

How to Develop a Sporting Habit for Life

Final report

December 2012



Context

Sport England's 2012-17 strategy aims to help people and communities across the country transform our sporting culture, so that sport becomes a habit for life for more people and a regular choice for the majority.

This 'Habit for Life' research was undertaken to examine the extent of any link between secondary school age experiences and attitudes to sport and later life participation. It aims to provide quantifiable evidence of the conditions at secondary school age which are more likely to lead to continued sporting participation.

Key messages



Having a personal interest or emotional engagement in sport while growing up is the most important driver of current regular participation but the importance of family and messages relating to health benefits should not be underestimated



Current regular participants have built a much stronger attachment to sport from secondary school age, being more likely to feel sport defines them and plays a much bigger part in their lives than those who are currently less active.



The direct influence of teachers/coaches and having opportunities to play sport outside of PE may play an important role but are not as strong as personal interest in driving on-going participation in sport.



Using the support networks of family, friends and teachers to build and reinforce an emotional connection with sport and making young people feel that sport is 'for people like them' can be important to encourage participation in later life.



Little evidence that the type of sport played at school is important in later life, a passion for sport in general is more important than a passion for a specific sport.

Method

- YouGov were commissioned to carry out an online survey. 4,000 interviews were undertaken with adults aged 25-34.
- The sample was selected through YouGov's panel of 380,000 adults aged 16 and over who have signed up to take part in research.
- The sample was first stratified by region and within each region stratified by age and gender interlocked. Quotas were then set so that the selected sample in each region was representative (i.e. reflected the key demographics of the English population).
- The data was weighted on completion of the survey to correct for non-response bias.

Survey questions

- The questionnaire was designed by Sport England and YouGov and was evidenced through a review of previous research in this area.
- The questionnaire covered the following topic areas:
 - Levels of participation in sport and physical activity
 - Currently (i.e. at age 25-34)
 - Previously (i.e. from age 11)
 - Key life transitions experienced
 - Agreement with statements on school age attitudes to sport and sporting experiences
 - Respondents were asked to think back and answer in relation to their attitude and experiences when of secondary school age (c11-16 years old)
 - Respondents' own perceptions of the impact of their school age experiences on their current participation in sport and physical activity
 - Respondents' own perceptions of what drives or is a barrier to their participation in sport currently
 - Likelihood to continue participating in sport and physical activity

What the report covers

1

Which school age (11-16 years) attitudes and experiences are key drivers of later life (25-34 years) participation?

2

How do school age attitudes differ between those who now regularly participate and the less active?

3

What do people believe themselves are drivers or barriers to current participation?

4

What were the school age sporting behaviours of those who now participate regularly?

5

Do participants have a habit for sport in general or a habit for a specific sport?

6

How do life transitions impact upon participation?

Which school age attitudes and experiences are key drivers of later life (25-34 years) participation?



Building a model to identify the key factors most likely to create a sporting habit for life

There was a three stage process to identify the factors most likely to create a sporting habit for life:

1. Identify those who demonstrated 'sporting habit for life behaviour' based on current levels of participation (i.e. still take part at least once a week at age 25-34)
2. Reduce the large number of attitude statements in the questionnaire into a more manageable number of factors (using factor analysis)
3. Carry out regression analysis to examine these 'attitude factors' along with other attributes (demographics, life transitions) in relation to current levels of participation

Stage 1: Identifying sporting habit for life behaviour

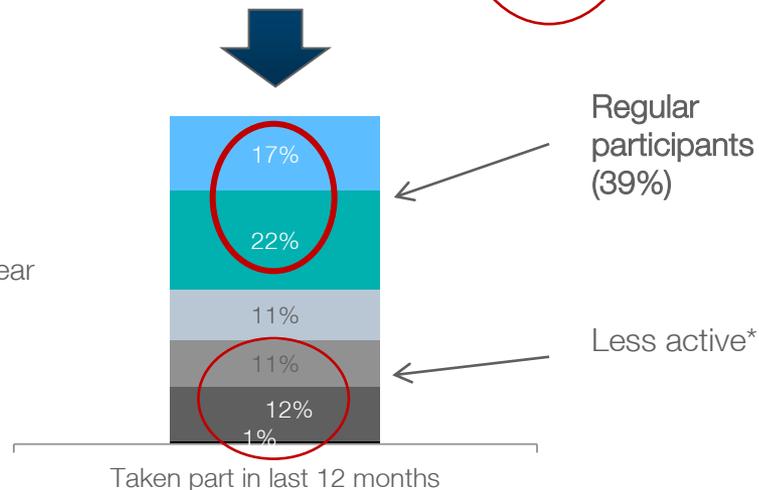
39% of all respondents currently participate at least once a week for most or all of the year. To identify the key factors most likely to create a sporting habit for life, we examined results in relation to these **regular participants** compared to all other respondents.

Taken part in sport in the last 12 months



Level of participation in sport

- At least 3 times a week for most or all of the year
- At least once a week for most or all of the year
- At least once a week for at least 6 months of the year
- At least once a month throughout the year
- Less than once a month throughout the year
- Don't know



*Later in the report, we also show differences between three distinct groups:

1. Regular participants (39%)
2. Less active i.e. participate a month or less (24%)
3. Inactive i.e. not participated in last 12 months (26%)

Q: In the past 12 months, have you taken part in any sport*? *Definition of sport: Taking part in sport or recreational physical activities. Can be taking part in competition, training, receiving tuition, socially, casually with family or friends or for health and fitness. In addition to traditional team sports such as football and cricket, please include activities such as swimming, cycling, running/jogging and going to the gym. Please do NOT include any walking (unless hill walking or rambling) or any teaching, coaching or refereeing

Base: All = 4,051

Q: Looking back over the last 12 months, which of the following statements best describes your levels of participation in sport? I have taken part:

Base: Taken part in sport in the past 12 months = 2,996

Stage 2: Factor analysis (1)

Attitude statements were grouped into themes using factor analysis:

