	0.74%	1.01%	1.04%	428,132	362,000	495,000
Rowing/Sculling	0.38%	0.28%	0.29%	0.47%	0.49%	188,308	144,000	233,000
Windsurfing	0.35%	0.25%	0.26%	0.43%	0.45%	171,143	129,000	213,000
Using personal watercraft	0.69%	0.54%	0.57%	0.81%	0.83%	336,231	277,000	395,000
Motor boating/Cruising	1.09%	0.91%	0.94%	1.25%	1.28%	536,961	463,000	611,000
Yacht cruising	0.85%	0.69%	0.71%	0.98%	1.00%	414,542	349,000	480,000
Power boating	0.58%	0.44%	0.47%	0.69%	0.71%	282,976	229,000	337,000
Small sail boat racing	0.25%	0.16%	0.18%	0.32%	0.34%	123,493	88,000	159,000
Canal boating	0.54%	0.41%	0.43%	0.65%	0.67%	264,251	212,000	317,000
Yacht racing	0.20%	0.12%	0.13%	0.26%	0.28%	97,592	66,000	129,000
Surfboarding	1.02%	0.85%	0.88%	1.17%	1.20%	501,615	430,000	574,000
Kitesurfing	0.13%	0.07%	0.08%	0.19%	0.20%	65,369	39,000	91,000
Angling (from a boat)	0.82%	0.67%	0.69%	0.96%	0.98%	404,017	339,000	469,000
Angling (from the shore)	1.90%	1.66%	1.70%	2.10%	2.14%	931,959	834,000	1,030,000
Cliff climbing	0.72%	0.57%	0.59%	0.84%	0.86%	350,729	290,000	411,000
Coastal walking	10.42%	9.89%	9.98%	10.87%	10.96%	5,113,127	4,894,000	5,332,000
Outdoor swimming	8.42%	7.93%	8.01%	8.82%	8.90%	4,128,107	3,929,000	4,327,000
Leisure sub-aqua diving (from the shore and boat)	0.73%	0.58%	0.61%	0.86%	0.88%	359,926	299,000	421,000
Spending general leisure time at the beach	9.01%	8.51%	8.59%	9.43%	9.51%	4,418,780	4,214,000	4,624,000
Base	12,637					49,051,000	49,051,000	49,051,000

Source: Watersports and Leisure Omnibus Survey 2008

The first column of Table 2 titled '% for 2008' is our best estimate of participation rates for each activity in 2008. The figure of 23.03% 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 6.2% (labelled "Any boating activity"). However, it should be borne in mind that any estimate based on a sample of the population is only accurate within the statistical confidence interval outlined above.

The next four columns give an indication of our lower and upper estimates of participation within different levels of confidence. For example, we are 90% confident, that the participation rate for Yacht racing lies between 0.13% and 0.26% of the UK adult population in 2008.

In the next column we convert our best estimate participation rate for 2008 into an estimate of likely numbers of participants in each activity. These are based on a total population 16+ of 48,607,000 in the UK.

In the next 2 columns we show the participant numbers at the 90% confidence interval. E.g. we are 90% confident that the number of participants in coastal walking lies between 4,894,000 and 5,332,000 people.

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

Table 2 compares the participation rates as established in the 2008 survey with 2007 participation rates for comparison.

The 2008 data shows a significant drop in participation rates compared with 2007. Only 2 activities registered a rise in participation rates (and neither of these rises are statistically significant), 4 show statistically insignificant drops and 15 activities have dropped significantly. Significant changes are highlighted in bold in the table below.

In interpreting the figures it is important to consider whether they reflect a real change in participation or a random fluctuation measurement. For example in 2007 we estimated Canoeing participation at 2.16%, in 2008 we have estimated it at 1.98%. This is a drop of 0.18 percentage points. This drop is only significant at a confidence level of 69.6%. It is usual to only consider changes above the 90% confidence level as statistically significant therefore this fall is interpreted as likely to be a result of random fluctuation in the sample rather than a real change in the participation rate.

As the degree of change increases, the likelihood that it is caused by random variation declines and it is increasingly likely to reflect a real change. The figures in the column 'Significance Measure' indicate how likely it is that the observed changes is real. The figures are highlighted in red if the 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 just a random fluctuation. In 2008 only a quarter of all the changes are **not** considered to be large enough to indicate reliable changes in participation.

Table 2 Difference in participation rates 2008-2007

	Participation rate 2008	Participation rate 2007	Change (percentage points)	Significance
Any Activity	23.03%	29.63%	-6.60%	100.0%
Any boating activity	6.20%	7.84%	-1.64%	100.0%
Small sailboat activities or yacht cruising	1.62%	1.87%	-0.25%	87.4%
Small sailboat racing or yacht racing	0.38%	0.70%	-0.32%	99.9%
Motor boating / cruising or canal boating	1.60%	2.34%	-0.73%	100.0%
Canoeing	1.98%	2.16%	-0.18%	69.6%
Water skiing	0.60%	0.78%	-0.19%	92.4%
Small sail boat activities	0.87%	1.16%	-0.28%	97.5%
Rowing/Sculling	0.38%	0.68%	-0.30%	99.9%
Windsurfing	0.35%	0.48%	-0.13%	90.3%
Using personal watercraft	0.69%	0.56%	0.12%	78.7%
Motor boating/Cruising	1.09%	1.42%	-0.33%	98.0%
Yacht cruising	0.85%	0.82%	0.02%	15.0%
Power boating	0.58%	0.72%	-0.14%	84.1%
Small sail boat racing	0.25%	0.48%	-0.23%	99.7%
Canal boating	0.54%	1.01%	-0.47%	100.0%
Yacht racing	0.20%	0.32%	-0.12%	94.0%
Surfboarding	1.02%	1.25%	-0.23%	90.8%
Kitesurfing	0.13%	0.18%	-0.05%	66.1%
Angling (from a boat)	0.82%	1.23%	-0.40%	99.8%
Angling (from the shore)	1.90%	2.47%	-0.57%	99.8%
Cliff climbing	0.72%	1.02%	-0.30%	99.1%
Coastal walking	10.42%	13.32%	-2.90%	100.0%
Outdoor swimming	8.42%	11.44%	-3.03%	100.0%
Leisure sub-aqua diving (from the shore and boat)	0.73%	0.87%	-0.14%	77.3%
Spending general leisure time at the beach	9.01%	13.10%	-4.09%	100.0%
Base	12,637	12,430		

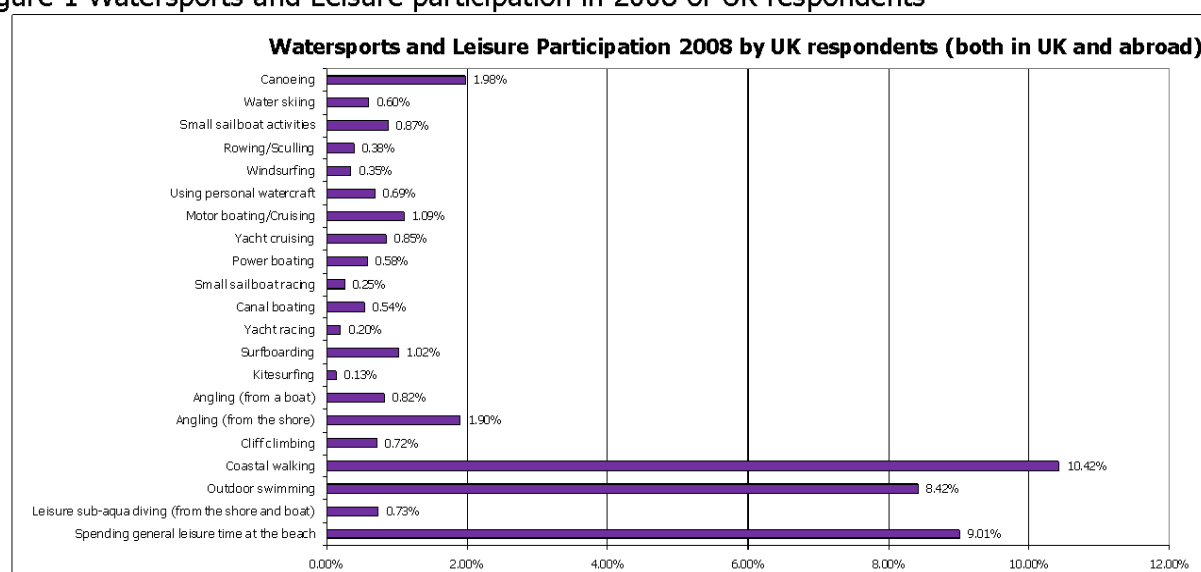
Base: all respondents (12,637 and 12,430; Source Watersports and Leisure Omnibus Surveys 2008 and 2007)

Table 3 shows the participation rate in activities of particular interest to the RYA, which have been combined into one variable. These are the original 12 activities bar rowing, water skiing and canoeing. The drop in 2008 compared to 2007 is statistically significant. Figure 1 shows graphically the participation rate in each surveyed activity.

Table 3 Participation in RYA interests 2008

	2007	2008
Participation Rate (min and max 90%)	5.24% (4.91% - 5.63%)	4.15% (3.86% - 4.5%)
Number of participants (min and max 90%)	2388000 - 2707000	1890970 - 2178730
Base	12,430	12,637
Total Population	48,607,000	49,051,000

Figure 1 Watersports and Leisure participation in 2008 of UK respondents



Of the original 12 activities, participation has significantly declined in eight of them in 2008. These are (in descending order):

- Canal boating (-0.47 percentage points)
- Motor boating/Cruising (-0.33 percentage points)
- Rowing/Sculling (-0.3 percentage points)
- Small sail boat activities (-0.28 percentage points)
- Small sail boat racing (-0.23 percentage points)
- Water skiing (-0.19 percentage points)
- Windsurfing (-0.13 percentage points)
- Yacht racing (-0.12 percentage points)

Changes in the remaining four activities are insignificant; there have been small drops in; Canoeing; -0.18 percentage points and Power boating; -0.14 percentage points, and small rises in using personal watercraft; +0.12 percentage points and yacht cruising; +0.02 percentage points. However, none of these increases are statistically significant.

There have been declines in all the 9 additional (MCA) activities in 2008 compared to 2007, 7 are significant, with only two (Kitesurfing and Leisure sub aqua diving) being insignificant.

Overall trends in Participation

Now we have 7 years of data we can be increasingly confident about the general levels of participation in each activity and can perceive trends within the data. Figure 2 shows a linear trend line for "Any boating activity" from 2002 to 2008 (blue line) and the actual rises and falls in participation (purple line). The regression line for "Any boating activity" shows a slight declining trend, which over the 7 year period suggests a reduction in participation of approximately 12%.

Figure 2 Overall trends in participation for any boating activity 2002 - 2008

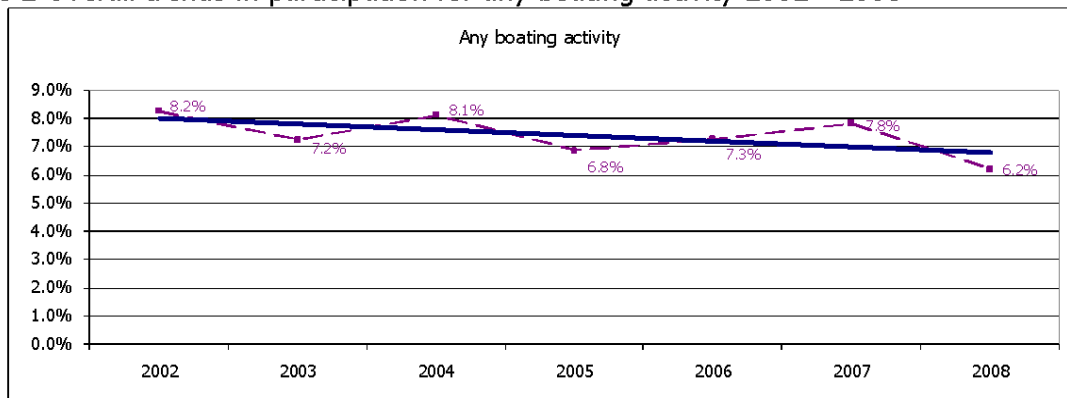
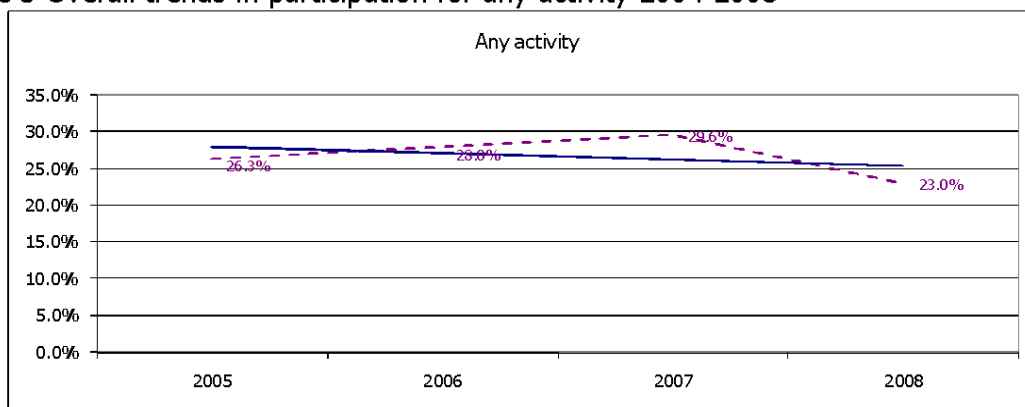


Figure 3 shows the trends for "Any Activity" from 2005-2008. (We only show 4 years' trend data for any activity as 2005 was the first year that the MCA joined the original partners in the watersports research to carry out a single survey.) The trend for "any activity" also shows a declining trend, driven to a large extent by drops in popular activities such as coastal walking and spending general leisure time at the beach in the 2008 survey. We anticipate that better summer weather may encourage a reversal of the decline during 2009.

Figure 3 Overall trends in participation for any activity 2004-2008

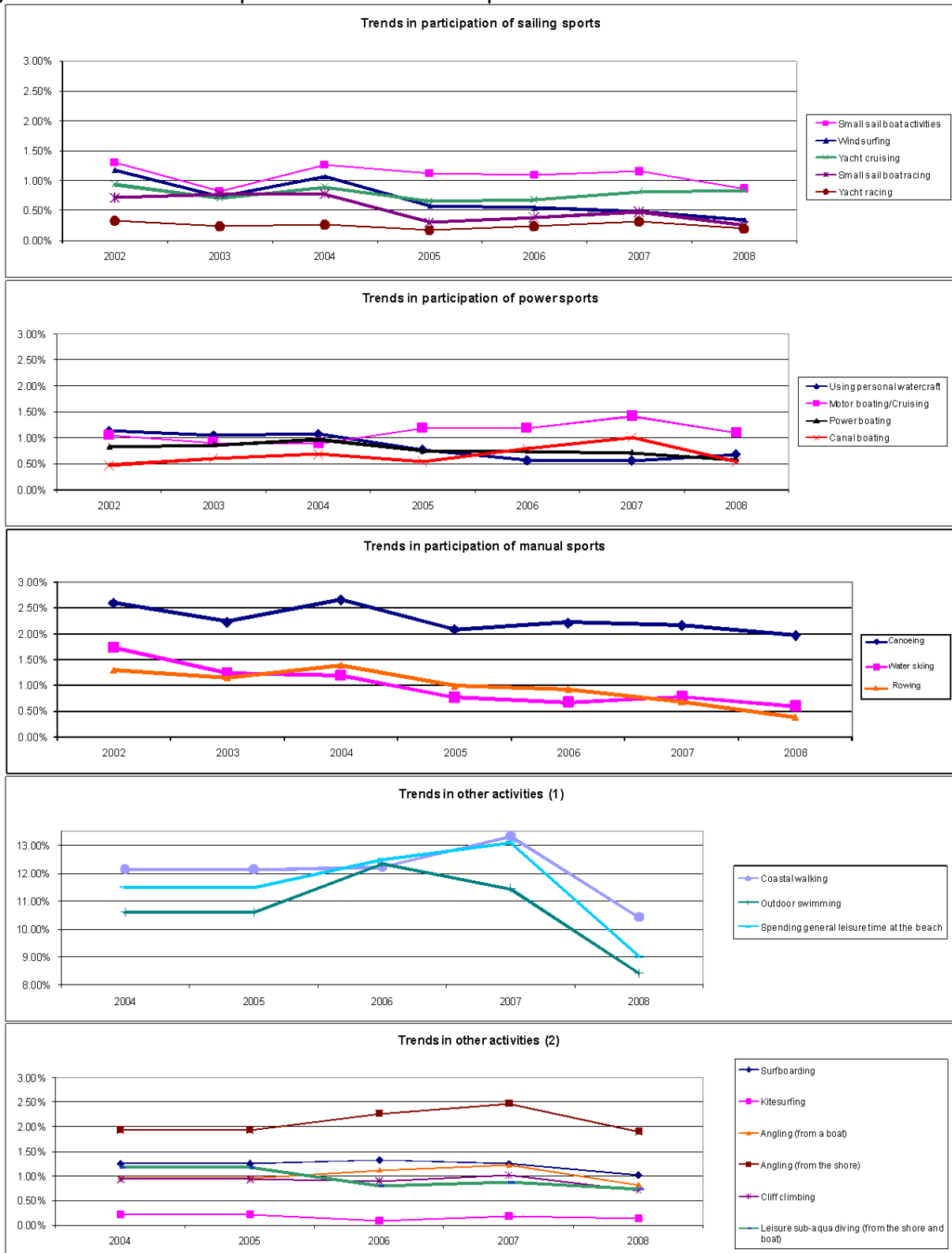


The following charts give insight into the participation trends for activities group into three categories: **sailing sports** - (small sail boat racing, other small sail boat activities, yacht racing, yacht cruising and windsurfing), **power sports** - (power boating, general motor boating, canal boating, and using personal watercraft) and **manual sports** - (canoeing, rowing and water-skiing).

The gradual decline since 2002 in sailing sports continues in 2008, most markedly in windsurfing. Yacht cruising is the only activity to have maintained its participation in 2008. In power sports the picture has been relatively stable, with growth in canal and motor cruising until falls this year. The use of personal watercraft has recovered a little from the lowest point reached in 2007. All the

manual sports show consistent downward trends. Coastal walking, spending general leisure time at the beach and outdoor swimming all record large declines in activity compared to 2007, following rises for most of these activities over 2006-2007. The other 'additional' MCA activities show more stable patterns. These trends show that motor boating/cruising and canal boating are the only activities which show an upwards trend line of the original 12 activities.

Figure 4 Trends in Watersports and Leisure Participation 2002 to 2008



Participation by Socio-Demographic Group

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

Participation by Gender

The table below shows that overall activity rates for males and females are quite similar (24% for males and 22% for females). The gap between male and female participation over all activities has narrowed slightly in comparison to previous years. However, males are still more likely to participate in nearly all the surveyed activities than females. With respect to the original 12 activities the difference between male and female participation is much greater, for every 3 males participating there are only 2 active females. This has been the case since 2005. Only the participation rate for 'spending general leisure time at the beach' is higher for females than for males, Coastal Walking is equally popular for both genders.