- There were 42 attitudinal questions in the survey, which asked respondents to think back to when they were of secondary school age (roughly 11-16)
- Factor analysis was undertaken to make the model more manageable
- This reduced the 42 statements into eight distinct themes
- Within each theme, statements are highly correlated with each other (i.e. respondents have similar answers to statements within each theme)



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Stage 2: Factor analysis (2)

Statements within each theme

Personal interest

- “I was inspired to take part in sport by famous sportsmen, sportswoman or major sporting events”
- “Sport wasn't for people like me”
- “I enjoyed meeting new people and making friends through sport”
- “I loved watching sport on TV”
- “I considered sport to be boring”
- “I would have felt a real loss if I was forced to give up playing sport”
- “Sport was a big part of my life”
- “I knew I would carry on participating in sport after school”
- “I wasn't interested in taking part in sport”
- “I only took part in sport when I was made to”
- “Most of my friends took part in sport”
- “I loved attending live sporting events”
- “I did not like the competitive element of taking part in sport”
- “Taking part in sport was fun”

Confidence

- “I had very good general sporting ability and skills”
- “I was told by others I was good at sport”
- “I was confident in my ability to learn new sports quickly”
- “I was better at sport/ PE than other subjects”
- “I felt completely confident and at ease in situations where people were taking part in sport”
- “I was not at all confident about the appearance of my body when taking part in sport”
- “I was motivated by improving my performance and learning new skills”
- “Sport defined who I was”

Positive statements
Negative statements

Note: Appendix B shows all statements by theme together

Stage 2: Factor analysis (3)

Statements within each theme

Resource constraints

“My family/I did not have the money to participate in the types of sport I was interested in”

“My family/I did not have the money to participate in sport as much as I wanted”

“I did not have people to take part in sport with”

“There was very little to do in my area except take part in sport”

“I was smaller and developed later than other people of my age and gender”

“I disliked my PE teacher(s) at school”

Opportunities outside PE

“I had opportunities (outside of PE at school) to try one or more new sports for free”

“I had access to good facilities/ places to play sport outside of PE”

“I took part in sport on my own terms, doing the type of sport I wanted when I wanted”

“I had opportunities to try lots of different sports”

Health benefits

“I was aware of the physical, mental and social benefits of sport”

“I took part in sport to keep fit and healthy”

Positive statements
Negative statements

Note: Appendix B shows all statements by theme together

Stage 2: Factor analysis (3)

Statements within each theme

Popularity at school

“Girls who were sporty at my school were more / the most popular”

“Boys who were sporty at my school were more / the most popular”

Family encouragement

“Most of my immediate family took part in sport”

“I regularly took part in sport with my family”

“My family did not encourage me to take part in sport”

Teachers and coaches

“I had teachers / coaches who pushed me to improve at sport”

“I disliked my PE teachers at school”

“My teachers / coaches encouraged me to take part in sport”

Positive statements

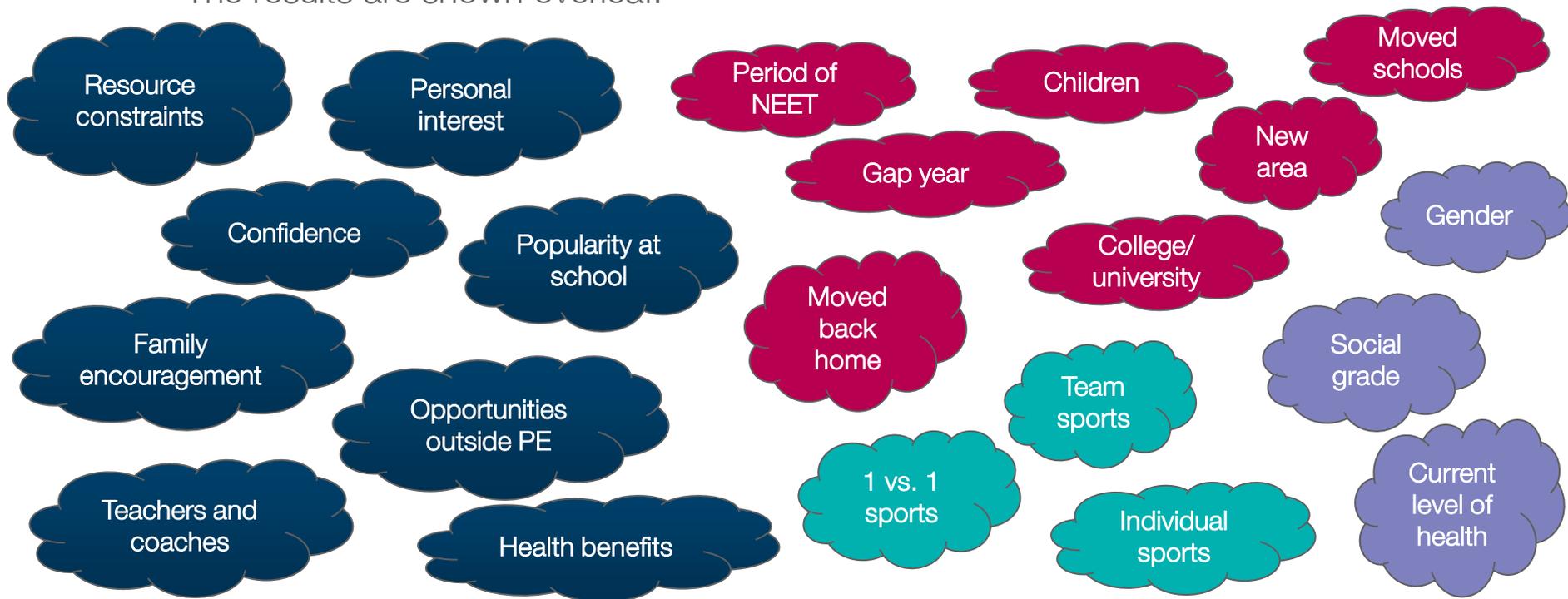
Negative statements

Note: Appendix B shows all statements by theme together

Stage 3: Regression analysis

Standard linear regression* was used to identify the most important drivers influencing current regular participation (at least once a week for most or all of the year).

- The model combined the **eight themes** derived via factor analysis from the attitudinal questions with data on **life transitions**, **type of sport played currently and when at school** and **demographic** characteristics.**
- The results are shown overleaf.



*In linear regression analysis, only those variables that are not correlated against each other are included in the model as long as their impact upon it is statistically significant.

** Appendix C shows the full questions for the elements included in the linear regression analysis.

Having a personal interest or emotional engagement in sport while growing up is a key driver of current participation, but the importance of family and creating confidence in sporting ability should not be underestimated

Positive drivers

The stronger these factors or the more this happens, the higher current participation in sport.

1. Personal interest (0.256) School attitude
2. Current health (0.168)
3. Confidence (0.118) School attitude
4. Family encouragement (0.112) School attitude
5. Attending college/ university (0.084)
6. Current social grade (0.084)
7. Health benefits (0.078) School attitude
8. Popular at school (0.074) School attitude
9. Play an individual sport (0.059)
10. I moved back in with family (0.039)
11. No resource restraints (0.036) School attitude
12. I have moved to a new town (0.034)

The numbers in brackets shows the influence each of these has on explaining current participation. The higher the value the more influence the factor has.



Negative drivers

The stronger these factors or the more this happens the lower current participation in sport.

1. NEET (-0.056)
2. Having a child/children (-0.075)

R square adjusted = 19%

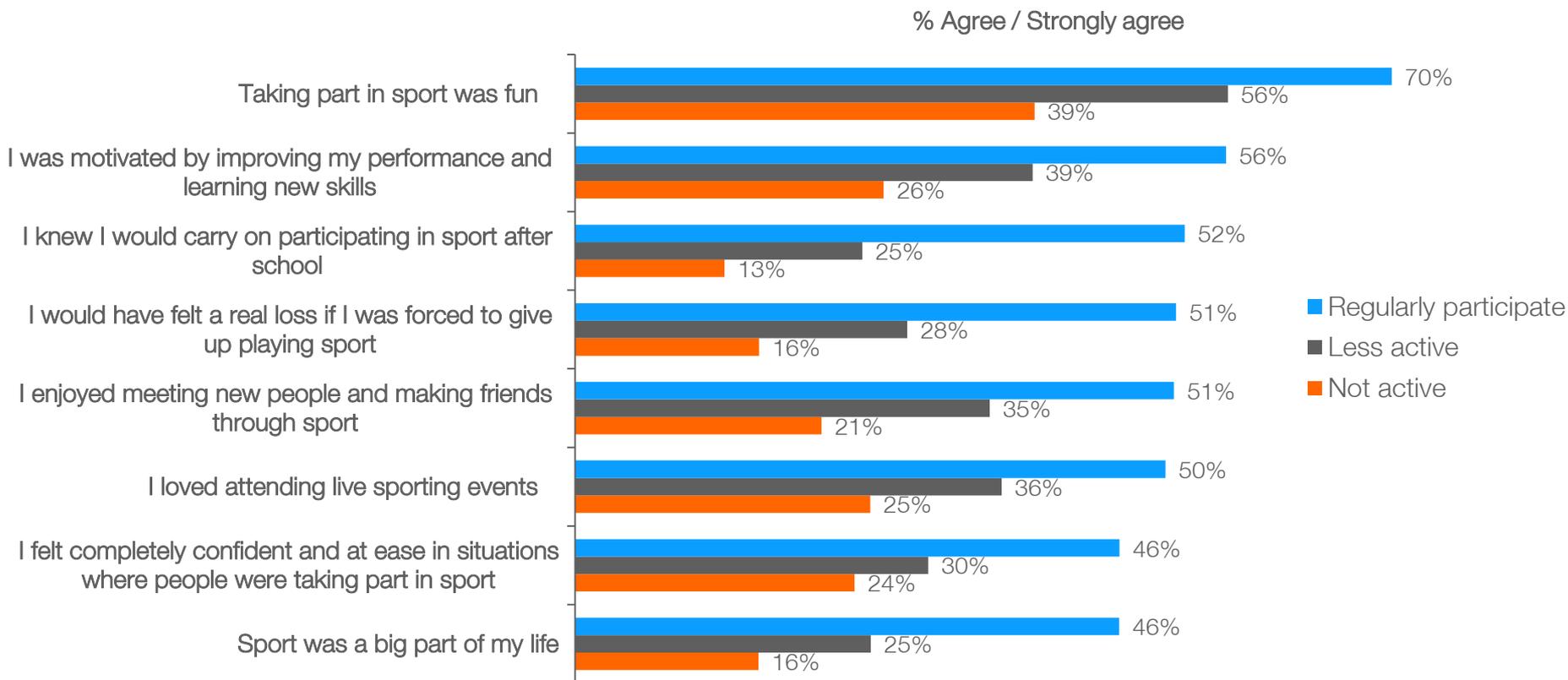
The R square adjusted measures how much of current participation the model explains. In this case the model (which is predominately based upon school age experiences) explains 19% of the variation in current sports participation. There are other factors that have an impact that were not explored in this model.

How do school age attitudes differ between those who now regularly participate and the less active?