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

Table 4 Participation by Gender (percentage)

	Male	Female	Total UK
Any Activity	24.44%	21.69%	23.03%
Any boating activity	7.40%	5.06%	6.20%
Any sailboat activities/yacht cruising	1.94%	1.32%	1.62%
Any sailboat racing/yacht racing	0.59%	0.18%	0.38%
Motor boating / cruising or canal boating	1.76%	1.45%	1.60%
Canoeing	2.36%	1.61%	1.98%
Water skiing	0.65%	0.55%	0.60%
Small sail boat activities	0.99%	0.77%	0.87%
Rowing/Sculling	0.47%	0.31%	0.38%
Windsurfing	0.58%	0.14%	0.35%
Using personal watercraft	1.01%	0.38%	0.69%
Motor boating/Cruising	1.21%	0.99%	1.09%
Yacht cruising	1.12%	0.59%	0.85%
Power boating	0.78%	0.38%	0.58%
Small sail boat racing	0.39%	0.12%	0.25%
Canal boating	0.61%	0.47%	0.54%
Yacht racing	0.35%	0.06%	0.20%
Surfboarding	1.32%	0.74%	1.02%
Kitesurfing	0.25%	0.02%	0.13%
Angling (from a boat)	1.38%	0.30%	0.82%
Angling (from the shore)	3.35%	0.53%	1.90%
Cliff climbing	0.95%	0.50%	0.72%
Coastal walking	10.39%	10.46%	10.42%
Outdoor swimming	8.46%	8.38%	8.42%
Leisure sub-aqua diving (from the shore and boat)	0.84%	0.63%	0.73%
Spending general leisure time at the beach	8.15%	9.81%	9.01%
None	75.52%	78.26%	76.93%
Unweighted Base	5,835	6,802	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

Table 5 Participation by Gender (participants)

	Male	Female	Total UK
Any Activity	5,816,066	5,477,963	11,294,029
Any boating activity	1,761,485	1,278,075	3,039,561
Any sailboat activities/yacht cruising	461,603	333,550	795,153
Any sailboat racing/yacht racing	140,628	46,123	186,751
Motor boating / cruising or canal boating	418,807	366,560	785,367
Canoeing	562,466	407,081	969,547
Water skiing	155,149	138,504	293,652
Small sail boat activities	234,613	193,519	428,132
Rowing/Sculling	111,070	77,238	188,308
Windsurfing	136,947	34,196	171,143
Using personal watercraft	239,804	96,427	336,231
Motor boating/Cruising	286,929	250,032	536,961
Yacht cruising	265,706	148,836	414,542
Power boating	186,495	96,481	282,976
Small sail boat racing	91,966	31,527	123,493
Canal boating	144,725	119,525	264,251
Yacht racing	82,996	14,596	97,592
Surfboarding	313,822	187,793	501,615
Kitesurfing	59,614	5,755	65,369
Angling (from a boat)	327,908	76,109	404,017
Angling (from the shore)	798,173	133,786	931,959
Cliff climbing	225,038	125,691	350,729
Coastal walking	2,472,136	2,640,990	5,113,127
Outdoor swimming	2,012,554	2,115,553	4,128,107
Leisure sub-aqua diving (from the shore and boat)	199,821	160,105	359,926
Spending general leisure time at the beach	1,940,405	2,478,374	4,418,780
None	17,971,496	19,764,533	37,736,029
Unweighted Base	5,835	6,802	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

Changes in 2008 for male participation follow the overall trend with activity rates for most activities declining compared to 2007. Female participation in many activities in 2008 also show declines. However, female participation rates show less variation over the years, and the overall trend in female participation for many activities is very slightly positive while male rates have declined across the board.

Table 6 Participation trends by gender (percentage)

	Male						
	2002	2003	2004	2005	2006	2007	2008
Any activity	n/a	n/a	n/a	28.3%	29.6%	31.6%	24.4%
Any boating activity	11.0%	10.1%	11.1%	8.6%	8.9%	9.6%	7.4%
Any sailboat activities/yacht cruising	2.7%	1.9%	2.5%	2.2%	1.8%	2.4%	1.9%
Any sailboat racing/yacht racing	1.2%	1.5%	1.4%	0.6%	0.7%	1.1%	0.6%
Motor boating / cruising or canal boating	1.9%	1.8%	1.9%	1.9%	2.2%	2.5%	1.8%
Canoeing	3.6%	3.1%	3.6%	2.9%	3.0%	2.6%	2.4%
Water skiing	2.3%	1.8%	1.8%	1.0%	1.0%	1.2%	0.7%
Small sail boat activities	1.7%	0.9%	1.5%	1.4%	1.2%	1.4%	1.0%
Rowing/Sculling	1.8%	1.6%	2.0%	1.2%	1.2%	1.0%	0.5%
Windsurfing	1.6%	1.1%	1.7%	0.8%	0.7%	0.7%	0.6%
Using personal watercraft	1.9%	1.8%	1.9%	1.1%	0.7%	0.7%	1.0%
Motor boating/Cruising	1.3%	1.3%	1.3%	1.4%	1.6%	1.5%	1.2%
Yacht cruising	1.3%	1.0%	1.2%	0.9%	0.7%	1.1%	1.1%
Power boating	1.1%	1.2%	1.5%	1.0%	1.0%	1.0%	0.8%
Small sail boat racing	0.9%	1.2%	1.2%	0.4%	0.5%	0.7%	0.4%
Canal boating	0.5%	0.7%	0.8%	0.5%	0.7%	1.1%	0.6%
Yacht racing	0.5%	0.4%	0.4%	0.2%	0.3%	0.5%	0.3%
Surfboarding	n/a	n/a	1.8%	1.7%	1.7%	1.8%	1.3%
Kitesurfing	n/a	n/a	0.3%	0.4%	0.1%	0.3%	0.3%
Angling (from a boat)	n/a	n/a	2.4%	1.7%	2.0%	2.2%	1.4%
Angling (from the shore)	n/a	n/a	4.5%	3.5%	4.0%	4.5%	3.4%
Cliff climbing	n/a	n/a	1.4%	1.3%	1.1%	1.4%	0.9%
Coastal walking	n/a	n/a	10.9%	12.3%	12.2%	13.3%	10.4%
Outdoor swimming	n/a	n/a	12.9%	10.9%	12.7%	12.1%	8.5%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.3%	1.7%	0.9%	1.2%	0.8%
Spending general leisure time at the beach	n/a	n/a	10.5%	10.6%	11.4%	11.9%	8.2%
	Female						
	2002	2003	2004	2005	2006	2007	2008
Any activity	n/a	n/a	n/a	24.4%	26.6%	27.7%	21.7%
Any boating activity	5.6%	4.5%	5.3%	5.2%	5.7%	6.2%	5.1%
Any sailboat activities/yacht cruising	1.4%	1.1%	1.6%	1.2%	1.6%	1.3%	1.3%
Any sailboat racing/yacht racing	0.6%	0.5%	0.4%	0.3%	0.5%	0.4%	0.2%
Motor boating / cruising or canal boating	1.1%	1.0%	1.1%	1.5%	1.8%	2.2%	1.5%
Canoeing	1.6%	1.4%	1.7%	1.4%	1.5%	1.7%	1.6%
Water skiing	1.2%	0.7%	0.6%	0.5%	0.4%	0.4%	0.5%
Small sail boat activities	0.9%	0.7%	1.1%	0.8%	1.0%	0.9%	0.8%
Rowing/Sculling	0.8%	0.8%	0.8%	0.8%	0.6%	0.4%	0.3%
Windsurfing	0.8%	0.4%	0.5%	0.4%	0.4%	0.3%	0.1%
Using personal watercraft	0.5%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%
Motor boating/Cruising	0.8%	0.6%	0.5%	1.0%	0.8%	1.3%	1.0%
Yacht cruising	0.6%	0.5%	0.6%	0.4%	0.7%	0.5%	0.6%
Power boating	0.6%	0.6%	0.5%	0.5%	0.5%	0.4%	0.4%
Small sail boat racing	0.6%	0.4%	0.4%	0.2%	0.3%	0.3%	0.1%
Canal boating	0.4%	0.5%	0.6%	0.6%	0.9%	0.9%	0.5%
Yacht racing	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%
Surfboarding	n/a	n/a	0.7%	0.9%	0.9%	0.8%	0.7%
Kitesurfing	n/a	n/a	0.1%	0.1%	0.1%	0.1%	0.0%
Angling (from a boat)	n/a	n/a	0.3%	0.3%	0.3%	0.3%	0.3%
Angling (from the shore)	n/a	n/a	0.5%	0.5%	0.6%	0.5%	0.5%
Cliff climbing	n/a	n/a	0.8%	0.6%	0.7%	0.7%	0.5%
Coastal walking	n/a	n/a	10.1%	12.0%	12.3%	13.4%	10.5%
Outdoor swimming	n/a	n/a	11.6%	10.3%	12.0%	10.8%	8.4%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	0.8%	0.7%	0.7%	0.6%	0.6%
Spending general leisure time at the beach	n/a	n/a	9.9%	12.3%	13.6%	14.3%	9.8%

Figure 5 shows the regression trend lines of participation for any boating activity for males and females over the 7 years. This shows that participation rates for females continue to show a slight increase, whereas males show a steady decline.

Figure 6 shows the regression lines for participation in any of the activities asked about from 2005 to 2008. Female participation shows a stable line, while male participation shows a slight decline.

Figure 5 Overall trends in participation for 'any boating activity' by gender

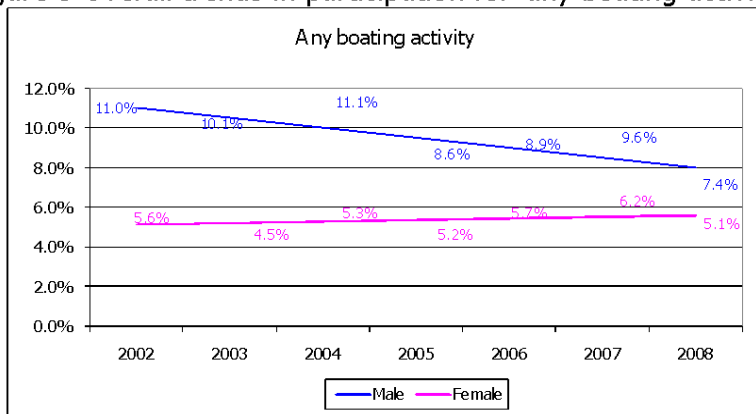
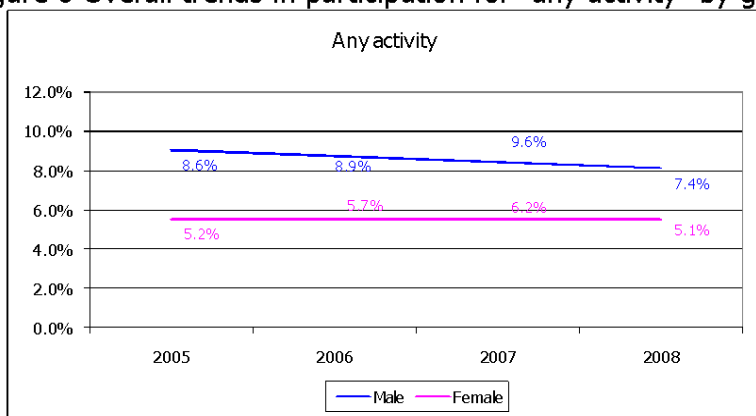


Figure 6 Overall trends in participation for "any activity" by gender



Participation by Age

After a rise in participation across all age groups from 2006 to 2007, there has been a decrease in activity across all age groups in 2008. The 35 to 54 year olds have seen their activity drop in 20 out of the 21 activities, the under 35s have seen a drop in 18 activities while for the 55+ it is 14 activities. For the first time the 55+ age group has the highest participation rate in "any activity" and canal boating. This is not because of a growth in this activity but because other age groups have seen big falls.

As in previous years people in the 35-54 age group are the most active across 'all activities', and the under 35s remain the most active age group for "any boating activity". 28% of the 35-54 age group participated in at least one activity over the last 12 months. The predominance of youth is especially marked for some of the more active sports like canoeing, rowing and cliff climbing and for the 'cool sports' like; waterskiing, using personal watercraft. However, windsurfing, which used to be most popular amongst the under 35s in 2007, shows now the highest participation rate in the 35-45 age groups.

For each activity the age group with the highest proportion of participants has been highlighted in blue and bold.

Table 7 Participation by age group (percentages)

	Age groups			Total UK
	16-34	35-54	55+	
Any Activity	24.17%	27.99%	16.99%	23.03%
Any boating activity	8.20%	7.62%	3.01%	6.20%
Any sailboat activities/yacht cruising	1.88%	1.82%	1.20%	1.62%
Any sailboat racing/yacht racing	0.43%	0.50%	0.22%	0.38%
Motor boating / cruising or canal boating	1.62%	1.74%	1.44%	1.60%
Canoeing	3.13%	2.78%	0.16%	1.98%
Water skiing	1.16%	0.68%	0.03%	0.60%
Small sail boat activities	1.11%	1.06%	0.48%	0.87%
Rowing/Sculling	0.53%	0.41%	0.23%	0.38%
Windsurfing	0.48%	0.54%	0.04%	0.35%
Using personal watercraft	1.36%	0.76%	0.03%	0.69%
Motor boating/Cruising	1.15%	1.28%	0.85%	1.09%
Yacht cruising	0.86%	0.84%	0.83%	0.85%
Power boating	0.82%	0.76%	0.18%	0.58%
Small sail boat racing	0.31%	0.31%	0.14%	0.25%
Canal boating	0.49%	0.48%	0.64%	0.54%
Yacht racing	0.24%	0.21%	0.15%	0.20%
Surfboarding	1.75%	1.31%	0.10%	1.02%
Kitesurfing	0.34%	0.08%	0.00%	0.13%
Angling (from a boat)	0.71%	1.08%	0.66%	0.82%
Angling (from the shore)	1.70%	2.36%	1.61%	1.90%
Cliff climbing	1.73%	0.46%	0.09%	0.72%
Coastal walking	8.22%	12.86%	9.87%	10.42%
Outdoor swimming	10.03%	11.28%	4.11%	8.42%
Leisure sub-aqua diving (from the shore and boat)	1.20%	0.82%	0.24%	0.73%
Spending general leisure time at the beach	9.26%	11.81%	5.95%	9.01%
None	75.79%	71.96%	82.97%	76.93%
Base	3,477	4,018	5,142	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

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

Table 8 Participation by age groups (participants)

	Age groups			Total UK
	16-34	35-54	55+	
Any Activity	3,574,059	4,829,267	2,890,703	11,294,029
Any boating activity	1,211,905	1,315,171	512,484	3,039,561
Any sailboat activities/yacht cruising	277,833	313,395	203,925	795,153
Any sailboat racing/yacht racing	64,141	85,467	37,143	186,751
Motor boating / cruising or canal boating	240,019	299,714	245,634	785,367
Canoeing	462,985	479,951	26,611	969,547
Water skiing	171,291	116,525	5,836	293,652
Small sail boat activities	164,681	182,440	81,011	428,132
Rowing/Sculling	78,353	70,230	39,725	188,308
Windsurfing	70,358	93,856	6,929	171,143
Using personal watercraft	201,127	130,304	4,800	336,231
Motor boating/Cruising	170,421	221,215	145,326	536,961
Yacht cruising	127,871	144,909	141,763	414,542
Power boating	121,088	131,636	30,251	282,976
Small sail boat racing	46,144	54,276	23,073	123,493
Canal boating	72,510	83,635	108,106	264,251
Yacht racing	35,431	36,498	25,663	97,592
Surfboarding	258,419	225,769	17,428	501,615
Kitesurfing	50,904	14,465	-	65,369
Angling (from a boat)	105,278	186,734	112,005	404,017
Angling (from the shore)	250,773	407,142	274,044	931,959
Cliff climbing	256,380	79,875	14,475	350,729
Coastal walking	1,215,938	2,218,267	1,678,922	5,113,127
Outdoor swimming	1,483,540	1,945,428	699,139	4,128,107
Leisure sub-aqua diving (from the shore and boat)	177,030	141,245	41,651	359,926
Spending general leisure time at the beach	1,368,794	2,037,437	1,012,549	4,418,780
None	11,205,141	12,413,435	14,117,453	37,736,029
Base	3,477	4,018	5,142	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

When looking at participation by age over the past 7 years, the 16-34 age group has been in continual and significant decline for all measured activities (except canal boating) from 2002 to 2008. The 35 and 54 age group has seen ups and downs in participation but the general trend is a slight increase in participation despite the drop seen in 2008, whereas the trend for the 55+ age groups shows little variation.

Table 9 Participation trends by age 2002 -2008

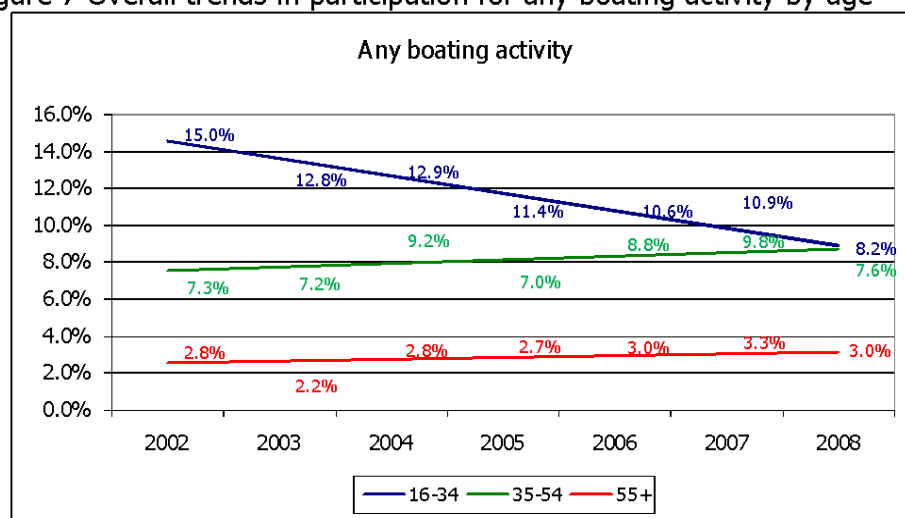
	16-34						
	2002	2003	2004	2005	2006	2007	2008
Any activity	n/a	n/a	n/a	32.0%	32.7%	33.7%	24.2%
Any boating activity	15.0%	12.8%	12.9%	11.4%	10.6%	10.9%	8.2%
Any sailboat activities/yacht cruising	2.5%	2.1%	2.9%	2.1%	2.1%	2.0%	1.9%
Any sailboat racing/yacht racing	1.6%	1.7%	1.6%	0.7%	0.8%	0.9%	0.4%
Motor boating / cruising or canal boating	2.0%	2.1%	1.8%	2.1%	2.4%	2.5%	1.6%
Canoeing	5.5%	4.7%	5.3%	4.3%	3.8%	3.7%	3.1%
Water skiing	3.6%	2.8%	2.3%	1.6%	1.3%	1.4%	1.2%
Small sail boat activities	1.6%	1.1%	2.3%	1.7%	1.5%	1.3%	1.1%
Rowing/Sculling	2.5%	2.5%	2.8%	1.9%	1.6%	1.2%	0.5%
Windsurfing	2.1%	1.3%	1.9%	1.2%	1.1%	0.8%	0.5%
Using personal watercraft	2.7%	2.5%	1.8%	1.5%	1.1%	1.1%	1.4%
Motor boating/Cruising	1.6%	1.4%	1.3%	1.5%	1.7%	1.6%	1.2%
Yacht cruising	1.3%	1.0%	0.9%	0.6%	0.7%	0.7%	0.9%
Power boating	1.5%	1.7%	1.4%	1.2%	0.9%	0.9%	0.8%
Small sail boat racing	1.3%	1.3%	1.4%	0.6%	0.5%	0.7%	0.3%
Canal boating	0.3%	0.9%	0.5%	0.6%	0.8%	1.0%	0.5%
Yacht racing	0.6%	0.5%	0.4%	0.1%	0.3%	0.3%	0.2%
Surfboarding	n/a	n/a	2.4%	2.7%	3.0%	2.3%	1.7%
Kitesurfing	n/a	n/a	0.4%	0.5%	0.2%	0.3%	0.3%
Angling (from a boat)	n/a	n/a	1.5%	1.1%	1.3%	1.1%	0.7%
Angling (from the shore)	n/a	n/a	2.9%	2.2%	2.2%	2.5%	1.7%
Cliff climbing	n/a	n/a	2.0%	2.2%	1.8%	1.8%	1.7%
Coastal walking	n/a	n/a	8.3%	10.9%	11.0%	11.1%	8.2%
Outdoor swimming	n/a	n/a	15.8%	14.9%	16.8%	15.7%	10.0%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	2.6%	2.0%	0.9%	1.3%	1.2%
Spending general leisure time at the beach	n/a	n/a	10.6%	12.8%	14.6%	14.2%	9.3%
	35-54						
	2002	2003	2004	2005	2006	2007	2008
Any activity	n/a	n/a	n/a	30.1%	33.6%	35.5%	28.0%
Any boating activity	7.3%	7.2%	9.2%	7.0%	8.8%	9.8%	7.6%
Any sailboat activities/yacht cruising	2.3%	1.4%	2.2%	1.7%	2.2%	2.6%	1.8%
Any sailboat racing/yacht racing	0.9%	0.7%	0.9%	0.4%	0.7%	0.9%	0.5%
Motor boating / cruising or canal boating	1.4%	1.5%	2.1%	1.9%	2.0%	3.1%	1.7%
Canoeing	2.2%	1.8%	2.7%	1.9%	2.7%	2.9%	2.8%
Water skiing	1.5%	1.1%	1.3%	0.8%	0.7%	0.9%	0.7%
Small sail boat activities	1.7%	0.8%	1.3%	1.0%	1.6%	1.7%	1.1%
Rowing/Sculling	1.3%	0.8%	1.2%	1.0%	1.0%	0.8%	0.4%
Windsurfing	1.4%	0.9%	1.3%	0.6%	0.6%	0.7%	0.5%
Using personal watercraft	0.7%	0.8%	1.3%	0.8%	0.6%	0.6%	0.8%
Motor boating/Cruising	1.0%	1.0%	1.2%	1.6%	1.1%	1.9%	1.3%
Yacht cruising	0.8%	0.7%	1.0%	0.8%	0.8%	1.0%	0.8%
Power boating	0.7%	0.7%	1.6%	0.8%	1.1%	0.9%	0.8%
Small sail boat racing	0.7%	0.7%	0.8%	0.2%	0.5%	0.7%	0.3%
Canal boating	0.7%	0.6%	1.1%	0.5%	0.9%	1.4%	0.5%
Yacht racing	0.4%	0.0%	0.3%	0.3%	0.3%	0.4%	0.2%
Surfboarding	n/a	n/a	1.3%	1.2%	1.2%	1.5%	1.3%
Kitesurfing	n/a	n/a	0.2%	0.2%	0.1%	0.2%	0.1%
Angling (from a boat)	n/a	n/a	1.8%	1.4%	1.6%	1.6%	1.1%
Angling (from the shore)	n/a	n/a	3.3%	2.8%	3.3%	3.6%	2.4%
Cliff climbing	n/a	n/a	1.2%	0.8%	0.8%	1.2%	0.5%
Coastal walking	n/a	n/a	13.6%	15.4%	15.7%	17.4%	12.9%
Outdoor swimming	n/a	n/a	15.8%	12.6%	15.2%	14.6%	11.3%
Leisure sub-aqua diving (from the shore and boat)	n/a	n/a	1.7%	1.3%	1.3%	1.2%	0.8%
Spending general leisure time at the beach	n/a	n/a	14.0%	14.4%	15.6%	16.6%	11.8%