An emotional connection and confidence at secondary school age differentiate those that currently participate regularly

Attitudes relating to school age experiences where opinion differs most between regular participants and the less/not active:
 Regular participants agree more



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

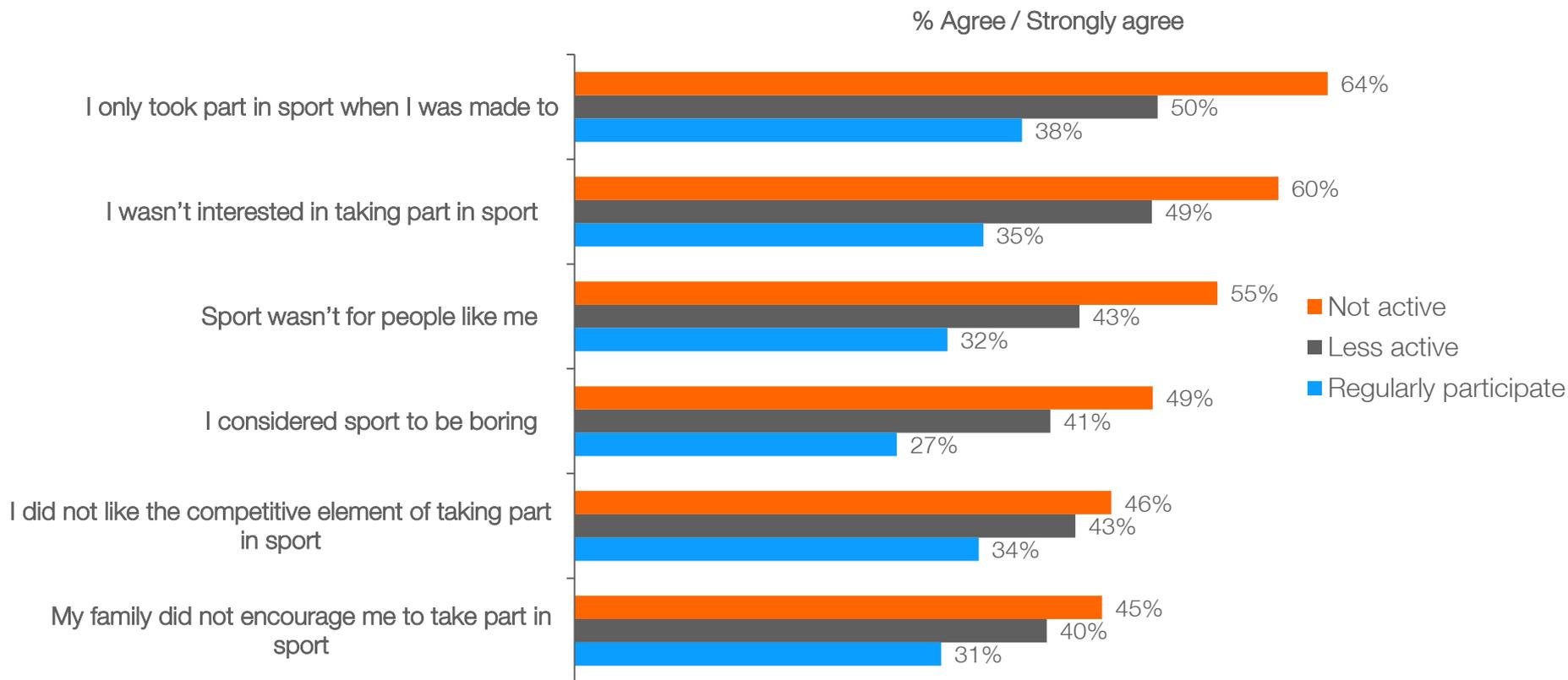
Base: Regularly participate (currently participate at least once a week) = 1586, Less active (currently participate at least once a month or less throughout the year) = 957,

Not active (no activity in last 12 months) = 1055.

Note: statements selected where agreement levels (total agree and strongly agree) differ the most between currently participate at least once a week and the less and not active.

Having a lack of interest in sport when at school is a hard attitude to break

Attitudes relating to school age experiences where opinion differs most between regular participants and the less/not active:
 Less active/not active agree more



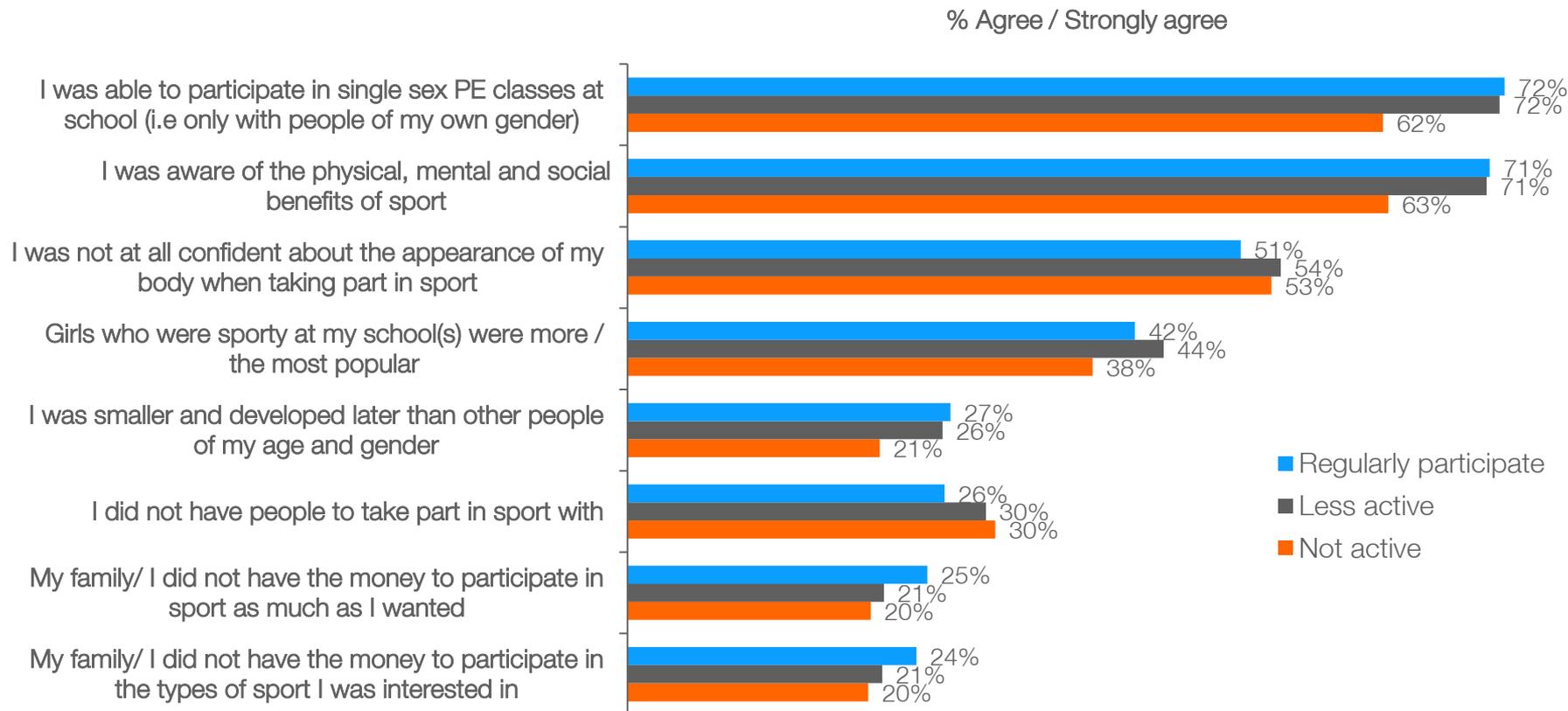
Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Base: Regularly participate (currently at least once a week)= 1586, Less active (currently at least once a month or less throughout the year) = 957, Not active (no activity in last 12 months) =1055.