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

Figure 7 shows the best fit trend lines of participation for any boating activity for the 3 age groups over the 7 years. Charts showing the regression trend lines by age groups for the individual activities are shown in Appendix 4. Canal boating shows an increasing trend for all age groups. Coastal walking shows stable participation rates for 16-34 and 25-54 year olds with a slightly increasing trend for the 55+. For other activities the trends by age group are diverse, with one or other age group taking more interest in the activity. For example using personal watercraft use has dropped among 16-34 year olds but remained much more constant among other age groups, and for yacht cruising there is a decline for 16-34 year olds, but increases for the two older age groups.

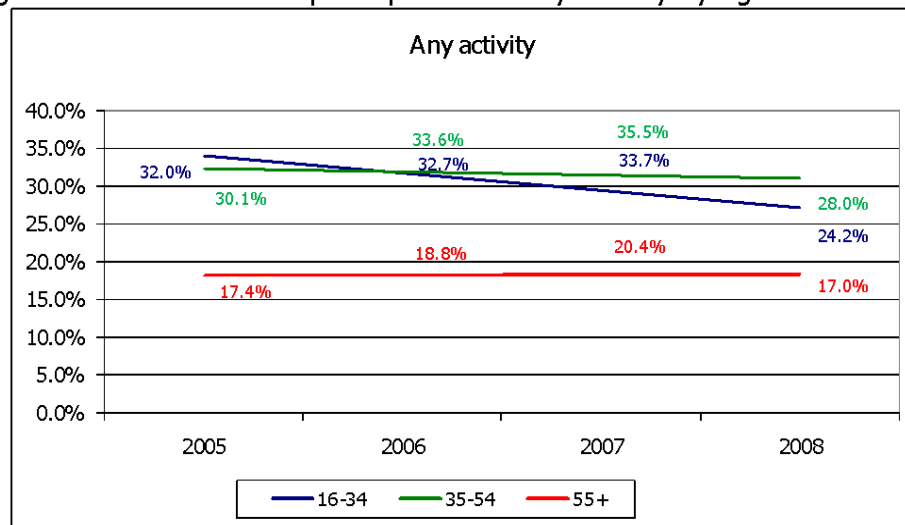
The marked decline in participation among 16-34 year olds is a cause for concern and promoting activities to this age group will be essential to maintain future active participation.

Figure 7 Overall trends in participation for any boating activity by age



The trend is also clear for the wider set of activities we measure, though the poor results for 2008 have a significant influence on the overall 4 year trends.

Figure 8 Overall trends in participation for any activity by age



Participation by SEG

The socio-economic group AB has generally a substantially higher participation rate than the other groups. 35% of this group participated in at least one of the measured activities over the last 12 months. The gap for all activities between the AB and C1 groups has narrowed slightly in 2008 compared to 2007, with a difference of 8.8% between these two groups in 2008, narrowing from 9.5% in 2007. Participation rates have been highlighted in blue, for the most active socio-economic group. In 2008, using personal watercraft, canal boating, kitesurfing, angling (from a boat) and cliff climbing are more popular among C1-E groups. In 2007 there were only 2 activities where this was the case; using personal watercraft and angling (from a boat). For each activity the age group with the highest proportion of participants has been highlighted in blue and bold in Table 10.

Table 10 Participation by SEG (percentages)

	SEG			
	AB	C1	C2DE	Total UK
Any Activity	35.42%	26.63%	16.02%	23.03%
Any boating activity	10.83%	7.94%	3.34%	6.20%
Any sailboat activities/yacht cruising	3.09%	2.36%	0.61%	1.62%
Any sailboat racing/yacht racing	0.97%	0.34%	0.17%	0.38%
Motor boating / cruising or canal boating	2.84%	2.06%	0.84%	1.60%
Canoeing	3.54%	2.43%	1.09%	1.98%
Water skiing	1.03%	0.81%	0.30%	0.60%
Small sail boat activities	1.89%	1.06%	0.36%	0.87%
Rowing/Sculling	0.70%	0.44%	0.23%	0.38%
Windsurfing	1.01%	0.31%	0.11%	0.35%
Using personal watercraft	0.72%	1.17%	0.38%	0.69%
Motor boating/Cruising	2.09%	1.27%	0.60%	1.09%
Yacht cruising	1.49%	1.43%	0.24%	0.85%
Power boating	0.82%	0.72%	0.39%	0.58%
Small sail boat racing	0.64%	0.22%	0.12%	0.25%
Canal boating	0.75%	0.90%	0.24%	0.54%
Yacht racing	0.51%	0.21%	0.07%	0.20%
Surfboarding	1.93%	1.03%	0.66%	1.02%
Kitesurfing	0.05%	0.29%	0.08%	0.13%
Angling (from a boat)	0.76%	0.84%	0.84%	0.82%
Angling (from the shore)	1.93%	1.77%	1.97%	1.90%
Cliff climbing	0.71%	1.19%	0.43%	0.72%
Coastal walking	18.43%	11.57%	6.60%	10.42%
Outdoor swimming	13.74%	10.22%	5.26%	8.42%
Leisure sub-aqua diving (from the shore and boat)	1.42%	1.01%	0.30%	0.73%
Spending general leisure time at the beach	14.54%	10.36%	6.03%	9.01%
None	64.51%	73.29%	83.97%	76.93%
Base	2,192	3,218	7,227	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

The much greater number of people in the C1 socio-economic group compared to those in the AB group means that despite lower participation rates for several of the activities, they are often the largest participation group in absolute numbers. For example, the percentage for canoeing is 3.5% for AB and 2.4% for the C1 group, however this equates to 344,746 and 354,838 people respectively. For each activity the socio-economic group with the highest absolute number of participants has been highlighted in blue and bold.

Table 11 Participation by SEG (participants)

	SEG			
	AB	C1	C2DE	Total UK
Any Activity	3,447,151	3,888,419	3,958,458	11,294,029
Any boating activity	1,053,948	1,159,891	825,721	3,039,561
Any sailboat activities/yacht cruising	300,625	344,779	149,749	795,153
Any sailboat racing/yacht racing	94,667	49,433	42,651	186,751
Motor boating / cruising or canal boating	276,687	300,661	208,018	785,367
Canoeing	344,746	354,838	269,963	969,547
Water skiing	100,236	118,277	75,139	293,652
Small sail boat activities	183,862	154,441	89,829	428,132
Rowing/Sculling	67,783	64,871	55,654	188,308
Windsurfing	98,229	45,157	27,757	171,143
Using personal watercraft	69,713	171,510	95,009	336,231
Motor boating/Cruising	203,723	185,485	147,753	536,961
Yacht cruising	145,108	209,514	59,920	414,542
Power boating	80,279	105,791	96,905	282,976
Small sail boat racing	61,827	32,757	28,910	123,493
Canal boating	72,964	131,021	60,266	264,251
Yacht racing	49,561	31,145	16,886	97,592
Surfboarding	187,359	150,866	163,390	501,615
Kitesurfing	4,437	41,814	19,118	65,369
Angling (from a boat)	73,939	122,675	207,403	404,017
Angling (from the shore)	187,629	257,739	486,592	931,959
Cliff climbing	69,312	174,424	106,993	350,729
Coastal walking	1,794,023	1,689,015	1,630,088	5,113,127
Outdoor swimming	1,336,966	1,491,747	1,299,393	4,128,107
Leisure sub-aqua diving (from the shore and boat)	137,995	147,531	74,400	359,926
Spending general leisure time at the beach	1,414,761	1,513,456	1,490,562	4,418,780
None	6,278,614	10,702,553	20,754,861	37,736,029
Base	2,192	3,218	7,227	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

Participation by Ethnicity

For the first time in 2008 we also collected information on a respondent's background, their ethnicity. The tables below show the participation rates for eight ethnic groups; White British, White Irish, Other White Background, Mixed, Asian, Black African or Caribbean and Other. When assessing the results it needs to be borne in mind that the sample size for several of the ethnic groups are small, with sample sizes ranging from 123 to 723 respondents for the categories other than "White British". This means we can provide an indication of participation rates by ethnicity, but the statistics are less reliable than the national estimates and results for these groups should therefore be seen as indicative.

Those with a White Irish background are much more likely to have participated in most of the activities asked about 38% of them participated in at least 1 activity over the last 12 months. White British are most likely of all to have participated in small sail boat activities, small sail boat racing and yacht racing. Those from an Asian background are least likely to have participated in any of the activities. The highest participation rate for each activity is highlighted in blue.

Table 12 Participation by ethnicity (percentages)⁴

	Ethnic Origin							Total
	White British	White Irish	Other White background	Mixed	Asian	Black African or Caribbean	Other	
Any Activity	24.7%	37.69%	20.38%	12.52%	8.38%	8.52%	10.98%	23.03%
Any boating activity	6.6%	10.74%	5.41%	3.66%	3.41%	1.34%	2.15%	6.20%
Any sailboat activities/yacht cruising	1.8%	2.15%	1.34%	0.00%	0.43%	0.00%	0.00%	1.62%
Any sailboat racing/yacht racing	0.4%	0.00%	0.39%	0.00%	0.22%	0.00%	0.00%	0.38%
Motor boating / cruising or canal boating	1.7%	2.32%	1.46%	0.60%	0.81%	0.63%	0.00%	1.60%
Canoeing	2.17%	3.11%	1.38%	1.91%	0.43%	0.14%	1.52%	1.98%
Water skiing	0.62%	0.75%	0.51%	0.00%	0.57%	0.35%	0.64%	0.60%
Small sail boat activities	0.98%	0.64%	0.87%	0.00%	0.25%	0.00%	0.00%	0.87%
Rowing/Sculling	0.39%	0.31%	0.55%	0.00%	0.60%	0.00%	0.00%	0.38%
Windsurfing	0.39%	0.62%	0.16%	0.00%	0.22%	0.00%	0.00%	0.35%
Using personal watercraft	0.69%	2.01%	0.56%	0.39%	0.72%	0.42%	0.00%	0.69%
Motor boating/Cruising	1.17%	1.85%	1.20%	0.00%	0.48%	0.30%	0.00%	1.09%
Yacht cruising	0.95%	1.51%	0.47%	0.00%	0.18%	0.00%	0.00%	0.85%
Power boating	0.57%	3.17%	0.65%	0.76%	0.00%	0.25%	0.00%	0.58%
Small sail boat racing	0.28%	0.00%	0.23%	0.00%	0.22%	0.00%	0.00%	0.25%
Canal boating	0.59%	0.47%	0.26%	0.60%	0.34%	0.33%	0.00%	0.54%
Yacht racing	0.23%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.20%
Surfboarding	1.09%	1.85%	1.10%	0.61%	0.43%	0.00%	0.89%	1.02%
Kitesurfing	0.14%	0.62%	0.09%	0.00%	0.00%	0.00%	0.00%	0.13%
Angling (from a boat)	0.91%	1.22%	0.79%	0.61%	0.00%	0.00%	0.00%	0.82%
Angling (from the shore)	2.10%	3.06%	1.61%	0.00%	0.37%	0.00%	0.89%	1.90%
Cliff climbing	0.72%	1.46%	0.55%	0.00%	0.63%	0.84%	0.64%	0.72%
Coastal walking	11.45%	17.83%	8.93%	4.84%	1.80%	1.12%	2.24%	10.42%
Outdoor swimming	8.77%	15.68%	9.82%	4.24%	2.91%	3.95%	4.54%	8.42%
Leisure sub-aqua diving (from the shore and boat)	0.75%	1.18%	1.47%	0.00%	0.00%	0.00%	0.89%	0.73%
Spending general leisure time at the beach	9.72%	16.71%	7.63%	4.92%	1.69%	3.60%	3.34%	9.01%
None	75.33%	62.31%	79.62%	87.48%	91.62%	91.48%	89.02%	76.97%
Base	10424	229	723	123	573	438	127	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

The much greater numbers of white British residents mean that this group dominates all activities in terms of the profile participating in each activity.

Table 13 Participation by ethnicity (participants)

	Ethnic Origin							Total
	White British	White Irish	Other White background	Mixed	Asian	Black African or Caribbean	Other	
Any Activity	9,901,986	344,108	578,388	62,840	196,567	150,835	59,306	11,294,029
Any boating activity	2,654,337	98,043	153,398	18,380	80,079	23,702	11,621	3,039,561
Any sailboat activities/yacht cruising	727,585	19,588	37,904	-	10,077	-	-	795,153
Any sailboat racing/yacht racing	170,627	-	10,988	-	5,136	-	-	186,751
Motor boating / cruising or canal boating	689,628	21,210	41,307	2,998	19,080	11,143	-	785,367
Canoeing	111,877	-	6,480	-	5,136	-	-	123,493
Water skiing	391,931	5,821	24,560	-	5,821	-	-	428,132
Small sail boat activities	93,085	-	4,507	-	-	-	-	97,592
Rowing/Sculling	383,175	13,767	13,344	-	4,256	-	-	414,542
Windsurfing	227,339	28,955	18,503	3,816	-	4,362	-	282,976
Using personal watercraft	469,599	16,905	33,950	-	11,200	5,307	-	536,961
Motor boating/Cruising	235,874	4,306	7,357	2,998	7,880	5,836	-	264,251
Yacht cruising	871,594	28,404	39,188	9,601	10,075	2,493	8,192	969,547
Power boating	155,930	2,813	15,542	-	14,023	-	-	188,308
Small sail boat racing	155,876	5,623	4,507	-	5,136	-	-	171,143
Canal boating	249,431	6,841	14,526	-	13,298	6,128	3,429	293,652
Yacht racing	275,767	18,317	15,902	1,967	16,903	7,376	-	336,231
Surfboarding	435,752	16,913	31,090	3,055	9,988	-	4,818	501,615
Kitesurfing	57,262	5,623	2,483	-	-	-	-	65,369
Angling (from a boat)	367,300	11,140	22,522	3,055	-	-	-	404,017
Angling (from the shore)	844,930	27,914	45,598	-	8,703	-	4,814	931,959
Cliff climbing	288,728	13,343	15,539	-	14,817	14,874	3,429	350,729
Coastal walking	4,598,423	162,781	253,399	24,316	42,260	19,880	12,068	5,113,127
Outdoor swimming	3,903,602	152,586	216,556	24,703	39,659	63,616	18,058	4,418,780
Leisure sub-aqua diving (from the shore and boat)	3,522,312	143,190	278,755	21,301	68,127	69,916	24,506	4,128,107
Spending general leisure time at the beach	302,583	10,737	41,788	-	-	-	4,818	359,926
None	30,241,563	569,005	2,259,447	439,167	2,148,410	1,618,724	480,656	37,756,971
Base	10,424	229	723	123	573	438	127	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

⁴ This table shows participation rates within each of the ethnic groups

Participation by Working Status

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

Table 14 Participation by Working Status (percentages)

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	28.08%	15.16%	19.52%	23.03%
Any boating activity	8.42%	2.25%	5.19%	6.20%
Any sailboat activities/yacht cruising	2.10%	0.93%	1.22%	1.62%
Any sailboat racing/yacht racing	0.55%	0.11%	0.27%	0.38%
Motor boating / cruising or canal boating	2.02%	1.18%	1.05%	1.60%
Canoeing	2.89%	0.12%	1.83%	1.98%
Water skiing	0.79%	0.00%	0.81%	0.60%
Small sail boat activities	1.25%	0.29%	0.62%	0.87%
Rowing/Sculling	0.47%	0.18%	0.40%	0.38%
Windsurfing	0.53%	0.04%	0.25%	0.35%
Using personal watercraft	1.01%	0.00%	0.66%	0.69%
Motor boating/Cruising	1.45%	0.71%	0.65%	1.09%
Yacht cruising	0.98%	0.73%	0.64%	0.85%
Power boating	0.79%	0.11%	0.57%	0.58%
Small sail boat racing	0.35%	0.09%	0.19%	0.25%
Canal boating	0.61%	0.50%	0.42%	0.54%
Yacht racing	0.30%	0.08%	0.08%	0.20%
Surfboarding	1.30%	0.07%	1.41%	1.02%
Kitesurfing	0.22%	0.00%	0.07%	0.13%
Angling (from a boat)	1.07%	0.59%	0.48%	0.82%
Angling (from the shore)	2.38%	1.37%	1.32%	1.90%
Cliff climbing	0.95%	0.05%	0.87%	0.72%
Coastal walking	12.59%	9.07%	6.67%	10.42%
Outdoor swimming	11.21%	3.22%	7.42%	8.42%
Leisure sub-aqua diving (from the shore and boat)	1.12%	0.15%	0.44%	0.73%
Spending general leisure time at the beach	11.06%	5.29%	8.17%	9.01%
None	71.88%	84.82%	80.40%	76.93%
Base	5,933	3,903	2,801	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

The much greater numbers of working people means that this is always the largest group of participants.

Table 15 Participation by working status (participants)

	Working status			Total UK
	Working	Retired	Other non-working	
Any Activity	7,359,924	1,825,450	2,108,655	11,294,029
Any boating activity	2,207,589	270,856	561,116	3,039,561
Any sailboat activities/yacht cruising	551,099	112,203	131,851	795,153
Any sailboat racing/yacht racing	144,204	13,467	29,080	186,751
Motor boating / cruising or canal boating	529,519	142,663	113,185	785,367
Canoeing	756,843	14,713	197,991	969,547
Water skiing	205,742	-	87,910	293,652
Small sail boat activities	326,328	34,446	67,359	428,132
Rowing/Sculling	124,233	21,314	42,762	188,308
Windsurfing	139,220	4,786	27,137	171,143
Using personal watercraft	265,126	-	71,105	336,231
Motor boating/Cruising	380,798	85,455	70,708	536,961
Yacht cruising	257,277	87,624	69,641	414,542
Power boating	207,888	13,158	61,930	282,976
Small sail boat racing	92,569	10,607	20,317	123,493
Canal boating	158,657	60,205	45,389	264,251
Yacht racing	79,176	9,654	8,763	97,592
Surfboarding	340,146	8,723	152,746	501,615
Kitesurfing	57,421	-	7,948	65,369
Angling (from a boat)	280,404	71,309	52,305	404,017
Angling (from the shore)	624,116	165,071	142,772	931,959
Cliff climbing	250,209	6,561	93,959	350,729
Coastal walking	3,300,197	1,092,172	720,757	5,113,127
Outdoor swimming	2,938,796	387,714	801,597	4,128,107
Leisure sub-aqua diving (from the shore and boat)	294,038	18,113	47,775	359,926
Spending general leisure time at the beach	2,898,340	637,563	882,876	4,418,780
None	18,837,163	10,213,531	8,685,334	37,736,029
Base	5,933	3,903	2,801	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

Participation by Lifestage

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

Figure 9 Life stage explanation

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

As in previous years, families record the highest participation for spending general leisure time at the beach, followed by couples under 55 and empty nesters. Single parents, who were the second most likely group to have spent some time on the beach in 2007 have fallen to fourth place. For the more active activities like canoeing, surfboarding, kitesurfing and cliff climbing, the highest participation rates are among those living as 'students/workers in a house-share'. In 2007, windsurfing also was one of these activities, in 2008 however couples under 55 are the ones most likely to have participated in 2008. Overall couples under the age of 55 are now the most active group 28% participating in at least 1 activity in 2008. The relaxing pastimes of angling and canal boating are unsurprisingly most popular among empty nesters. We have highlighted the highest participation rate (Table 16) and the largest absolute participation number (Table 17) in blue.

Table 16 Participation by lifestage

	Life stage							Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys	
Any Activity	26.3%	21.04%	28.08%	27.58%	21.93%	24.00%	11.91%	23.03%
Any boating activity	9.7%	5.04%	9.47%	7.19%	5.68%	5.12%	1.86%	6.20%
Any sailboat activities/yacht cruising	1.6%	1.50%	2.73%	1.82%	1.31%	1.98%	0.72%	1.62%
Any sailboat racing/yacht racing	0.4%	0.30%	0.57%	0.46%	0.52%	0.29%	0.12%	0.38%
Motor boating / cruising or canal boating	1.3%	1.28%	1.85%	2.16%	1.08%	2.03%	0.97%	1.60%
Canoeing	4.26%	1.67%	3.52%	2.26%	2.00%	0.35%	0.10%	1.98%
Water skiing	1.66%	0.55%	1.02%	0.52%	0.75%	0.14%	0.00%	0.60%
Small sail boat activities	0.61%	0.76%	1.78%	1.07%	0.80%	0.79%	0.31%	0.87%
Rowing/Sculling	0.91%	0.28%	0.67%	0.23%	0.39%	0.57%	0.11%	0.38%
Windsurfing	0.54%	0.45%	0.81%	0.33%	0.52%	0.00%	0.02%	0.35%
Using personal watercraft	1.75%	0.35%	1.25%	0.75%	0.88%	0.00%	0.00%	0.69%
Motor boating/Cruising	0.80%	0.82%	1.28%	1.58%	0.75%	1.18%	0.64%	1.09%
Yacht cruising	0.99%	1.05%	1.27%	0.78%	0.63%	1.19%	0.45%	0.85%
Power boating	0.86%	0.45%	1.18%	0.61%	0.77%	0.32%	0.09%	0.58%
Small sail boat racing	0.36%	0.19%	0.41%	0.29%	0.42%	0.19%	0.02%	0.25%
Canal boating	0.47%	0.62%	0.57%	0.61%	0.33%	0.85%	0.36%	0.54%
Yacht racing	0.07%	0.30%	0.34%	0.23%	0.20%	0.11%	0.12%	0.20%
Surfboarding	2.23%	1.20%	1.18%	1.25%	1.32%	0.00%	0.06%	1.02%
Kitesurfing	0.43%	0.00%	0.39%	0.07%	0.21%	0.00%	0.00%	0.13%
Angling (from a boat)	0.93%	1.27%	0.53%	1.03%	0.49%	0.66%	0.59%	0.82%
Angling (from the shore)	1.78%	1.81%	1.76%	2.57%	0.86%	3.29%	0.89%	1.90%
Cliff climbing	1.83%	0.54%	1.14%	0.61%	1.29%	0.09%	0.06%	0.72%
Coastal walking	8.73%	10.85%	13.87%	12.18%	6.32%	13.62%	6.83%	10.42%
Outdoor swimming	11.27%	7.33%	10.75%	11.23%	9.07%	6.07%	2.11%	8.42%
Leisure sub-aqua diving (from the shore and boat)	1.17%	0.53%	2.29%	0.65%	0.63%	0.27%	0.04%	0.73%
Spending general leisure time at the beach	8.32%	6.63%	10.02%	12.97%	8.94%	9.04%	3.75%	9.01%
None	73.64%	78.96%	71.92%	72.39%	77.93%	76.00%	88.03%	76.93%
Base	1302	1,209	1,241	3,490	1,137	976	3,282	12,637

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

When the size of each lifestage group is taken into account the importance of families becomes very apparent, with 37% of participants in all activities belonging to this group and 36% of participants for the original 12 boating activities. This result has is similar to 2007 figures.

Table 17 Participation by lifestage – Participant numbers

	Life stage								Total UK
	Student/Workers house share	Single	Couple under 55	Family	Single parents	Empty nesters	Greys		
Any Activity	1,480,765	1,045,284	1,564,754	4,160,958	938,003	983,679	1,120,586	11,294,029	
Any boating activity	548,410	250,509	527,863	1,085,238	242,824	210,076	174,641	3,039,561	
Any sailboat activities/yacht cruising	90,182	74,463	152,174	273,920	55,853	81,159	67,402	795,153	
Any sailboat racing/yacht racing	23,834	15,022	31,927	70,073	22,151	12,049	11,695	186,751	
Motor boating / cruising or canal boating	71,532	63,763	103,176	326,196	46,306	83,311	91,084	785,367	
Canoeing	240,238	83,111	196,009	341,002	85,344	14,449	9,392	969,547	
Water skiing	93,666	27,163	56,709	78,168	32,111	5,836	-	293,652	
Small sail boat activities	34,245	37,602	99,446	161,553	34,208	32,184	28,895	428,132	
Rowing/Sculling	51,382	13,936	37,223	35,268	16,610	23,295	10,594	188,308	
Windsurfing	30,562	22,180	44,973	49,178	22,107	-	2,143	171,143	
Using personal watercraft	98,700	17,486	69,450	112,988	37,607	-	-	336,231	
Motor boating/Cruising	45,121	40,799	71,245	238,990	32,108	48,428	60,270	536,961	
Yacht cruising	55,937	51,937	70,761	118,064	26,794	48,976	42,073	414,542	
Power boating	48,442	22,312	65,712	91,729	32,991	13,014	8,775	282,976	
Small sail boat racing	20,036	9,586	22,767	43,534	17,895	7,667	2,008	123,493	
Canal boating	26,411	30,675	31,931	92,343	14,198	34,882	33,811	264,251	
Yacht racing	3,797	15,022	19,012	34,991	8,693	4,383	11,695	97,592	
Surfboarding	125,998	59,395	65,694	188,083	56,411	-	6,033	501,615	
Kitesurfing	24,494	-	21,658	10,103	9,113	-	-	65,369	
Angling (from a boat)	52,575	63,229	29,286	155,701	21,036	27,056	55,133	404,017	
Angling (from the shore)	100,098	89,882	98,327	388,108	36,798	134,916	83,830	931,959	
Cliff climbing	103,285	26,639	63,481	92,627	55,263	3,813	5,622	350,729	
Coastal walking	492,437	539,198	772,792	1,837,198	270,102	558,165	643,235	5,113,127	
Outdoor swimming	635,669	364,054	599,290	1,693,982	387,811	248,854	198,447	4,128,107	
Leisure sub-aqua diving (from the shore and boat)	65,704	26,522	127,653	97,906	27,136	11,199	3,804	359,926	
Spending general leisure time at the beach	469,106	329,101	558,526	1,956,519	382,249	370,761	352,518	4,418,780	
None	4,151,650	3,922,169	4,007,848	10,920,230	3,333,053	3,115,744	8,285,334	37,736,029	
Base	1,302	1,209	1,241	3,490	1,137	976	3,282	12,637	

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

Regional Participation by Residence

Participation by Residence - ITV Regions

The tables overleaf provide an indication of the variations in participation in 2008 depending on which residential area in the country respondents live. ITV regions have been grouped to provide more robust sample sizes and therefore more robust estimates of participation. However, it must still be considered that the sample sizes in some of the grouped regions are still relatively small varying between 379 and 4,267 across all activities. This means we can provide an indication of participation rates by region, but the statistics are less reliable than the national estimates.

We have highlighted participation rates where changes are statistically significant compared with 2007. 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. However, the small numbers in each region for an individual sport mean that the data should be treated with caution. The numbers of respondents from each region are provided at the bottom of the table. The regions are defined as follows:

Figure 10 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

In 2008, not surprisingly, there are more significant decreases in regional participation rates than there were in 2007. Participation rates for "Any activity" have decreased significantly across all regions bar Northern Ireland while "Any boating activity" has seen significant decreases in London/East/South East, Midlands and North West/North East/Yorkshire. The Midlands records the highest number of significant decreases (10 activities).

Participation rates for people living in the Midlands and North West/North East/Yorkshire do not record any significant increases since 2007. London/South/South East and Northern Ireland record a significant increase for using personal watercraft. Northern Ireland has seen an increase for Outdoor Swimming. In Wales/South West/West the participation in angling from a boat has increased compared to 2007, while more people from Border/Scotland have participated in Leisure sub aqua diving in 2008. Wales/West/South West continues to display the highest participation rate for "Any activity" of all mainland regions. Overall 33% of those living in Wales/West or South West participated in at least one activity during 2008.

Table 18 Participation rates by residence –ITV regions 2008 (percentages)

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	24.54%	33.40%	18.04%	20.49%	13.31%	45.28%	23.03%	
Any boating activity	7.31%	7.37%	4.81%	5.24%	4.07%	11.21%	6.20%	
Any sailboat activities/yacht cruising	2.01%	1.96%	1.25%	1.24%	1.16%	2.80%	1.62%	
Any sailboat racing/yacht racing	0.65%	0.29%	0.23%	0.24%	0.05%	0.66%	0.38%	
Motor boating / cruising or canal boating	1.94%	2.24%	1.39%	1.19%	0.85%	2.79%	1.60%	
Canoeing	1.97%	2.48%	1.62%	2.10%	1.07%	3.22%	1.98%	
Water skiing	0.78%	0.53%	0.43%	0.57%	0.08%	1.25%	0.60%	
Small sail boat activities	0.91%	1.18%	0.77%	0.76%	0.83%	1.09%	0.87%	
Rowing/Sculling	0.50%	0.50%	0.33%	0.32%	0.13%	0.38%	0.38%	
Windsurfing	0.55%	0.17%	0.17%	0.26%	0.21%	0.68%	0.35%	
Using personal watercraft	0.78%	0.69%	0.43%	0.51%	0.52%	2.95%	0.69%	
Motor boating/Cruising	1.51%	1.62%	0.58%	0.65%	0.53%	2.79%	1.09%	
Yacht cruising	1.27%	0.87%	0.54%	0.52%	0.44%	1.71%	0.85%	
Power boating	0.75%	0.57%	0.49%	0.37%	0.55%	1.13%	0.58%	
Small sail boat racing	0.47%	0.10%	0.17%	0.17%	0.05%	0.00%	0.25%	
Canal boating	0.47%	0.62%	0.85%	0.58%	0.32%	0.00%	0.54%	
Yacht racing	0.31%	0.29%	0.06%	0.10%	0.05%	0.66%	0.20%	
Surfboarding	1.08%	2.82%	1.18%	0.46%	0.20%	1.74%	1.02%	
Kitesurfing	0.22%	0.00%	0.00%	0.12%	0.11%	0.38%	0.13%	
Angling (from a boat)	0.49%	2.66%	0.48%	0.57%	1.04%	1.77%	0.82%	
Angling (from the shore)	1.56%	3.03%	1.62%	1.98%	1.48%	3.46%	1.90%	
Cliff climbing	0.65%	1.24%	0.53%	0.57%	0.68%	1.98%	0.72%	
Coastal walking	10.07%	18.84%	9.04%	8.54%	6.01%	23.91%	10.42%	
Outdoor swimming	10.20%	11.32%	6.67%	7.14%	3.03%	14.15%	8.42%	
Leisure sub-aqua diving (from the shore and boat)	0.91%	0.81%	0.25%	0.64%	0.95%	0.75%	0.73%	
Spending general leisure time at the beach	8.89%	14.32%	8.12%	8.24%	3.82%	19.15%	9.01%	
None	75.39%	66.49%	81.91%	79.51%	86.69%	54.72%	76.93%	
Base	4,267	1,315	1,559	3,946	1,171	379	12,637	

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

For each activity the ITV region with the highest absolute number of participants has been highlighted in blue and bold in Table. London/ East/ South East as a region shows the greatest number of participants for the majority of activity. This is perhaps unsurprising as this region is the most densely populated region in the UK. The activities that are an exception to this are angling from the boat and shore and canal boating.

Table 19 Participation rates by residence - ITV regions 2008 (participants)

	ITV regions							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	4,164,519	1,675,756	1,086,301	3,104,909	584,043	678,502	11,294,029	
Any boating activity	1,240,118	369,612	289,411	793,686	178,711	168,022	3,039,561	
Any sailboat activities/yacht cruising	341,178	98,131	75,048	188,041	50,822	41,932	795,153	
Any sailboat racing/yacht racing	109,857	14,419	13,741	36,782	2,008	9,944	186,751	
Motor boating / cruising or canal boating	329,203	112,561	83,671	180,956	37,225	41,751	785,367	
Canoeing	334,039	124,477	97,495	318,169	47,098	48,269	969,547	
Water skiing	132,470	26,526	25,880	86,530	3,503	18,743	293,652	
Small sail boat activities	155,219	59,323	46,276	114,747	36,305	16,262	428,132	
Rowing/Sculling	84,268	24,931	19,740	48,260	5,486	5,623	188,308	
Windsurfing	93,996	8,583	10,144	38,916	9,374	10,131	171,143	
Using personal watercraft	132,310	34,462	25,701	76,913	22,704	44,140	336,231	
Motor boating/Cruising	256,781	81,425	35,197	98,515	23,293	41,751	536,961	
Yacht cruising	215,304	43,594	32,496	78,094	19,384	25,670	414,542	
Power boating	127,712	28,629	29,227	56,494	23,971	16,943	282,976	
Small sail boat racing	80,203	4,786	10,017	26,480	2,008	-	123,493	
Canal boating	80,470	31,136	51,471	87,241	13,932	-	264,251	
Yacht racing	52,395	14,419	3,724	15,102	2,008	9,944	97,592	
Surfboarding	183,789	141,443	71,227	70,386	8,720	26,050	501,615	
Kitesurfing	36,534	-	-	18,345	4,866	5,623	65,369	
Angling (from a boat)	83,428	133,598	29,134	85,735	45,620	26,502	404,017	
Angling (from the shore)	265,340	152,009	97,650	300,340	64,812	51,808	931,959	
Cliff climbing	110,755	62,080	31,815	86,676	29,748	29,656	350,729	
Outdoor swimming	1,731,384	567,791	401,470	1,082,404	132,977	212,081	4,128,107	
Leisure sub-aqua diving (from the shore and boat)	154,346	40,850	15,305	96,399	41,780	11,245	359,926	
Spending general leisure time at the beach	1,508,694	718,511	488,860	1,247,872	167,857	286,985	4,418,780	
None	12,795,722	3,336,545	4,931,450	12,047,493	3,805,016	819,804	37,736,029	
Base	4,267	1,315	1,559	3,946	1,171	379	12,637	

Base: all respondents (12,637; Source Watersports and Leisure Omnibus Survey 2008)

In Table 20 we have combined the 2006 to 2008 samples to provide an aggregate estimate of participation rate over the last three years.

Table 20 Watersports participation by residence - ITV regions– Average over 2006-2008

Average 2006-2008	ITV region							All regions
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland		
Any Activity	28.8%	37.2%	25.0%	23.4%	16.5%	45.1%	26.9%	
Any boating activity	8.1%	7.6%	7.7%	6.1%	4.6%	9.6%	7.1%	
Any sailboat activities/yacht cruising	2.3%	1.5%	1.8%	1.2%	1.3%	2.0%	1.7%	
Any sailboat racing/yacht racing	0.8%	0.4%	0.5%	0.4%	0.2%	0.7%	0.5%	
Motor boating / cruising or canal boating	2.4%	2.0%	2.3%	1.6%	1.0%	3.4%	2.0%	
Canoeing	2.0%	2.7%	2.4%	2.1%	1.4%	2.3%	2.1%	
Water skiing	0.8%	0.4%	1.0%	0.6%	0.2%	1.5%	0.7%	
Small sail boat activities	1.3%	0.9%	1.3%	0.8%	0.8%	0.9%	1.0%	
Rowing/Sculling	0.9%	0.5%	0.8%	0.6%	0.2%	0.3%	0.7%	
Windsurfing	0.6%	0.4%	0.4%	0.4%	0.3%	0.2%	0.5%	
Using personal watercraft	0.6%	0.6%	0.6%	0.5%	0.4%	1.7%	0.6%	
Motor boating/Cruising	1.6%	1.2%	1.1%	0.9%	0.7%	3.0%	1.2%	
Yacht cruising	1.2%	0.7%	0.5%	0.5%	0.5%	1.1%	0.8%	
Power boating	0.8%	1.0%	0.5%	0.5%	0.6%	0.9%	0.7%	
Small sail boat racing	0.6%	0.2%	0.4%	0.3%	0.1%	0.2%	0.4%	
Canal boating	0.8%	0.8%	1.3%	0.7%	0.2%	0.6%	0.8%	
Yacht racing	0.4%	0.3%	0.2%	0.1%	0.1%	0.5%	0.2%	
Surfboarding	1.3%	3.0%	1.3%	0.6%	0.4%	1.4%	1.2%	
Kitesurfing	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	
Angling (from a boat)	0.8%	2.0%	0.9%	0.9%	1.5%	2.3%	1.1%	
Angling (from the shore)	1.9%	3.7%	1.9%	2.0%	2.2%	4.3%	2.2%	
Cliff climbing	0.8%	1.4%	0.9%	0.7%	0.8%	1.4%	0.9%	
Coastal walking	12.5%	19.7%	10.8%	9.8%	6.4%	23.6%	12.0%	
Outdoor swimming	13.0%	14.0%	11.1%	8.6%	5.0%	11.7%	10.7%	
Leisure sub-aqua diving (from the shore and boat)	0.9%	1.0%	0.7%	0.7%	0.7%	0.6%	0.8%	
Spending general leisure time at the beach	11.7%	17.5%	10.1%	10.4%	5.9%	23.8%	11.5%	
Base	12,329	3,960	4,721	11,725	3,434	1,101	37,270	

Base: all respondents from 2006 to 2008 Watersports and Leisure Omnibus Surveys

Participation by Residence - Postal Area

In addition to the participation by residence in ITV region tables, we have also added the following tables in the 2008 Watersports and Leisure Participation report, showing the participation rates in the various activities for respondents living in different postal areas. The regions are made of the following postal areas:

Figure 11 Postcode Areas

Region	Postcode Area
South	SO, PO, GU, BN, RH
South East	CT, TN, ME, SS, CM, SG, AL, LU, HP, SL, MK, OX, RG
Greater 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

As with the tables showing participation by ITV regions, it must still be borne in mind that the sample sizes in some of the regions based on postal areas are still relatively small varying between 374 and 2,014 across all activities. This means we can provide an indication of participation rates, but the statistics are less reliable than the national estimates. The region with the largest participation rate (Table 21) and the largest absolute participant number (Table 22) in each activity are highlighted in blue.