Note: statements selected where agreement levels (total agree and strongly agree) differ the most between currently participate at least once a week and the less and not active.

There are a number of areas where school age attitudes and experiences matter less

Attitudes relating to school age experiences where regular participants and the less/not active are closest in their agreement



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Base: Regularly participate (currently at least once a week)= 1586, Less active (currently at least once a month or less throughout the year) = 957, Not active (no activity in last 12 months) =1055.

Note: statements selected where agreement levels (total agree and strongly agree) differ the least between currently participate at least once a week and the less and not active.

A summary of the school age attitudes which differ the most between the currently 'sporty' and the less active

Factors where net agreement* scores have the highest percentage point difference



Regular participants agree more....

- I knew I would carry on participating in sport after school
- I would have felt a real loss if I was forced to give up playing sport
- Sport was a big part of my life
- Taking part in sport was fun
- I was motivated by improving my performance and learning new skills
- I enjoyed meeting new people and making friends through sport



Less / not active people agree more....

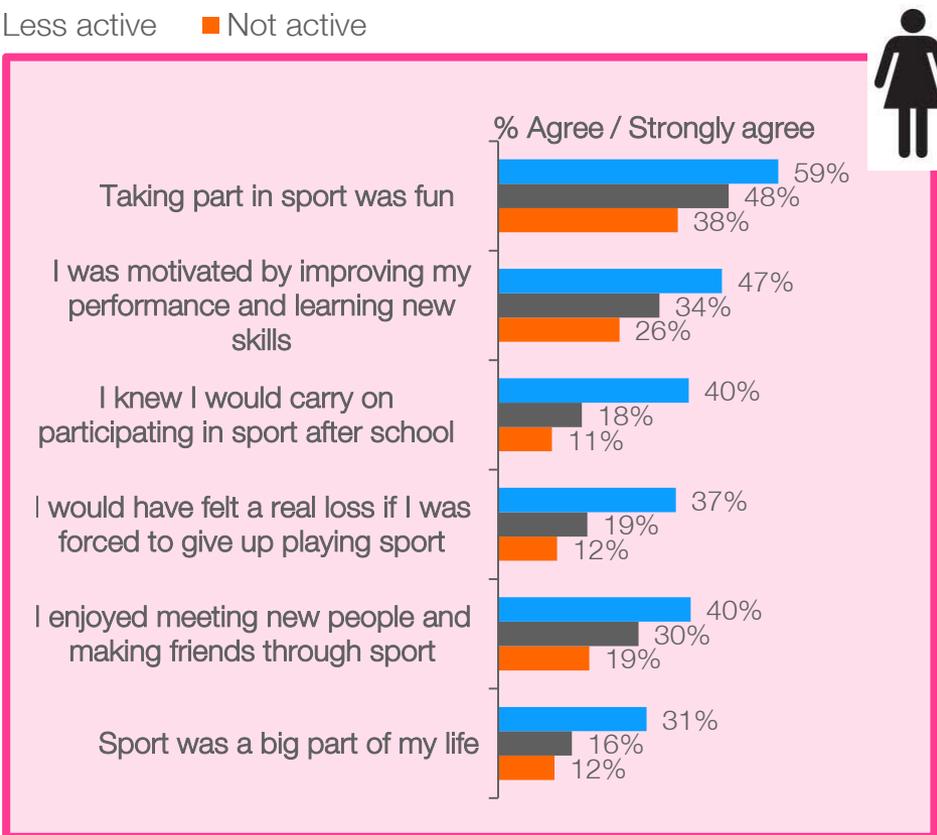
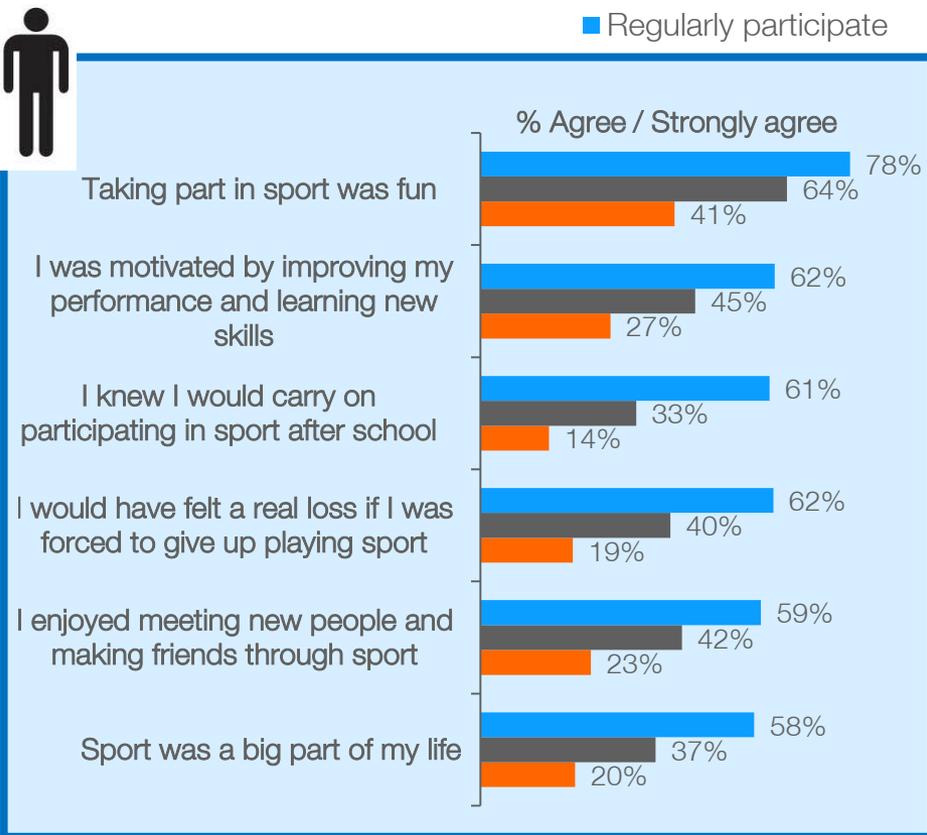
- I wasn't interested in taking part in sport
- I only took part in sport when I was made to
- I considered sport to be boring
- Sport wasn't for people like me
- My family did not encourage me to take part in sport
- I did not like the competitive element of taking part in sport