The tables show that respondents living in the Southern regions are more likely than those living elsewhere to take part in "any boating activity", "any sailing/yacht cruising activity", "any sailboat/yacht racing activity" and "any motor boating/cruising and canal boating activity".

Respondents from Northern Ireland are more likely to have participated in "any activity". Yacht cruising and racing are especially popular in the South, the participation rate for this activity is double that in Northern Ireland, which is region with the second highest participation rate.

Table 21 Participation rates by Residence Regions based on Postal Area (percentages)

Activity	Postcode Area												Total UK	
	South	South East	Greater London	South West	North East	West	North	West Yorkshire	Midlands	East Midlands	Scotland	Wales		Northern Ireland
Any Activity	37.6%	25.1%	16.5%	35.9%	18.5%	20.8%	21.8%	15.0%	27.2%	37.4%	13.0%	22.8%	45.7%	23.0%
Any boating activity	11.5%	8.3%	5.4%	9.1%	4.4%	5.2%	5.8%	4.3%	5.8%	6.6%	3.9%	5.2%	11.4%	6.2%
Any sailboat activities/yacht cruising	4.2%	2.0%	1.2%	3.0%	1.4%	1.5%	1.0%	1.0%	1.1%	2.6%	1.1%	1.1%	2.8%	1.6%
Any sailboat racing/yacht racing	1.6%	0.6%	0.5%	0.5%	0.6%	0.1%	0.5%	0.2%	0.2%	0.3%	0.0%	0.0%	0.7%	0.4%
Motor boating /cruising or canal boating	3.2%	2.8%	1.3%	2.7%	0.5%	0.7%	1.9%	1.2%	1.7%	1.3%	0.9%	1.3%	2.8%	1.6%
Canoeing	3.2%	2.1%	1.2%	3.5%	1.3%	2.5%	2.2%	1.2%	1.9%	2.0%	1.0%	1.9%	3.3%	2.0%
Water skiing	1.4%	0.6%	0.8%	1.0%	0.5%	0.5%	0.4%	0.5%	0.7%	0.2%	0.1%	0.4%	1.3%	0.6%
Small sail boat activities	1.8%	1.0%	0.4%	2.0%	1.4%	0.8%	0.5%	0.6%	0.6%	1.3%	0.8%	0.2%	1.1%	0.9%
Rowing/Sculling	0.0%	0.9%	0.4%	0.5%	0.0%	0.1%	0.4%	0.4%	0.7%	0.5%	0.1%	0.2%	0.4%	0.4%
Windsurfing	0.2%	0.5%	0.7%	0.3%	0.3%	0.1%	0.3%	0.2%	0.4%	0.2%	0.2%	0.2%	0.7%	0.4%
Using personal watercraft	2.1%	0.6%	0.6%	0.5%	0.9%	0.4%	0.5%	0.8%	0.2%	0.9%	0.4%	0.6%	3.0%	0.7%
Motor boating/Cruising	2.8%	2.0%	0.8%	2.1%	0.5%	0.3%	1.4%	0.6%	0.4%	1.1%	0.6%	1.0%	2.8%	1.1%
Yacht cruising	3.1%	1.0%	0.8%	1.3%	0.0%	0.8%	0.7%	0.5%	0.3%	1.4%	0.4%	0.6%	1.7%	0.8%
Power boating	2.4%	0.8%	0.5%	0.8%	0.5%	0.3%	0.6%	0.3%	0.3%	0.0%	0.4%	0.3%	1.1%	0.6%
Small sail boat racing	0.6%	0.4%	0.4%	0.2%	0.4%	0.1%	0.3%	0.2%	0.2%	0.3%	0.0%	0.0%	0.0%	0.3%
Canal boating	0.7%	0.8%	0.5%	0.6%	0.0%	0.4%	0.6%	0.6%	1.3%	0.2%	0.3%	0.5%	0.0%	0.5%
Yacht racing	1.4%	0.4%	0.1%	0.5%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%
Surfboarding	1.3%	0.8%	1.0%	3.4%	0.7%	0.2%	0.8%	0.8%	0.9%	1.6%	0.2%	1.3%	1.8%	1.0%
Kitesurfing	0.8%	0.1%	0.2%	0.0%	0.0%	0.2%	0.1%	0.0%	0.2%	0.0%	0.1%	0.0%	0.4%	0.1%
Angling (from a boat)	1.5%	0.5%	0.2%	2.6%	0.4%	0.9%	0.4%	0.4%	0.6%	0.6%	1.0%	1.8%	1.8%	0.8%
Angling (from the shore)	2.1%	1.9%	0.5%	2.6%	1.3%	2.6%	1.4%	1.2%	4.0%	3.4%	1.3%	2.8%	3.5%	1.9%
Cliff climbing	0.8%	0.7%	0.7%	1.1%	0.4%	0.9%	0.2%	0.6%	0.3%	0.2%	0.7%	1.1%	2.0%	0.7%
Coastal walking	17.7%	9.9%	5.4%	20.4%	8.1%	8.0%	9.3%	7.9%	12.3%	18.7%	5.8%	12.2%	24.2%	10.4%
Outdoor swimming	16.8%	9.5%	7.5%	11.6%	4.5%	7.0%	8.4%	5.4%	11.2%	14.2%	2.9%	8.8%	14.3%	8.4%
Leisure sub-aqua diving (from the shore or	1.6%	0.7%	0.8%	0.9%	0.3%	0.7%	1.3%	0.0%	0.6%	0.4%	0.8%	1.0%	0.8%	0.7%
Spending general leisure time at the beach	14.6%	10.0%	5.1%	16.9%	5.0%	8.4%	9.9%	6.3%	11.5%	14.0%	3.6%	8.2%	19.2%	9.0%
None	62.4%	74.8%	83.3%	63.9%	81.5%	79.2%	78.2%	85.0%	72.8%	62.6%	87.0%	77.2%	54.3%	76.9%
Base	454	1,312	2,014	1,054	584	1,523	1,069	1,259	726	504	1,087	626	374	12,586

Base: all respondents (12,637)

Source: Watersports participation survey 2008

Caution: small base size – indicative only i.e. an answer of 0 does not mean there is no participating adults within the area

When taking the population of the various regions into account the importance of London and the South West becomes more apparent. London records the highest absolute number of participants for 10 of the 21 activities.

3. Participation by Socio-Demographic Groups Using Watersports Categories

Table 23 and Table 24 show the profile of people participating in grouped watersport activities by sex, age groups, SEG, ITV regions and lifestage. These tables were part of the previous reports and have been included again for comparability to previous reports.

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

Figure 2 Activities categories

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

We have compared the figures from 2008 with the figures of the 2007 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 23 shows the difference in percentage points between 2008 and 2007 participation rates in the watersport categories by socio-demographics.

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

There are interesting observations to be made in terms of regional participation rates (based on ITV regions).

- Northern Ireland continues to show the highest participation rate of all the UK regions
- When only taking regions in mainland Britain into account the highest participation rate is recorded for Wales/ West/ South West, closely followed by the London/ East/ South East region. In 2007 the Eastern regions showed higher participation rates than the western ones.
- The Midlands, which showed the highest participation rate in 2006 and dropped to 3rd place in 2007 continues its decline and is now in 4th place, showing significant drops in all categories
- N.B. Actual numbers of participants are highest in London/East /South East due to the larger population in this ITV region.

Significant rises are observed in the sailing category for respondents among the older "Greys", this group also increased their participation in 2007 over 2006. The increase in the sailing category results in a significant increase in "any boating activity" for the 'Greys' group.

Table 23 Socio-Demographic Participation by Category (percentages)

		Watersport category				UK Population	Base
		Any boating activity	Sail	Power	Manual		
Sex	Male	7.40%	2.62%	3.08%	3.21%	23,796,119	5,835
	Female	5.06%	1.58%	2.06%	2.33%	25,254,881	6,802
Age Group	16-34	8.20%	2.44%	3.25%	4.44%	14,784,779	3,477
	35-54	7.62%	2.61%	2.92%	3.61%	17,251,525	4,018
	55+	3.01%	1.26%	1.57%	0.42%	17,014,696	5,142
SEG	AB	10.83%	4.22%	3.86%	4.90%	9,732,306	2,192
	C1	7.94%	2.76%	3.36%	3.46%	14,602,248	3,218
	C2DE	3.34%	0.86%	1.56%	1.49%	24,716,446	7,227
Working status	Working	8.42%	2.82%	3.33%	3.86%	26,206,464	5,933
	Retired	2.25%	0.96%	1.26%	0.30%	12,041,841	3,903
	Other non-working	5.19%	1.58%	2.09%	2.81%	10,802,694	2,801
ITV regions	London/ East/ South E	7.31%	2.76%	2.99%	3.02%	16,972,478	4,267
	Wales/ West/ South W	7.37%	2.22%	3.29%	3.41%	5,017,879	1,315
	Midlands	4.81%	1.58%	2.15%	2.18%	6,020,877	1,559
	North West/ North Eas	5.24%	1.56%	1.91%	2.77%	15,152,402	3,946
	Border/ Scotland	4.07%	1.26%	1.80%	1.28%	4,389,059	1,171
Life stage	Northern Ireland	11.21%	3.84%	5.50%	4.02%	1,498,305	379
	Student/Workers hous	9.73%	2.39%	3.44%	6.25%	5,637,993	1,302
	Single	5.04%	1.96%	1.81%	2.24%	4,967,453	1,209
	Couple under 55	9.47%	3.55%	3.48%	4.68%	5,572,602	1,241
	Family	7.19%	2.40%	3.19%	2.91%	15,084,314	3,490
	Single parents	5.68%	1.82%	2.36%	2.89%	4,276,753	1,137
	Empty nesters	5.12%	2.09%	2.35%	1.06%	4,099,423	976
	Greys	1.86%	0.74%	1.02%	0.21%	9,412,461	3,282
	Total	Total	6.20%	2.09%	2.55%	2.75%	49,051,000

Table 24 Socio-Demographic Participation by Category (participants)

		Watersport category				UK Population	Base
		Any boating activity	Sail	Power	Manual		
Sex	Male	1,761,485	624,545	731,862	763,220	23,796,119	5,835
	Female	1,278,075	400,288	520,293	587,363	25,254,881	6,802
Age Group	16-34	1,211,905	360,890	480,092	656,014	14,784,779	3,477
	35-54	1,315,171	449,679	504,546	622,397	17,251,525	4,018
	55+	512,484	214,263	267,518	72,172	17,014,696	5,142
SEG	AB	1,053,948	410,403	375,366	477,160	9,732,306	2,192
	C1	1,159,891	402,723	490,623	504,848	14,602,248	3,218
	C2DE	825,721	211,708	386,167	368,576	24,716,446	7,227
Working status	Working	2,207,589	738,475	873,964	1,010,916	26,206,464	5,933
	Retired	270,856	116,016	152,254	36,026	12,041,841	3,903
	Other non-working	561,116	170,342	225,938	303,641	10,802,694	2,801
ITV regions	London/ East/ South East	1,240,118	468,453	506,863	512,018	16,972,478	4,267
	Wales/ West/ South West	369,612	111,562	165,231	171,285	5,017,879	1,315
	Midlands	289,411	95,209	129,723	131,386	6,020,877	1,559
	North West/ North East/ Yorkshire	793,686	236,780	288,913	419,636	15,152,402	3,946
	Border/ Scotland	178,711	55,330	79,035	56,087	4,389,059	1,171
Life stage	Northern Ireland	168,022	57,500	82,392	60,171	1,498,305	379
	Student/Workers house share	548,410	134,797	193,716	352,431	5,637,993	1,302
	Single	250,509	97,293	89,899	111,025	4,967,453	1,209
	Couple under 55	527,863	198,038	193,842	260,741	5,572,602	1,241
	Family	1,085,238	361,600	481,303	439,400	15,084,314	3,490
	Single parents	242,824	78,018	100,779	123,419	4,276,753	1,137
	Empty nesters	210,076	85,542	96,324	43,580	4,099,423	976
	Greys	174,641	69,545	96,293	19,986	9,412,461	3,282
	Total	Total	3,039,561	1,024,833	1,252,156	1,350,583	49,051,000

Table 25 Changes in participation by Socio-Demographic Participation by Category, 2007 to 2008

		Watersport category - Difference 2007-2008 (in percentage points)			
		Any boating activity	Sail	Power	Manual
Sex	Male	-2.16	-0.96	-0.74	-1.07
	Female	-1.15	-0.21	-0.87	-0.07
Age Group	16-34	-2.75	-0.80	-0.85	-1.31
	35-54	-2.16	-0.97	-1.30	-0.59
	55+	-0.31	-0.03	-0.32	0.04
SEG	AB	-4.79	-2.52	-2.00	-1.44
	C1	-1.20	-0.01	-0.98	-0.52
	C2DE	-0.86	-0.22	-0.32	-0.32
Working status	Working	-1.82	-0.66	-1.07	-0.64
	Retired	-0.47	-0.05	-0.40	0.03
	Other non-working	-2.83	-1.05	-0.74	-1.17
ITV regions	London/ East/ South E	-1.45	-0.80	-0.63	-0.36
	Wales/ West/ South W	-1.22	-0.19	-0.46	-0.51
	Midlands	-3.29	-0.84	-1.76	-1.59
	North West/ North Eas	-2.07	-0.56	-1.10	-0.58
	Border/ Scotland	-0.45	-0.66	0.20	-0.39
Life stage	Northern Ireland	2.00	1.41	-0.32	0.96
	Student/Workers house	-2.62	-1.45	-0.80	-0.30
	Single	-1.72	-0.50	-1.04	-0.66
	Couple under 55	-1.59	-0.05	-0.65	-0.02
	Family	-2.23	-1.06	-1.00	-1.09
	Single parents	-4.31	-0.50	-2.43	-2.29
	Empty nesters	0.01	-0.12	-0.20	0.36
	Greys	-0.02	-0.03	-0.06	0.09
Total	Total	-1.05	-0.37	-0.50	-0.70

Table 26 and Table 27 show the participation rates and absolute numbers of participants for the regions which are created using the postal area of a respondents address. Respondents living in the South have the highest participation rate in the Sailing and Power categories, while the South West shows the highest participation rate in the Manual category. When taking the population size in each region into account, London records the highest absolute number of participants for the sailing category; however, for the power category the highest number of participants in absolute terms is in the South East and for Manual Sports in the South West.

Table 26 Regional Participation by Category (percentages)

		Any boating activity	Sail	Power	Manual	UK population
Regions based on postal areas	South	11.5%	4.6%	5.8%	4.2%	1,801,167
	South East	8.3%	2.6%	3.6%	3.4%	5,185,750
	London	5.4%	2.0%	2.1%	2.2%	8,123,680
	South West	9.1%	3.5%	3.6%	4.9%	4,016,546
	North East	4.4%	2.0%	1.4%	1.8%	2,261,244
	North West	5.2%	1.6%	1.4%	3.0%	5,991,345
	Yorkshire	5.8%	1.5%	2.7%	2.9%	4,012,992
	West Midlands	4.3%	1.3%	2.3%	1.9%	4,788,968
	East Midlands	5.8%	1.4%	2.2%	2.7%	2,791,608
	East	6.6%	3.1%	2.2%	2.3%	1,943,208
	Scotland	3.9%	1.2%	1.7%	1.3%	4,058,285
	Wales	5.2%	1.0%	2.2%	2.3%	2,400,189
	Northern Ireland	11.4%	3.9%	5.6%	4.1%	1,478,252
		Total	6.2%	2.1%	2.6%	2.8%

Table 27 Regional Participation by Category (participants)

	Any boating activity				UK population	
	Sail	Power	Manual			
Regions based on postal areas	South	207,402	83,068	105,097	76,332	1,801,167
	South East	428,592	137,136	189,183	177,645	5,185,750
	London	436,192	165,882	166,798	180,293	8,123,680
	South West	365,773	140,001	145,165	197,355	4,016,546
	North East	99,197	46,251	30,918	40,254	2,261,244
	North West	313,741	97,139	83,668	179,191	5,991,345
	Yorkshire	231,925	61,949	108,469	116,991	4,012,992
	West Midlands	208,196	63,754	111,819	91,525	4,788,968
	East Midlands	163,067	38,822	62,010	74,065	2,791,608
	East	128,274	59,857	42,708	44,100	1,943,208
	Scotland	157,548	49,634	68,368	51,287	4,058,285
	Wales	124,310	23,841	53,546	56,067	2,400,189
	Northern Ireland	168,022	57,500	82,392	60,171	1,478,252
	Total	3,039,561	1,024,833	1,252,156	1,350,583	49,051,000

4. Frequency of Participation

Table 28 and Table 29 show the frequency of participation in each sport. Each respondent was asked how often they had participated over the last 12 months as a set of frequency categories. The frequency of participation question is compared with the number of actual events reported later on in the survey. If there is a discrepancy between the frequency category and the number of events, the respondent is asked which one they think is a better reflection of their participation and either the frequency category or events number adjusted accordingly. Secondly, for those participating more than 25 times in an activity their actual participation rate was taken into account when calculating the average participation.

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

Table 28 and Table 29 show that for most sports many more events take place in the UK than abroad. For example, Yacht racing displays a large difference in average participation rates, 22.5 times a year for the UK, compared to 2.2 times while abroad. Canal boating is the activity people are least likely to do abroad. Conversely more people participate abroad than in the UK while doing windsurfing and using personal watercraft. Compared to 2007 the proportion of people who say that they windsurf abroad has increased. In 2007 72.1% of respondents who had participated in windsurfing said that they have done at least some of their participation in the UK, in 2008 this proportion has dropped to 58.1%. Almost half of those who participated in personal watercraft activities did so exclusively abroad. Leisure sub-aqua diving continues to be the activity most likely to be undertaken exclusively abroad. In 2008 more than half those participating in leisure sub-aqua diving only did so abroad.

Between 2006 and 2007 we recorded an increase in the participation taking place abroad. In 2008 participation abroad has either stayed stable or dropped slightly for most activities. However, the drops are small with no activity seeing a decrease in average participation rates abroad of more than 0.8. The only exception to this is water skiing which has seen a decrease of 1.8. Yacht racing and small sail boat racing are the only activities with higher participation abroad in 2008 than in 2007. We suspect the slight decline in overseas activity reflects a decline in the number of holidays taken abroad, and a reduction in spend while abroad.

Table 28 also shows variations in the average number of times people are participating in an activity in the UK. Average participation for rowing in the UK has for example dropped from 13 times in 2007 to 6.1 times in 2008. This is also lower than the figures recorded in 2006 and 2005 (9.2 times and 9.6 times respectively) and only slightly higher than the 2004 figure of 5 times. However, of the 12 original activities 9 show increases in the average number of times people are participating in the UK, for example average participation in yacht racing in 2008 was 22.5 compared to 13.3 in 2007. So while a fewer people overall are taking part in the activities, those that do take part do them more often than they have in 2007. In our view this reflects a decline in casual participation, while committed participants have continued their activities. The only activities from the original 12 that are seeing a drop in the average UK participation are rowing and yacht cruising, the average participation for motor boating/cruising has stayed the same.