* Net agreement shows the strength of opinion and is calculated by subtracting the proportion of respondents that disagree with a statement from the proportion that agree.

Note: Regular participants currently participate at least once a week, less active is currently participate at least once month or less throughout the year and not active is no activity in last 12 months.

The same attitude statements differentiate males who currently participate regularly (from less active males) as differentiate females, but 'sporty' males have a stronger connection than 'sporty' females

Attitudes relating to school age experiences where opinion differs most between regular participants and the less/not active: The same six statements account for the largest differences between regularly participating men and less/non active men and between regularly participating women and less/non active women



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?
 Base: Regularly participate (currently participate at least once a week) male=885 / female=701, Less active (currently participate at least once a month or less throughout the year) male=423 / female=534, Not active (no activity in last 12 months) male=484 / female=571.
 Note: statements selected where agreement levels (total agree and strongly agree) differ the most between currently participate at least once a week and the less and not active.

School age experiences are not the whole story, although less active people are more likely to believe their earlier experiences have impacted on the amount they currently take part in sport

Currently less / not active

Nearly half of people who don't participate regularly believe their experience of sport at secondary school age had an impact; 48% thought they would be **taking part in sport more now** if they'd had a better experience when they were aged 11-16.



Currently regularly participate

People that participate regularly appear to put less value on the impact of their experience of sport when they were of secondary school age; 52% thought their current participation levels weren't due to their experience of sport when they were aged 11-16.



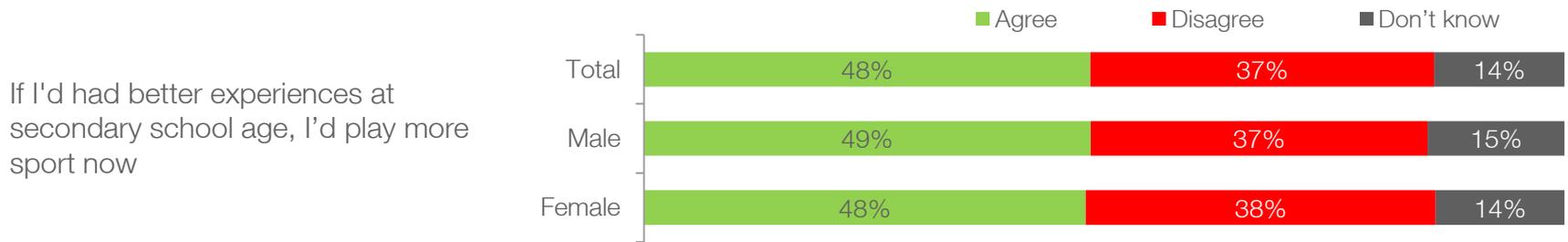
Q: To what extent do you agree or disagree with the following statement? I think I would be taking part in sport more now if I'd had a better experience of sport when I was of secondary school age (roughly 11-16) / I don't think I would take part in as much sport now if it weren't for my experience of sport when I was of secondary school age (roughly 11-16)

Base: Currently less/not active (currently participate in sport once a month or less / not at all in the last 12 months) = 2,012; Currently regularly participate (currently participate in sport at least once a week for at least 6 months of the year) = 2,039

While there is little difference amongst less active people, the perceived impact of school age experiences on the currently active is different for men and women

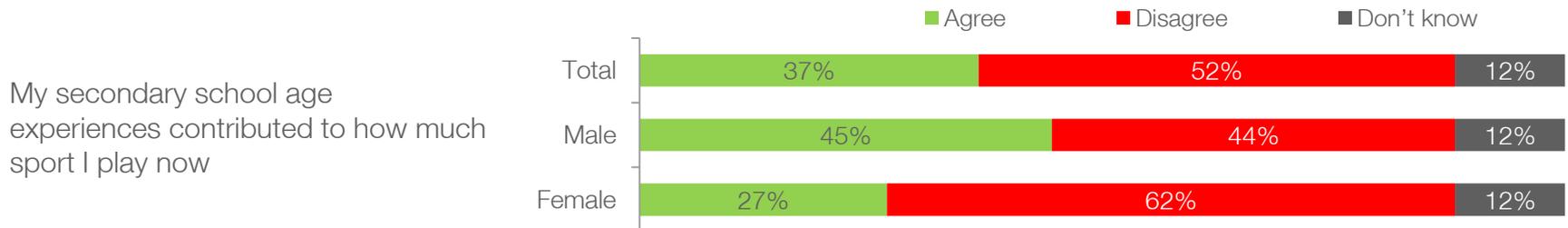
Currently less / not active

Men and women who don't currently participate regularly have very similar opinions on the impact of their experience of sport at secondary school age on their current participation levels.



Currently regularly participate

Amongst regular participants, men value secondary school age experiences more than women.



Q: To what extent do you agree or disagree with the following statement? I think I would be taking part in sport more now if I'd had a better experience of sport when I was of secondary school age / I don't think I would take part in as much sport more now if it weren't for my experience of sport when I was of secondary school age

Base: Currently less/not active (currently participate in sport less than once a month or not at all in the last 12 months) = 2,012 (males = 907 / females = 1,105);
Currently regularly participate (currently participate in sport at least once a week for at least 6 months of the year) = 2,039 (males = 1,081 / females = 958)

What do people believe themselves are drivers or barriers to current participation?



Self-perceptions amongst the less active support the link between lower participation levels and a lack of confidence and absence of an emotional connection with sport

Currently less/not active

Factors selected (from a list) when asked directly for reasons for not participating more regularly in sport:

	All	Male	Female
Sport has never been part of who I am	30%	28%	32%
I am not very confident in my sporting ability	27%	23%	30%
I don't come from a sporty family	23%	23%	24%
I am not a very confident person in sporting situations	22%	18%	26%
My circle of friends weren't very sporty	21%	20%	22%
I have never enjoyed it	19%	15%	22%
I had a negative experience of sport at school	18%	17%	20%
I don't like the competitive nature of many sports	13%	10%	15%
I have not had good opportunities to participate in sport locally	13%	14%	12%
I dislike the social element of sport	5%	6%	4%
I don't see sport as a good way for me to keep fit/healthy	2%	2%	1%
Other*	13%	13%	13%
None of the above	15%	18%	12%

*The main other factors mentioned (in order of mentions) were:

- Injuries/ health/ body issues
- Not enough time
- Cost
- Negative attitude to sport
- Bad school/ teacher experience

Shading shows statistically significant differences between males and females

Q: Thinking about your attitude to sport and your own experiences, do you think any of the following influenced you to not participate more frequently?

Base: Currently less not active (currently participate less than once a week for six months of the year)= 2,012 (males = 907/ females = 1105);

However, regular participants believe staying fit and healthy is the main reason they carry on taking part in sport

Currently regularly participate

Factors selected (from a list) when asked directly for reasons for continued participation in sport:

Further investigation would be required to understand the differences between the factors people believe are an influence and earlier influences which distinguish them from non-participants – there may be a perception gap but there may also be other factors, including shifting attitudes in later life, which could be an influence.



	All	Male	Female
The need to stay fit/healthy	73%	67%	81%
I have always enjoyed it	34%	39%	28%
I like the social element of sport	21%	25%	17%
It's a part of who I am	16%	19%	12%
I enjoyed winning and taking part in competition	13%	17%	8%
I am good at sport	13%	16%	9%
I always had friends who took part	9%	13%	4%
I had a positive experience of sport at school	8%	8%	7%
I always had good opportunities to participate in sport locally	4%	4%	4%
I come from a sporty family	4%	4%	3%
I have always been confident in sporting situations	3%	5%	1%
Other*	6%	4%	8%
None of the above	4%	3%	5%

*The main other factors mentioned (in order of mentions) were:

- Mental well-being benefits
- Part of work / travel to work
- Weight loss / health benefits
- Fun/ enjoyable

Shading shows statistically significant differences between males and females

Q: What do you think are the main factors that have influence you to carry on participating in sport?

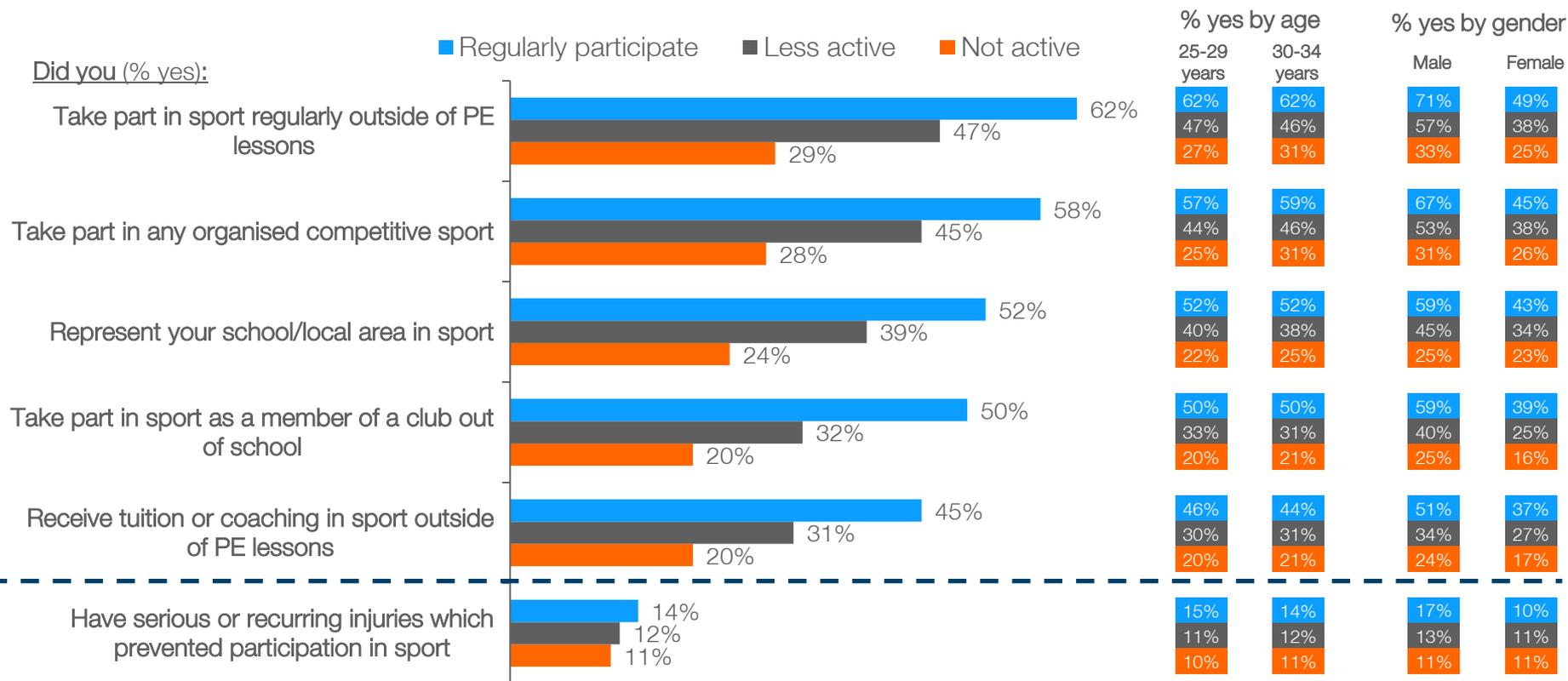
Base: Currently regularly participate (currently participate at least once a week for at least six months of the year)= 2,039 (males = 1,081 / females = 958);