For the additional MCA activities all have declined in their average frequency. Largest falls are among surfboarding and angling from a boat, (7.9 times from 14.1 times in 2007 and 6.4 times from 11.4 times in 2007).

Table 28 Frequency of Participation in the UK

	Frequency of participation							Average participation					
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times	Base	2008	2007	2006	2005	2004	2003
Canoeing	15.5%	32.1%	36.3%	10.3%	2.1%	3.7%	211	4.9	3.9	4.3	5.7	3.6	3.6
Water skiing	28.3%	23.1%	27.8%	6.9%	6.8%	7.1%	62	8.7	4.7	4.5	5.7	1.6	3.4
Small sail boat activities	15.2%	33.6%	27.1%	13.8%	6.1%	4.3%	94	7.7	4.8	4.9	5.1	4.4	5.2
Rowing/Sculling*	9.4%	41.0%	40.2%	0.0%	3.4%	6.0%	43*	6.1	13.0	9.2	9.6	5.0	5.7
Windsurfing*	41.9%	16.9%	24.1%	12.0%	2.2%	2.8%	36*	3.5	1.6	4.0	5.3	3.7	3.4
Using personal watercraft	48.9%	15.9%	17.5%	12.2%	4.0%	1.4%	72	3.4	2.2	4.9	4.1	4.1	3.8
Motor boating/Cruising	25.4%	33.8%	26.3%	4.6%	5.8%	4.1%	125	4.8	4.8	4.7	4.5	4.7	4.1
Yacht cruising	24.7%	26.5%	27.6%	13.2%	4.2%	3.8%	91	4.5	6.1	4.0	3.9	4.7	2.6
Power boating	22.8%	27.9%	22.5%	9.5%	10.2%	7.1%	65	8.7	5.2	6.0	5.1	4.5	5.7
Small sail boat racing*	26.7%	19.2%	20.9%	15.2%	0.0%	18.0%	28*	15.2	9.1	4.3	8.7	4.6	4.1
Canal boating	7.9%	61.4%	20.7%	7.2%	1.5%	1.4%	64	3.7	2.7	2.3	2.3	3.7	2.3
Yacht racing*	4.5%	18.2%	29.5%	23.6%	8.1%	16.1%	22*	22.5	13.3	4.6	8.8	8.9	7.6
Surfboarding	14.7%	25.0%	31.3%	12.6%	8.0%	8.4%	114	7.9	14.1	5.3	7.4	9.0	n/a
Kitesurfing*	22.6%	44.8%	24.7%	7.9%	0.0%	0.0%	14*	2.1	2.9	1.8	4.0	4.4	n/a
Angling (from a boat)	12.2%	23.3%	35.4%	15.2%	9.0%	4.8%	95	6.4	11.4	7.0	4.9	7.5	n/a
Angling (from the shore)	8.3%	11.9%	32.7%	16.2%	14.4%	16.6%	218	12.5	12.7	13.1	9.5	10.4	n/a
Cliff climbing	15.0%	28.5%	33.2%	14.4%	2.0%	7.0%	76	5.8	5.8	4.0	4.2	4.2	n/a
Coastal walking	5.7%	17.4%	40.2%	18.2%	8.8%	9.7%	1208	12.1	12.7	11.2	10.9	9.9	n/a
Outdoor swimming	40.3%	16.8%	27.8%	7.9%	5.0%	2.2%	926	3.8	4.8	4.8	4.1	4.1	n/a
Leisure sub-aqua diving	52.8%	12.8%	23.6%	2.5%	5.4%	2.7%	77	3.1	4.2	6.0	3.2	8.4	n/a
Spending general leisure time at the beach	17.0%	16.8%	37.1%	17.3%	6.9%	4.9%	1041	7.4	7.6	9.3	8.0	5.0	n/a

Base: all respondents who participate in watersports

Source: Watersports participation survey 2008

*Caution: small base size

The number of times people participate abroad is far less than in the UK. For example, the average participation for canoeing is 1.4 abroad; in the UK the average participation is 4.9. In 2007 windsurfing and using personal watercraft had a higher average participation abroad than in the UK. In 2008 none of the activities has a higher average participation abroad.

Table 29 Frequency of Participation: Abroad 2008

	Frequency of participation							Average participation					
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times	Base	2008	2007	2006	2005	2004	2003
Canoeing	62.1%	23.2%	10.3%	1.7%	1.1%	1.6%	211	1.4	1.7	0.8	1.4	0.8	1.6
Water skiing	46.9%	24.3%	26.5%	1.1%	1.2%	0.0%	62	1.5	3.3	2.3	2.2	3.1	1.7
Small sail boat activities	62.5%	19.9%	13.8%	1.3%	0.0%	2.5%	94	1.6	1.7	1.3	1.4	2.2	1.5
Rowing/Sculling*	74.2%	11.6%	11.3%	0.0%	0.0%	2.9%	43*	1.4	1.5	0.3	0.4	1.0	1.7
Windsurfing*	32.2%	26.0%	33.7%	8.0%	0.0%	0.0%	36*	2.2	2.6	1.7	1.9	2.1	1.8
Using personal watercraft	30.8%	34.7%	26.1%	6.0%	1.0%	1.4%	72	2.4	2.8	2.3	3.4	2.3	2.1
Motor boating/Cruising	55.1%	26.4%	17.4%	0.0%	1.2%	0.0%	125	1.1	1.8	2.0	1.4	1.8	0.5
Yacht cruising	55.4%	32.8%	11.8%	0.0%	0.0%	0.0%	91	0.7	1.6	1.1	1.6	0.9	0.9
Power boating	59.4%	18.2%	13.8%	3.6%	5.0%	0.0%	65	1.9	2.2	2.0	1.6	2.5	1.9
Small sail boat racing*	48.8%	27.2%	15.3%	0.0%	0.0%	8.7%	28*	3.4	1.3	1.3	1.8	2.1	1.4
Canal boating	85.9%	11.2%	2.0%	0.9%	0.0%	0.0%	64	0.3	0.3	0.1	0.0	0.7	0.2
Yacht racing*	70.9%	12.9%	10.5%	0.0%	0.0%	5.6%	22*	2.2	1.8	1.0	1.1	1.8	2.0

Base: all respondents who participate in watersports

Source: Watersports participation survey 2008

*Caution: small base size

Table 3 and Table 31 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 30 Frequency of participation in the UK (participants) 2008

	Frequency of participation							Total Number of people participating in the UK	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times			
Canoeing	150,700	311,263	352,052	99,441	20,197	35,894	818,847	211	
Water skiing	82,958	67,935	81,635	20,355	19,835	20,934	210,694	62	
Small sail boat activities	64,919	143,791	115,888	59,125	25,904	18,506	363,213	94	
Rowing/Sculling*	18,178	79,217	77,796	-	6,478	11,698	175,190	43*	
Windsurfing*	71,733	28,920	41,323	20,486	3,816	4,866	99,410	36*	
Using personal watercraft	164,547	53,483	58,980	41,031	13,389	4,800	171,684	72	
Motor boating/Cruising	136,350	181,469	141,155	24,547	31,354	22,086	400,611	125	
Yacht cruising	102,454	109,763	114,448	54,586	17,432	15,860	312,088	91	
Power boating	64,591	78,939	63,684	26,888	28,797	20,076	218,385	65	
Small sail boat racing*	33,003	23,720	25,762	18,774	-	22,234	90,490	28*	
Canal boating	20,894	162,145	54,614	19,067	3,936	3,596	243,357	64	
Yacht racing*	4,383	17,797	28,754	23,002	7,931	15,727	93,210	22*	
Surfboarding	73,660	125,639	157,190	62,963	40,123	42,039	427,955	114	
Kitesurfing*	14,779	29,293	16,148	5,148	-	-	50,589	14*	
Angling (from a boat)	49,488	94,274	142,919	61,378	36,559	19,398	354,529	95	
Angling (from the shore)	77,050	111,030	304,304	150,712	134,259	154,604	854,909	218	
Cliff climbing	52,488	99,930	116,303	50,365	7,153	24,490	298,242	76	
Coastal walking	292,161	892,130	2,053,271	928,848	451,268	495,449	4,820,966	1,208	
Outdoor swimming	1,663,381	692,662	1,149,576	325,957	204,947	91,585	2,464,726	926	
Leisure sub-aqua diving	190,152	46,592	85,074	8,932	19,469	9,707	169,774	77	
Spending general leisure time at the beach	750,689	741,660	1,638,820	763,487	305,902	218,221	3,668,091	1,041	

Base: all respondents who participate in watersports

Source: Watersports participation survey 2008

*Caution: small base size

Table 31 Frequency of participation abroad (participants) 2008

	Frequency of participation							Total Number of people participating abroad	Base
	Never	Once	2-5 times	6-12 times	13-25 times	More than 25 times			
Canoeing	602,399	224,744	100,116	16,021	10,686	15,580	367,148	211	
Water skiing	137,598	71,420	77,738	3,263	3,635	-	156,055	62	
Small sail boat activities	267,598	85,187	59,171	5,375	-	10,800	160,534	94	
Rowing/Sculling*	143,425	22,467	21,842	-	-	5,634	49,942	43*	
Windsurfing*	55,181	44,486	57,727	13,750	-	-	115,962	36*	
Using personal watercraft	103,586	116,778	87,615	20,189	3,263	4,800	232,646	72	
Motor boating/Cruising	295,685	141,857	93,188	-	6,231	-	241,276	125	
Yacht cruising	229,686	136,093	48,763	-	-	-	184,856	91	
Power boating	168,087	51,433	39,064	10,131	14,261	-	114,889	65	
Small sail boat racing*	60,220	33,609	18,943	-	-	10,722	63,273	28*	
Canal boating	227,017	29,582	5,396	2,256	-	-	37,234	64	
Yacht racing*	69,196	12,617	10,290	-	-	5,490	28,397	22*	

Base: all respondents who participate in watersports

Source: Watersports participation survey 2008

*Caution: small base size

Table 32 shows the changes in the proportion of people carrying out any participation in UK and abroad from 2007 to 2008. Significant rises are highlighted in red and bold, significant drops in blue and bold. Most of the activities have seen an increase in the proportion of people who carry out some of their in the UK in 2008 (however this is a function of reduced overseas activity rather than growth in UK participation). Two of these increases are statistically significant; Canoeing and small sail boat activities.

Using personal watercraft, windsurfing and small sail boat racing have experienced drops in the proportion of people participating at least sometimes in the UK.

Table 32 Changes in the location of Participation 2007 to 2008

	Proportion of participants participating in							
	UK			Abroad			Base 2008	Base 2007
	Change	2008	2007	Change	2008	2007		
Canoeing	8.1%	84.5%	76.3%	-2.1%	37.9%	40.0%	211	228
Water skiing	10.1%	71.7%	61.6%	-12.5%	53.1%	65.6%	62	76
Other small sail boat activities	9.8%	84.8%	75.1%	-2.6%	37.5%	40.0%	94	126
Rowing/Sculling	2.3%	90.6%	88.3%	-3.6%	25.8%	29.5%	43*	72
Windsurfing*	-14.0%	58.1%	72.1%	14.3%	67.8%	53.5%	36*	50*
Using personal watercraft	-1.4%	51.1%	52.5%	1.3%	69.2%	67.9%	72	59
General Motor boating	2.7%	74.6%	71.9%	-1.5%	44.9%	46.4%	125	161
Yacht cruising	-2.8%	75.3%	78.1%	6.9%	44.6%	37.7%	91	93
Power boating	4.9%	77.2%	72.3%	-5.9%	40.6%	46.5%	65	78
Small sail boat racing*	-13.1%	73.3%	86.4%	15.4%	51.2%	35.9%	28*	48*
Canal boating	1.7%	92.1%	90.4%	0.1%	14.1%	14.0%	64	113
Yacht racing*	13.7%	95.5%	81.9%	-5.1%	29.1%	34.2%	22*	33*
Surfboarding	0.0%	85.3%	85.3%	n/a	n/a	n/a	114	129
Kitesurfing*	1.8%	77.4%	75.6%	n/a	n/a	n/a	14*	17*
Angling (from a boat)	1.9%	87.8%	85.8%	n/a	n/a	n/a	95	137
Angling (from the shore)	-0.1%	91.7%	91.8%	n/a	n/a	n/a	218	268
Cliff climbing	0.5%	85.0%	84.6%	n/a	n/a	n/a	76	105
Coastal walking	0.3%	94.3%	94.0%	n/a	n/a	n/a	1,208	1,558
Outdoor swimming	-4.4%	59.7%	64.1%	n/a	n/a	n/a	926	1,287
Leisure sub-aqua diving (from the shore and boat)	0.7%	47.2%	46.5%	n/a	n/a	n/a	77	89
Spending general leisure time at the beach	-2.7%	83.0%	85.7%	n/a	n/a	n/a	1,041	1,532

Base: all respondents who participate in watersports

Source: Watersports participation survey 2008 and Watersports participation survey 2007

*Caution: small base size

Table 33 shows the proportion of respondents in each activity who said that at least some of their participation is taking place in the UK from 2003 to 2008 for the 12 original activities.

Figure 13 shows these trends in graphical format for the different groups of activities: sail, manual and power sports. From 2005 the overall sample size of the survey was increased from 6,000 respondents to 12,000 respondents and includes Northern Ireland, which needs to be borne in mind when comparing figures across the years.

There have been ups and downs in the proportion of respondents taking part in the UK over the years. Yacht racing in the UK showed a continuous decline to 2007, but has increased in 2008 and is now above the levels recorded in 2005, 2006 and 2007. There have been early fluctuations for small sail boat racing and windsurfing but both show declines from the peak rates reached in 2006. Power activities show little consistency with participation rates changing year on year. The manual sports canoeing, rowing and water skiing show similar trends to each other, all of which show an increase in 2008 after a drop in 2007.

Table 33 Trends in UK participation 2003-2008

	2003	2004	2005	2006	2007	2008
Small sail boat activities	71.6%	69.7%	83.9%	85.2%	75.1%	84.8%
Windsurfing	65.0%	68.8%	72.6%	76.0%	72.1%	58.1%
Yacht cruising	80.9%	83.7%	71.0%	82.9%	78.1%	75.3%
Small sail boat racing	74.9%	75.1%	78.2%	88.8%	86.4%	73.3%
Yacht racing	100.0%	100.0%	87.1%	87.6%	81.9%	95.5%
Using personal watercraft	64.9%	54.7%	58.7%	43.9%	52.5%	51.1%
Motor boating/Cruising	84.8%	88.0%	69.5%	77.6%	71.9%	74.6%
Power boating	74.5%	71.6%	71.6%	72.1%	72.3%	77.2%
Canal boating	86.4%	98.0%	93.7%	96.3%	90.4%	92.1%
Canoeing	79.9%	80.5%	83.6%	82.1%	76.3%	84.5%
Water skiing	52.7%	52.8%	65.0%	63.4%	61.6%	71.7%
Rowing/Sculling	90.8%	87.1%	90.3%	92.6%	88.3%	90.6%

Figure 13 Trends in UK participation 2003-2008



5. Where the Balance of Participation is Taking Place

For the 12 original watersports we are able to examine where the balance of people’s participation is taking place. This set of results is derived from bringing together each person’s reported activity in both 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.

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

Table 34 Where participation is taking place – 2008

	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
Canoeing	62.1%	1.8%	16.7%	3.2%	0.6%	15.5%
Water skiing	46.9%	5.3%	18.5%	0.0%	1.1%	28.3%
Small sail boat activities	62.5%	3.2%	16.5%	1.3%	1.3%	15.3%
Rowing/Sculling	74.2%	0.0%	15.9%	0.0%	2.9%	7.0%
Windsurfing	32.2%	9.0%	11.6%	5.2%	0.0%	41.9%
Using personal watercraft	30.8%	1.3%	14.2%	4.7%	0.0%	48.9%
Motor boating/Cruising	55.1%	2.5%	16.9%	0.0%	0.0%	25.5%
Yacht cruising	55.4%	4.9%	15.0%	0.0%	0.0%	24.7%
Power boating	59.4%	4.7%	9.0%	4.1%	0.0%	22.8%
Small sail boat racing*	48.8%	7.8%	10.9%	4.6%	0.0%	27.9%
Canal boating	85.9%	1.4%	4.0%	0.9%	0.0%	7.9%
Yacht racing*	70.9%	10.5%	8.4%	5.6%	0.0%	4.5%

Base: all respondents participating in an activity in 2008

Source: Watersports Omnibus 2008

*Caution: small base size

6. Combinations of Activities

Below we compare cross participation between the 3 aggregated watersports groups described earlier. These 3 groups contain the original 12 watersports, not the activities added by the MCA. Table 35 presents numbers and percentages of the proportion of people who do each type of sport who also participate in other types of watersports.

Table 35 Grouped Watersports Combination 2008

People who do	Also do					
	Sail		Power		Manual	
	No.	%	No.	%	No.	%
Sail	1,024,833	100%	159,200	13%	261,898	19%
Power	159,200	16%	1,252,156	100%	238,377	18%
Manual	261,898	26%	238,377	19%	1,350,583	100%

Base: All who participate in one or other Watersports.

Source: Watersports Omnibus Survey – 2008

In Table 36 we have combined data from 2006 to 2008. This increases the robustness of the estimates for individual sports, however some of the smaller sports still have relatively small numbers of participants for the cross sport analysis. Proportions have been highlighted in blue and bold if they are greater than 20%. For example, 18.8% of people who participate in windsurfing also participate in small sail boat activities, and 45% of people participating in yacht racing also participate in yacht cruising.

Table 36 Watersports combinations – average 2006-2008

People who do...	Also do...												Base 2006 2008
	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	30.0%	9.7%	14.6%	9.2%	8.7%	17.4%	11.2%	9.6%	5.2%	6.4%	10.9%	3.5%	2,343
Canoeing	100.0%	5.3%	10.3%	7.5%	4.0%	6.3%	5.6%	5.7%	3.1%	5.7%	3.1%	2.0%	683
Water skiing	16.6%	100.0%	10.4%	4.7%	10.0%	13.4%	5.9%	16.1%	5.7%	12.8%	2.5%	4.9%	211
Small sail boat activities	20.9%	6.9%	100.0%	9.7%	5.7%	8.9%	10.1%	6.8%	7.1%	8.2%	5.0%	6.0%	340
Rowing/Sculling	23.8%	5.9%	16.0%	100.0%	1.4%	11.8%	6.3%	7.8%	5.3%	5.5%	4.4%	3.3%	212
Using personal watercraft	14.6%	10.2%	9.7%	1.8%	100.0%	13.2%	4.0%	11.6%	5.3%	9.7%	2.8%	3.7%	194
Motor boating/Cruising	10.9%	7.4%	7.4%	6.2%	7.0%	100.0%	6.6%	9.3%	3.8%	3.9%	4.0%	4.5%	418
Yacht cruising	15.0%	5.4%	13.5%	6.1%	3.1%	10.6%	100.0%	10.0%	8.3%	4.9%	3.4%	14.9%	261
Power boating	17.6%	15.9%	10.3%	7.2%	10.7%	17.1%	10.7%	100.0%	9.1%	7.4%	3.6%	6.5%	224
Small sail boat racing	16.3%	11.1%	21.3%	9.8%	10.1%	13.1%	17.5%	17.8%	100.0%	19.1%	4.8%	21.2%	120
Windsurfing	25.8%	19.5%	18.8%	7.8%	14.0%	10.3%	8.2%	10.8%	14.9%	100.0%	4.0%	8.8%	142
Canal boating	8.9%	2.1%	7.0%	3.3%	2.1%	6.3%	3.8%	3.2%	2.3%	2.0%	100.0%	1.9%	272
Yacht racing	16.1%	13.8%	26.0%	8.3%	9.6%	22.6%	45.0%	18.7%	30.6%	16.0%	5.7%	100.0%	80

Base: All who participate in one or other Watersports. Source: Watersports Omnibus Surveys – 2006 to 2008

7. 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 2008	June to August
Spring 2008	March to May
Winter 2007/2008	December to February
Autumn 2007	September to November

In order to collect accurate event numbers the question allows the respondent to give a number of times they participated in each season and cross checks this result with a parallel question.

Table 37 shows the proportion of events happening in each activity by season. Not surprising, the majority of events take place in the summer, (around 50%). Outdoor swimming, kite surfing and water skiing are the activities most concentrated in the summer. Coastal walking and angling are more year round activities.

Table 37 Proportion of events per season

	Proportion of events in seasons					Respondent number
	Summer	Spring	Winter	Autumn	Total	
Total all activities	46.9%	23.5%	13.6%	16.0%	100.0%	2282
Total boating activities	56.1%	23.3%	8.2%	12.3%	100.0%	540
Any small sail boat racing or yacht racing	59.7%	22.4%	6.9%	11.0%	100.0%	143
Any small sail boat activities or yacht cruising	48.1%	24.8%	9.3%	17.8%	100.0%	34
Any motor boating/cruising or canal boating	49.3%	25.9%	9.9%	15.0%	100.0%	150
Canoeing	56.0%	22.9%	8.8%	12.3%	100.0%	179
Water skiing*	67.2%	24.4%	3.2%	5.2%	100.0%	44*
Small sail boat activities	58.3%	24.2%	6.9%	10.6%	100.0%	80
Rowing/Sculling*	44.8%	22.8%	17.0%	15.4%	100.0%	39*
Windsurfing*	60.2%	19.7%	8.5%	11.7%	100.0%	21*
Using personal watercraft*	64.4%	17.3%	6.4%	11.9%	100.0%	37*
Motor boating/Cruising	51.1%	27.4%	8.4%	13.1%	100.0%	94
Yacht cruising	62.3%	19.2%	6.8%	11.8%	100.0%	71
Power boating	61.1%	22.9%	7.2%	8.8%	100.0%	51
Small sail boat racing*	45.8%	25.5%	11.3%	17.4%	100.0%	20*
Canal boating	44.7%	22.2%	13.5%	19.7%	100.0%	60
Yacht racing*	50.0%	24.2%	7.6%	18.1%	100.0%	21*
Surfboarding	53.9%	19.6%	11.0%	15.5%	100.0%	98
Kitesurfing*	67.4%	29.4%	3.2%	0.0%	100.0%	11*
Angling (from a boat)	53.9%	23.5%	10.3%	12.3%	100.0%	83
Angling (from the shore)	37.1%	25.5%	16.7%	20.7%	100.0%	200
Cliff climbing	41.9%	29.9%	14.1%	14.2%	100.0%	64
Coastal walking	36.8%	25.7%	18.2%	19.3%	100.0%	1,142
Outdoor swimming	68.0%	15.6%	6.1%	10.3%	100.0%	553
Leisure sub-aqua diving (from the shore and boat)*	43.9%	36.6%	10.5%	9.1%	100.0%	37*
Spending general leisure time at the beach	51.4%	21.9%	12.3%	14.4%	100.0%	866

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

Source: Watersports participation survey 2008

*Caution: small base size

Table 38 shows the actual number of events taking place in each season. To put the numbers in context there were a total of 25,006,821 'boating activity' events in the UK last year (down from 26,627,034 in 2007) of these 56% a total of 14,038,913 events took place in the summer.

Table 38 Number of events per season

	Number of events in seasons					Respondent number
	Summer	Spring	Winter	Autumn	Total	
Total any activity	72,292,545	36,166,637	21,007,016	24,739,119	154,205,317	2282
Total boating activity	14,038,913	5,836,948	2,044,060	3,086,899	25,006,821	540
Any small sail boat racing or yacht racing	3,015,695	1,131,788	346,748	555,639	5,049,869	143
Any small sail boat activities or yacht cruising	1,937,000	1,000,639	375,709	717,562	4,030,911	34
Any motor boating/cruising or canal boating	1,713,177	900,686	342,594	520,704	3,477,160	150
Canoeing	2,575,645	1,052,804	406,596	564,998	4,600,042	179
Water skiing*	1,687,399	611,594	79,877	131,309	2,510,179	44*
Small sail boat activities	1,881,879	782,586	223,433	341,037	3,228,934	80
Rowing*	502,393	255,686	190,250	173,102	1,121,430	39*
Windsurfing*	361,713	118,412	50,878	70,028	601,032	21*
Using personal watercraft*	726,247	195,188	71,963	134,665	1,128,062	37*
Motor boating/Cruising	1,270,101	681,032	208,979	325,803	2,485,915	94
Yacht cruising	1,133,816	349,202	123,315	214,602	1,820,935	71
Power boating	1,519,645	570,151	179,446	218,893	2,488,135	51
Small sail boat racing*	855,777	476,894	211,008	325,876	1,869,556	20*
Canal boating	443,076	219,654	133,615	194,901	991,246	60
Yacht racing*	1,081,223	523,745	164,701	391,686	2,161,355	21*
Surfboarding	2,120,526	769,095	431,581	610,391	3,931,593	98
Kitesurfing*	98,039	42,729	4,676	-	145,445	11*
Angling (from a boat)	1,324,097	577,478	252,878	302,042	2,456,494	83
Angling (from the shore)	4,247,761	2,918,776	1,907,444	2,372,206	11,446,188	200
Cliff climbing	843,331	601,446	283,421	285,346	2,013,545	64
Coastal walking	22,559,820	15,730,960	11,170,799	11,852,481	61,314,061	1,142
Outdoor swimming	10,376,981	2,374,601	927,949	1,574,464	15,253,995	553
Leisure sub-aqua diving (from the shore and boat)*	480,612	400,931	114,807	99,652	1,096,002	37*
Spending general leisure time at the beach	16,202,465	6,913,673	3,869,399	4,555,637	31,541,175	866

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

Source: Watersports participation survey 2008

*Caution: small base size

8. Distribution between Inland and Coastal Areas

Respondents participating in the UK were asked how many of the events took place at the coast or inland. Respondents participating in surfboarding, coastal walking and spending general leisure time at the beach were not asked this question, as these activities are by definition coastal activities. Table shows the proportion of coastal and inland events in 2008. Over 80% of yacht cruising and leisure sub-aqua diving take place at the coast whereas the coast is the location for less than a third of waterskiing and canal boating events.

Table 39 Proportion of coastal and inland events in the UK

	Proportion of coastal events	Proportion of inland events	Proportion of total events	Number of respondents
Total any activity	84%	16%	100%	2282
Total boating activity	55%	45%	100%	540
Total small sail boat racing or yacht racing	60%	40%	100%	143
Total small sail boat activities or yacht cruising	67%	33%	100%	34
Total motor boating/cruising or canal boating	52%	48%	100%	150
Canoeing	41%	59%	100%	179
Water skiing*	33%	67%	100%	44*
Small sail boat activities	54%	46%	100%	80
Rowing/Sculling*	27%	73%	100%	39*
Windsurfing*	74%	26%	100%	21*
Using personal watercraft*	78%	22%	100%	37*
Motor boating/Cruising	71%	29%	100%	94
Yacht cruising	88%	12%	100%	71
Power boating	72%	28%	100%	51
Small sail boat racing*	67%	33%	100%	20*
Canal boating	3%	97%	100%	60
Yacht racing*	54%	46%	100%	21*
Surfboarding	100%	-	100%	98
Kitesurfing*	93%	7%	100%	11*
Angling (from a boat)	79%	21%	100%	83
Angling (from the shore)	39%	61%	100%	200
Cliff climbing	50%	50%	100%	64
Coastal walking	100%	-	100%	1,142
Outdoor swimming	69%	31%	100%	553
Leisure sub-aqua diving (from the shore and boat)*	86%	14%	100%	37*
Spending general leisure time at the beach	100%	-	100%	866

Base: all respondents who participate in an activity in the UK; Source: Watersports participation survey 2008

*Caution: small base size

Table 40 Number of coastal and inland events in the UK

	Number of coastal events	Number of inland events	Number of total events	Number of respondents
Total any activity	129,488,563	24,716,754	154,205,317	2282
Total boating activity	13,713,862	11,292,958	25,006,821	540
Total small sail boat racing or yacht racing	2,419,398	1,611,513	4,030,911	143
Total small sail boat activities or yacht cruising	3,363,113	1,686,757	5,049,869	34
Total motor boating/cruising or canal boating	1,795,693	1,681,468	3,477,160	150
Canoeing	1,895,214	2,704,828	4,600,042	179
Water skiing*	831,236	1,678,942	2,510,179	44*
Small sail boat activities	1,758,708	1,470,226	3,228,934	80
Rowing/Sculling*	298,336	823,094	1,121,430	39*
Windsurfing*	441,941	159,091	601,032	21*
Using personal watercraft*	883,190	244,873	1,128,062	37*
Motor boating/Cruising	1,768,161	717,754	2,485,915	94
Yacht cruising	1,604,404	216,531	1,820,935	71
Power boating	1,785,743	702,392	2,488,135	51
Small sail boat racing*	1,258,398	611,158	1,869,556	20*
Canal boating	27,532	963,714	991,246	60
Yacht racing*	1,161,000	1,000,355	2,161,355	21*
Surfboarding	3,931,593	-	3,931,593	98
Kitesurfing*	135,512	9,933	145,445	11*
Angling (from a boat)	1,946,380	510,114	2,456,494	83
Angling (from the shore)	4,427,974	7,018,214	11,446,188	200
Cliff climbing	1,014,294	999,250	2,013,545	64
Coastal walking	61,314,061	-	61,314,061	1,142
Outdoor swimming	10,524,775	4,729,220	15,253,995	553
Leisure sub-aqua diving (from the shore and boat)*	938,938	157,065	1,096,002	37*
Spending general leisure time at the beach	31,541,175	-	31,541,175	866

Base: all respondents who participate in an activity in the UK; Source: Watersports participation survey 2008

*Caution: small base size

Table 41 and 42 shows which proportion of the events are happening at the coast in 2008 and over the last 3 year period in order to provide an idea of trends. Significant changes are highlighted in red and bold. The only significant drop in the proportion of events taking place on the coast is for yacht racing (down to 53.7% from a 3 year average of 72.7%). However, it needs to be borne in mind that the base size for this activity is very small and that results across the years can fluctuate.

The following activities show significant increases in the proportion of events that take place at the coast:

- Leisure sub aqua diving (85.7% versus a 3 year average of 58.4%)
- Angling from a boat (79.2% versus a 3 year average of 53.4%)
- Rowing/Sculling (26.2% of events versus a 3 year average of 8.9%)
- Motor boating/cruising (71.1% of events versus a 3 year average of 55.8%)
- Outdoor swimming (69% versus a 3 year average of 60.8%)

As Table shows, these increases in the proportion of events that take place at the coast is due to a decrease in absolute numbers of respondents participating in inland events rather than an increase in the number of respondents participating in coastal events.

Table 41 Number of coastal and inland events for 2008 and 2007

	Number of coastal events 2008	Number of inland events 2008	Number of coastal events 2007	Number of inland events 2007
Total any activity	129,488,563	24,716,754	180,407,147	39,919,767
Total boating activity	13,713,862	11,292,958	12,653,642	13,973,392
Total small sail boat racing or yacht racing	2,419,398	1,611,513	2,654,161	1,559,576
Total small sail boat activities or yacht cruising	3,363,113	1,686,757	3,283,656	1,605,526
Total motor boating/cruising or canal boating	1,795,693	1,681,468	1,542,341	2,860,984
Canoeing	1,895,214	2,704,828	1,666,825	2,262,666
Water skiing*	831,236	1,678,942	424,849	616,808
Small sail boat activities	1,758,708	1,470,226	1,701,080	876,606
Rowing/Sculling*	298,336	823,094	365,242	3,960,193
Windsurfing*	441,941	159,091	433,439	317,975
Using personal watercraft*	883,190	244,873	676,873	376,996
Motor boating/Cruising	1,768,161	717,754	1,452,447	1,799,285
Yacht cruising	1,604,404	216,531	1,582,576	728,920
Power boating	1,785,743	702,392	1,606,255	412,666
Small sail boat racing*	1,258,398	611,158	890,309	1,293,748
Canal boating	27,532	963,714	89,894	1,061,699
Yacht racing*	1,161,000	1,000,355	1,763,853	265,828
Surfboarding	3,931,593	-	8,474,989	-
Kitesurfing*	135,512	9,933	207,844	15,366
Angling (from a boat)	1,946,380	510,114	3,503,474	3,263,696
Angling (from the shore)	4,427,974	7,018,214	5,873,882	9,418,625
Cliff climbing	1,014,294	999,250	1,143,706	1,629,632
Coastal walking	61,314,061	-	83,947,485	-
Outdoor swimming	10,524,775	4,729,220	15,252,924	11,108,990
Leisure sub-aqua diving (from the shore and boat)*	938,938	157,065	1,147,915	510,067
Spending general leisure time at the beach	31,541,175	-	48,201,285	-

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

Source: Watersports participation survey 2008 and 2007

In 2008 a total of 84% of all events were recorded as taking place on the coast, whereas the average across 3 years is 82%. For the 12 boating activities 55% of events took place at the coast compared to 50% when taking an average across the past 3 years.

Table 42 Proportion of Coastal events

	Proportion of Coastal Events		Change in 2008 (percentage points)	Number of respondents 2008	Number of respondents 2006-2008
	2008	Average 2006-2008			
Total any activity	84.0%	82.3%	1.7%	2282	8151
Total boating activity	54.8%	49.5%	5.4%	540	1881
Total sail boat racing or yacht racing	60.0%	63.6%	-3.5%	143	457
Total sail boat activities or yacht cruising	66.6%	66.0%	0.6%	34	149
Total motor boating/cruising or canal boating	51.6%	42.3%	9.3%	150	550
Canoeing	41.2%	39.0%	2.2%	179	557
Water skiing*	33.1%	32.6%	0.5%	44*	138
Small sail boat activities	54.5%	56.2%	-1.8%	80	277
Rowing/Sculling*	26.6%	8.9%	17.7%	39*	195
Windsurfing*	73.5%	72.2%	1.3%	21*	100
Using personal watercraft*	78.3%	74.2%	4.1%	37*	96
Motor boating/Cruising	71.1%	55.8%	15.4%	94	311
Yacht cruising	88.1%	80.8%	7.3%	71	208
Power boating	71.8%	75.8%	-4.1%	51	164
Small sail boat racing*	67.3%	54.6%	12.7%	20*	100
Canal boating	2.8%	5.1%	-2.3%	60	252
Yacht racing*	53.7%	72.7%	-19.0%	21*	71
Surfboarding*	100.0%	100.0%	0.0%	98	328
Kitesurfing*	93.2%	93.3%	-0.2%	11*	28
Angling (from a boat)*	79.2%	53.4%	25.8%	83	304
Angling (from the shore)	38.7%	40.3%	-1.6%	200	679
Cliff climbing*	50.4%	45.0%	5.4%	64	241
Coastal walking	100.0%	100.0%	0.0%	1142	3942
Outdoor swimming	69.0%	60.8%	8.2%	553	2343
Leisure sub-aqua diving (from the shore and boat)*	85.7%	58.4%	27.3%	37*	122
Spending general leisure time at the beach	100.0%	100.0%	0.0%	866	3451

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

Source: Watersports participation survey 2008

*Caution: small base size

9. Club Membership

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

Table 43 shows club membership rates of close to or over 60% for yacht racing and 40% for leisure sub-aqua diving. Many other activities show extremely low club membership rates.

There have been significant increases in the proportion of participants who are club members for; water skiing, windsurfing and cliff climbing. This would tally with the growth in the average frequency of participation and the idea that casual participation has declined.

Table 43 Club membership

	2008	2007	Change (percentage points)	Significance Measure	Number of respondents 2008	Number of respondents 2007
Canoeing	5.1%	7.5%	-2.4%	65%	179	175
Water skiing*	13.1%	3.2%	9.9%	92%	44*	48*
Small sail boat activities	17.0%	16.7%	0.3%	5%	80	96
Rowing/Sculling*	8.7%	12.8%	-4.2%	56%	39*	66
Windsurfing*	29.2%	6.6%	22.6%	99%	21*	36*
Using personal watercraft*	6.2%	21.8%	-15.6%	92%	37*	31*
Motor boating/Cruising	12.7%	13.0%	-0.4%	7%	94	116
Yacht cruising	25.9%	18.9%	7.0%	69%	71	73
Power boating	6.7%	16.5%	-9.8%	89%	51	55
Small sail boat racing*	33.3%	50.2%	-16.9%	88%	20*	41*
Canal boating	5.3%	4.1%	1.2%	30%	60	101
Yacht racing*	60.5%	55.9%	4.5%	27%	21*	28*
Surfboarding	2.8%	6.6%	-3.8%	82%	98	112
Kitesurfing*	0.0%	0.0%	0.0%	0%	11*	12*
Angling (from a boat)	15.8%	14.9%	0.9%	16%	83	119
Angling (from the shore)	20.2%	15.2%	4.9%	85%	200	247
Cliff climbing	13.2%	4.3%	8.9%	96%	64	88
Coastal walking	1.1%	1.4%	-0.3%	57%	1142	1467
Outdoor swimming	2.5%	2.0%	0.5%	49%	553	830
Leisure sub-aqua diving (from the shore and boat)*	41.6%	41.8%	-0.3%	2%	37*	42*
Spending general leisure time at the beach	n/a	n/a	n/a	n/a	n/a	n/a

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

Source: Watersports participation survey 2008

*Caution: small base size

Table 44 shows the number of times club members and non-club members participated in 2008. It shows that for some activities there is a clear relationship between the number of events and club membership. For example, only 17% of respondents who participate in small sail boat activities in the UK said they are a club member, but these people contribute 60% of the total events in that activity in 2008. Club members for leisure sub-aqua diving generate 56% of the total events and club members for yacht racing account for over 90% of total events in the UK. As with the other tables in this report, the small base size for several of these activities needs to be taken into account when interpreting the results.

Table 44 Number of events by club membership status

	Club member					Non-club member					Total number of respondents
	Number of coastal events	Number of inland events	Total Number of events	UK participant number	Number of respondents	Number of coastal events	Number of inland events	Total number of events	UK participant number	Number of respondents	
Canoeing	161,595	828,082	989,677	41,907	9	1,733,619	1,876,746	3,610,365	776,940	170	179
Water skiing*	377,133	1,344,510	1,721,643	27,617	5	454,103	334,433	788,536	183,078	39	44*
Small sail boat activities	1,099,057	848,181	1,947,238	61,648	14	659,651	622,045	1,281,696	301,565	66	80
Rowing/Sculling*	-	538,152	538,152	15,155	4	298,336	284,942	583,278	160,035	35	39*
Windsurfing*	137,517	99,751	237,268	29,002	6	304,424	59,340	363,764	70,408	15	21*
Using personal watercraft*	214,035	96,000	310,035	10,636	2	669,155	148,873	818,027	161,048	35	37*
Motor boating/Cruising	580,115	259,236	839,351	50,702	12	1,188,046	458,518	1,646,564	349,909	82	94
Yacht cruising	848,006	49,475	897,481	80,837	20	756,399	167,056	923,454	231,251	51	71
Power boating	560,990	118,389	679,380	14,739	3	1,224,753	584,002	1,808,755	203,646	48	51
Small sail boat racing*	923,835	530,311	1,454,146	30,089	7	334,563	80,847	415,410	60,401	13	20*
Canal boating	-	76,808	76,808	12,830	3	27,532	886,906	914,437	230,527	57	60
Yacht racing*	1,060,081	986,833	2,046,914	56,371	13	100,918	13,522	114,440	36,839	8	21*
Surfboarding	69,250	-	69,250	12,005	2	3,862,343	-	3,862,343	415,949	96	98
Kitesurfing*	-	-	-	-	-	135,512	9,933	145,445	50,589	11	11*
Angling (from a boat)	260,816	284,793	545,609	56,018	14	1,685,564	225,321	1,910,885	298,511	69	83
Angling (from the shore)	487,043	2,848,717	3,335,760	172,283	41	3,940,931	4,169,497	8,110,428	682,626	159	200
Cliff climbing	346,563	311,480	658,043	39,386	8	667,731	687,770	1,355,501	258,856	56	64
Coastal walking	921,191	-	921,191	52,817	13	60,392,870	-	60,392,870	4,768,149	1,129	1,142
Outdoor swimming	731,295	723,053	1,454,348	61,676	13	9,793,480	4,006,167	13,799,647	2,403,050	540	553
Leisure sub-aqua diving (from the shore and boat)*	499,384	113,836	613,220	70,543	16	439,554	43,228	482,782	99,231	21	37*
Spending general leisure time at the beach	-	-	-	-	-	31,541,175	-	31,541,175	3,668,091	866	866

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

Source: Watersports participation survey 2008

*Caution: small base size

10. Boat Ownership

The boat ownership questions were asked for the first time in 2007 and now forms part of the overall watersports and leisure participation survey. 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.

Boat ownership penetration in UK households

2.68% of all those surveyed, said their household owns at least 1 craft from the list of 'boat' types presented. As mentioned before in this report any estimate based on a sample of the population is only accurate within defined statistical confidence intervals. Therefore we also show the lower and upper 90% confidence intervals around this in the table below. For example, we can be 90% certain that the true figure of households owning any type of boat from the list below lies between 2.45% and 2.92% in 2008.

We can use a UK household estimate of 24.9 million households⁵ to convert these proportions into an estimate of the number of households owning any type of boat. Using this method, c. 668,000 of UK households own any kind of boat. The boat can 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.

Table 45 Penetration of boat ownership in UK households

	% of households owning a boat	Min 90%	Max 90%	Number of households owning a boat	Min 90% number	Max 90% number
Any boat	2.68%	2.45%	2.92%	667,946	609,253	726,639
Small sailing boat	0.75%	0.63%	0.88%	187,225	155,845	218,606
Sailing yacht	0.28%	0.20%	0.36%	69,844	50,632	89,056
Power Boat	0.28%	0.20%	0.36%	69,494	50,330	88,658
Motor boat	0.36%	0.27%	0.45%	89,350	67,628	111,071
Canal boat	0.09%	0.05%	0.14%	23,102	12,042	34,161
Canoe\Kayak	0.73%	0.61%	0.86%	182,949	151,926	213,972
Rowing boat	0.14%	0.08%	0.19%	34,630	21,092	48,167
RIBS\Inflatables or sportsboats	0.21%	0.14%	0.27%	51,213	34,756	67,671
Windsurfer	0.29%	0.21%	0.37%	72,543	52,964	92,122
Personal watercraft	0.13%	0.08%	0.19%	33,090	19,856	46,323
Base	12,637			24,900,000		

Base: all respondents (12,637) Source: Watersports participation survey 2008

The following table shows boat ownership penetration in UK households for 2008 and compares these with the results from 2007. The proportion of UK households owning any kind of boat from the list has dropped in 2008 to 2.68% from 2.83% in 2007. However, this drop is not statistically significant. (As mentioned earlier in this report, it is usual to only consider changes above the 90% confidence level as statistically significant; therefore this fall is interpreted as likely to be a result of random fluctuation in the sample rather than a real change in the ownership rate.)

⁵ This household figure is taken from the ONS website

There are no significant changes in boat ownership by boat type between 2007 and 2008. Boat ownership for five boat types has decreased slightly, though not significantly. These are (in order from biggest to smallest decrease) Motor boats, Small sail boats, Personal watercraft, Rowing boats and Canal boats.

The remaining boats types have stayed stable or show slight increases in ownership. However, none of these increases is statistically significant. The boat types showing a stable or increased ownership are (in order biggest to smallest difference) Power Boats, Canoe\Kayaks, Sailing yachts, RIBS\Inflatables or sportsboats and Windsurfers

Table 46 Penetration of boat ownership in UK households 2008 vs. 2007

% of households owning a boat				
	2008	2007	Difference (percentage points)	Significance Measure
Any boat	2.68%	2.83%	-0.14%	52%
Small sailing boat	0.75%	0.80%	-0.05%	34%
Sailing yacht	0.28%	0.28%	0.00%	3%
Power Boat	0.28%	0.25%	0.03%	36%
Motor boat	0.36%	0.43%	-0.07%	64%
Canal boat	0.09%	0.13%	-0.03%	57%
Canoe\Kayak	0.73%	0.73%	0.00%	2%
Rowing boat	0.14%	0.18%	-0.04%	58%
RIBS\Inflatables or sportsboats	0.21%	0.21%	0.00%	0%
Windsurfer	0.29%	0.29%	0.00%	4%
Personal watercraft	0.13%	0.18%	-0.05%	67%
Base	12,637	12430		

Base: all respondents (12,637) Source: Watersports participation survey 2008

Table 47 shows that there is a relationship between a household owning a boat and whether the respondent themselves has participated in the activity or not. This suggests that those who own a boat are consistently more likely to participate in any boating activity than those who do not own a boat.

Table 47 Penetration of boat ownership in UK households by watersport participant

	Respondent who own each boat and participated in any activity	Respondent who does not own each boat and participated in any activity
Any boat	61.62%	4.80%
Small sailing boat	69.37%	5.82%
Sailing yacht	83.21%	5.95%
Power Boat	85.98%	5.94%
Motor boat	47.27%	6.02%
Canal boat	56.50%	6.12%
Canoe\Kayak	66.46%	5.72%
Rowing boat	65.04%	6.08%
RIBS\Inflatables or sportsboats	61.93%	6.05%
Windsurfer	42.05%	6.06%
Personal watercraft	87.87%	6.05%

Base: all respondents (12,637) Source: Watersports participation survey 2008

Table 48 looks at the proportion of households owning boats by the socio-economic group of the household head. Households in the AB category have the highest ownership rates. In 2007, C1

households showed higher ownership rates for power boat, rowing boat and personal watercraft ownership; this is no longer the case in 2008. C1 ownership rates for personal watercraft in particular have dropped dramatically from 0.39% in 2007 to 0.06% in 2008; this drop is statistically significant as shown in Table 49.

Table 48 Penetration of boat ownership in UK households by SEG

% of households owning a boat				
	AB	C1	C2DE	All UK households
Any boat	5.25%	2.74%	1.64%	2.68%
Small sailing boat	1.89%	0.83%	0.26%	0.75%
Sailing yacht	0.57%	0.36%	0.12%	0.28%
Power Boat	0.43%	0.23%	0.24%	0.28%
Motor boat	0.61%	0.30%	0.29%	0.36%
Canal boat	0.14%	0.10%	0.07%	0.09%
Canoe\Kayak	1.40%	0.83%	0.42%	0.73%
Rowing boat	0.41%	0.10%	0.06%	0.14%
RIBS\Inflatables or sportsboats	0.39%	0.34%	0.05%	0.21%
Windsurfer	0.78%	0.29%	0.10%	0.29%
Personal watercraft	0.32%	0.06%	0.10%	0.13%
Base	2,192	3,218	7,227	12,637

Base: all respondents (12,637) Source: Watersports participation survey 2008

All socio-economic groups have recorded drops in ownership for 'any type of boat'; however the drops in the AB and C2DE groups are not statistically significant. The C1 group has seen the largest number of drops overall, 9 of the 10 boat types show lower ownership rates than in 2007, 2 of them statistically significant (rowing boat and personal watercraft). For the AB group there are drops in 5 boat types and 4 for C2DE.

Table 49 shows the differences between 2007 and 2008. Significant changes are highlighted in red

Table 49 Difference in Penetration of boat ownership in UK households by SEG 2008 vs. 2007

% of households owning a boat				
	AB	C1	C2DE	All UK households
Any boat	-0.08%	-0.63%	0.04%	-0.14%
Small sailing boat	0.10%	0.16%	-0.24%	-0.05%
Sailing yacht	-0.08%	-0.10%	0.08%	0.00%
Power Boat	0.15%	-0.13%	0.07%	0.03%
Motor boat	-0.31%	-0.23%	0.10%	-0.07%
Canal boat	-0.08%	-0.12%	0.03%	-0.03%
Canoe\Kayak	-0.08%	-0.07%	0.06%	0.00%
Rowing boat	0.16%	-0.18%	-0.04%	-0.04%
RIBS\Inflatables or sportsboats	0.02%	0.09%	-0.07%	0.00%
Windsurfer	0.12%	-0.10%	-0.01%	0.00%
Personal watercraft	0.20%	-0.33%	0.01%	-0.05%

Base: all respondents (12,637) Source: Watersports participation survey 2008

The table below converts the proportions of households owning a boat in the UK by SEG into an absolute number of households. The overall number of households in the different socio-economic groups is an estimate based on the total number of households as given by the ONS and the distribution of households by SEG as presented in the Marketing Pocket Book.

Table 50 Number of UK households owning a boat by SEG

	Number of households owning a boat			All UK households
	AB	C1	C2DE	
Any boat	338,531	198,151	183,252	667,946
Small sailing boat	121,764	60,292	28,625	187,225
Sailing yacht	36,908	25,851	13,425	69,844
Power Boat	27,969	16,948	27,390	69,494
Motor boat	39,402	21,699	32,944	89,350
Canal boat	8,791	6,901	8,290	23,102
Canoe\Kayak	90,161	59,623	47,040	182,949
Rowing boat	26,545	7,027	6,324	34,630
RIBS\Inflatables or sportsboats	25,063	24,802	5,851	51,213
Windsurfer	50,496	20,833	11,139	72,543
Personal watercraft	20,369	4,626	11,375	33,090
All households	6,449,100	7,221,000	11,205,000	24,900,000
Base	2,192	3,218	7,227	12,637

Base: all respondents (12,637) Source: Watersports participation survey 2008

Table 51 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. Of the mainland regions, the Wales/West/South West region has the highest ownership rates, and London/ East / South East the second highest. This was also the case in 2007. Northern Ireland has the highest ownership rates in all UK, up from rank three in 2007.

The Wales/West/South West region is the only region of the mainland areas that has seen an increase in ownership. Increases are especially marked in the ownership of yachts, going against the overall trend. However it must be borne in mind that sample sizes at this level are small.

Table 51 Penetration of boat ownership in UK households by residence in ITV Region

	% of households owning a boat					
	London/ East/ South East	Wales/ West/ South West	Midlands	North West/ North East/ Yorkshire	Border/ Scotland	Northern Ireland
Any boat	2.8%	4.9%	2.0%	1.8%	2.5%	5.3%
Small sailing boat	0.9%	0.7%	0.5%	0.6%	0.7%	1.9%
Sailing yacht	0.3%	0.7%	0.1%	0.1%	0.5%	0.0%
Power Boat	0.3%	0.5%	0.0%	0.2%	0.2%	1.0%
Motor boat	0.3%	1.0%	0.5%	0.2%	0.1%	0.9%
Canal boat	0.1%	0.0%	0.3%	0.1%	0.0%	0.0%
Canoe\Kayak	0.7%	1.3%	0.6%	0.5%	0.8%	1.2%
Rowing boat	0.2%	0.3%	0.0%	0.0%	0.1%	0.7%
RIBS\Inflatables or sportsboats	0.2%	0.2%	0.3%	0.1%	0.1%	0.6%
Windsurfer	0.3%	0.5%	0.1%	0.3%	0.2%	0.7%
Personal watercraft	0.2%	0.4%	0.0%	0.0%	0.0%	0.3%
Base	4,267	1,315	1,559	3,946	1,171	379

Base: all respondents (12,637) Source: Watersports participation survey 2008

Table 52 shows an estimate of boat owning households in the different regions. The overall number of households is an estimate based on the total number of households as given by the ONS and the distribution of households across the regions as presented in the Marketing Pocket Book. It shows that the largest number of households owning boats can be found in the London/East/South East region, despite the decline in the proportion of households owning a boat in this region; this is due to the very large number of households in the London/East/South East region.

Table 52 Number of UK households owning a boat by residence in ITV region

	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	245,706	162,216	79,219	111,617	54,091	39,835
Small sailing boat	80,749	23,625	20,250	33,747	15,935	13,881
Sailing yacht	27,848	24,585	5,723	6,819	9,979	-
Power Boat	24,478	17,428	-	15,113	4,741	7,625
Motor boat	22,781	34,303	18,045	12,985	2,409	7,064
Canal boat	7,074	-	11,977	5,295	-	-
Canoe\Kayak	62,343	42,304	25,245	32,036	18,534	9,081
Rowing boat	19,891	9,941	-	-	1,943	5,190
RIBS\Inflatables or sportsboats	19,417	8,216	11,644	7,488	2,192	4,702
Windsurfer	26,032	15,884	5,723	15,456	5,157	5,044
Personal watercraft	17,895	12,786	-	2,524	-	2,244
All households	8,710,450	3,292,372	3,905,366	6,050,846	2,194,915	746,052
Base	4,267	1,315	1,559	3,946	1,171	379

Base: all respondents (12,637) Source: Watersports participation survey 2008

Boats owned in the UK and abroad

Respondents who said that their household owns a boat were asked how many boats they owned (both in the UK and abroad). In 2007 the question was asked differently investigating how many of the boats owned were in active use. The base sizes for this question are small for most categories of boat, and therefore they are sensitive to small changes in the patterns of response and should be taken as indicative only.

Table 53 shows that those households that are owning windsurfers own on average 1.47 of them and households owning personal watercraft 1.19 per household. Canoes/Kayak shows the highest numbers per household at an average of 1.6 per household.

Table 53 Average number of boats owned in boat owning UK households

	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	1.24	1.15	0.08	278
Small sailing boat	1.18	1.09	0.09	60
Sailing yacht	1.00	0.90	0.10	33
Power Boat	1.06	0.99	0.07	31
Motor boat	1.12	1.05	0.07	40
Canal boat	1.00	1.00	-	13
Canoe\Kayak	1.60	1.50	0.08	82
Rowing boat	1.10	1.10	-	15
RIBS\Inflatables or sportsboats	1.00	0.86	0.14	23
Windsurfer	1.47	1.39	0.08	30
Personal watercraft	1.19	0.88	0.32	15

Base: all respondents (12,637) Source: Watersports participation survey 2008

Caution: low base size – indicative only

The vast majority of boats, 93%, are kept in the UK. Personal watercraft shows the highest proportion of boats that are kept abroad with 26%. Rowing and canal boats are exclusively kept in the UK.

Table 54 Proportion of boats owned that are kept in the UK and abroad

	% of boats kept in the UK	% of boats kept abroad	Base
Anyboat	93%	7%	278
Small sailing boat	92%	8%	60
Sailing yacht	90%	10%	33
Power Boat	93%	7%	31
Motor boat	94%	6%	40
Canal boat	100%	0%	13
Canoe\Kayak	94%	5%	82
Rowing boat	100%	0%	15
RIBS\Inflatables or sportsboats	86%	14%	23
Windsurfer	94%	6%	30
Personal watercraft	74%	26%	15

Base: all respondents (12,637) Source: Watersports participation survey 2008

Caution: low base size – indicative only

Number of boats owned overall

Using the estimated number of households owning each of the different types of boats and the average number of boats owned, we can calculate an estimated number of boats owned by households in the UK which are kept in the UK and the number of boats owned by UK households which are kept abroad. The base sizes for this latter question are small therefore should be taken as indicative only. The data is most robust at the number of household level as per table 45.

For example, based on our estimate that there are around 182,162 households in the UK owning a canoe\kayak and the average number of canoe\kayaks owned in these households is 1.60 on average, the total number of canoes/kayaks owned by UK households is 292,637. Of these, 274,708 are kept in the UK and only 15,322 are kept abroad.

Table 55 Number of boats owned in UK and abroad by UK households

	Average number of boats owned by households	Average number of boats kept in the UK	Average number of boats kept abroad	Number of boat owning households
All boats	1,016,685	940,755	73,323	667,946
Small sailing boat	221,594	204,856	16,738	187,225
Sailing yacht	69,844	62,744	7,100	69,844
Power Boat	73,966	68,967	4,999	69,494
Motor boat	99,713	93,773	5,940	89,350
Canal boat	23,102	23,102	-	23,102
Canoe\Kayak	292,637	274,708	15,322	182,949
Rowing boat	38,251	38,251	-	34,630
RIBS\Inflatables or sportsboats	51,213	44,296	6,917	51,213
Windsurfer	106,851	100,971	5,880	72,543
Personal watercraft	39,515	29,088	10,427	33,090

Base: all respondents (12,637) Source: Watersports participation survey 2008

Table 56 compares the number of boats owned in 2007 and 2008. Most boat types register a small drop in average number of boats owned.

Table 56 Number of boats owned by UK households in 2008 and 2007

	2008		2007	
	Average number of boats owned by households	Number of boat owning households	Average number of boats owned by households	Number of boat owning households
All boats	1,016,685	667,946	1,169,482	703,923
Small sailing boat	221,594	187,225	249,217	199,265
Sailing yacht	69,844	69,844	80,645	69,210
Power Boat	73,966	69,494	68,717	61,916
Motor boat	99,713	89,350	116,785	107,277
Canal boat	23,102	23,102	31,294	31,294
Canoe\Kayak	292,637	182,949	310,606	182,162
Rowing boat	38,251	34,630	49,203	44,806
RIBS\Inflatables or sportsboats	51,213	51,213	61,040	51,176
Windsurfer	106,851	72,543	143,675	73,439
Personal watercraft	39,515	33,090	58,301	45,201

Base: all respondents (12,637) Source: Watersports participation survey 2008

Table 57 is a summary of the total number of boats owned by UK households, grouped into boating categories. In total, there are over just over 1 million boats owned by UK households and c. 940,000 are kept in the UK.

Table 57 Estimate of total number of boats owned by UK households⁶

	Average number of boats owned by households	Average number of boats kept in the UK	Average number of boats kept abroad	Number of boat owning households
All boats	1,016,685	940,755	73,323	667,946
Sailing Boats	398,289	368,571	29,718	247,585
Motor Boats	287,508	259,225	28,283	247,519
Manual Craft	330,888	312,959	15,322	209,099

Base: all respondents (12,637) Source: Watersports participation survey 2008

⁶ The sailing boats category comprises small sailing boats, sailing yachts and windsurfers. The manual category includes rowing boats and canoes/kayaks. The motor boats category includes power boats, motor boats, RIBS, canal boats and personal watercraft

Points Of Contact

BMF (British Marine Federation)

Statistics & Market Research
Marine House
Thorpe Lea Road
Egham
Surrey
TW20 8BF
Tel: 01784 437 377
Email: research@britishmarine.co.uk
Website: www.britishmarine.co.uk

MCA (Maritime & Coastguard Agency)

Risk Analysis & Prevention Branch
Spring Place
105 Commercial Road
Southampton
Hampshire
SO15 1EG
Tel: 023 803 29100
Email: infoline@mcga.gov.uk
Website: www.mcga.gov.uk

RNLI (Royal National Lifeboat Institution)

West Quay Road
Poole
Dorset
BH15 1HZ
Tel: 0800 328 0600
Email: seasafety@rnli.org.uk
Website: www.rnli.org.uk

RYA (Royal Yachting Association)

Marketing Department
RYA House
Ensign Way
Hamble
Southampton
Hampshire
SO31 4YA
Tel: 0845 345 0329
Email: marketing@rya.org.uk
Website: www.rya.org.uk

YBW.com

IPC Marine Media
The Blue Fin Building
110 Southwark Street
London
SE1 0SU

Tel: +44 (0)20 3148 5000
Fax: +44 (0)20 3148 6439

YBW.com Editor
Daniel Foley
Tel: +44 (0) 20 3148 4920
E-mail: dan_foley@ipcmedia.com

Advertisement Manager
Stuart Duncan
Tel: +44 (0) 20 3148 4922
E-mail: stuart_duncan@ipcmedia.com