What were the school age sporting behaviours of those who now participate regularly?



People who engaged in structured sport outside of school are more likely to still be taking part in sport

Current regular sporting participants are significantly more likely to have been more involved in sport, in various ways beyond compulsory PE in school, when aged 11 to 16. There is no evidence of a shift over time in levels of engagement outside school, with similar levels amongst both younger and older members of the sample. However, even accounting for differences in participation levels, men are significantly more likely than women to have been more involved in structured sport outside of school



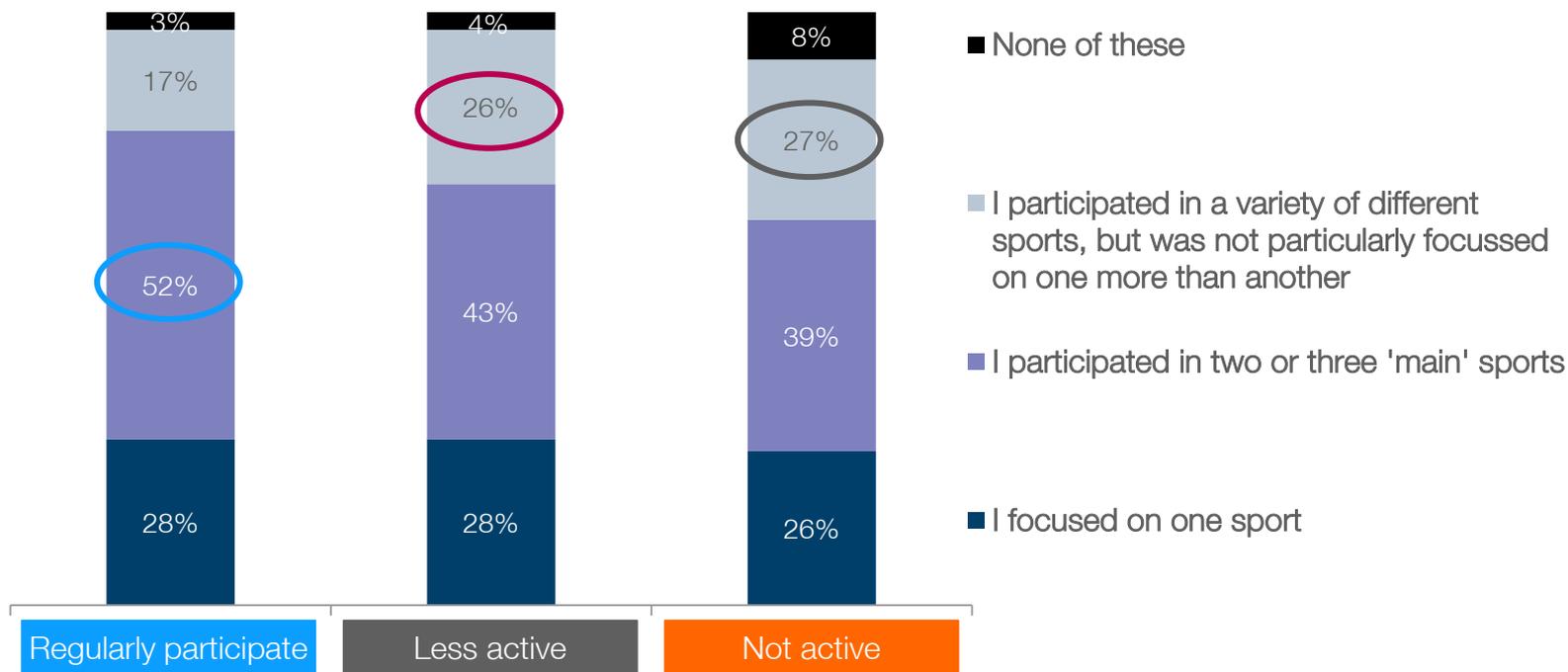
Q: Thinking about when you were of secondary school age (roughly 11-16), did you?

Base: Regularly participate (currently at least once a week)= 1586 (25-29 years = 842 / 30-34 years = 744; male=885 / female=701), Less active (currently at least once a month or less throughout the year) = 957 (25-29 years = 514 / 30-34 years = 443; male=423 / female=534), Not active (no activity in last 12 months) = 1055 (25-29 years = 548 / 30-34 years = 507; male=484 / female=571).

Current regular participants are more likely to have participated in two or three 'main' sports when younger

- A greater proportion of current regular participants (52%) focussed on two or three main sports when aged 11 to 16 compared to currently less or non active people.
- Focusing on one sport at secondary school age does not seem to help create a sporting habit for life, with similar proportions of those who now participate regularly and the less active doing this. While taking part in a wider variety of sports appears least effective, with currently less or non active people more likely than regular participants to have done this – perhaps due to a lack of focus or interest in sport and 'going along' with the sports they had to do at school.

Focus on sport at secondary school age



Q: Thinking about when you were of secondary school age (roughly 11-16), which of the following best applied to you?

Base: Took part in sport regularly outside of PE lessons and currently regularly participate = 993; Took part in sport regularly outside of PE lessons and currently less active = 446; Took part in sport regularly outside of PE lessons and currently not active = 302

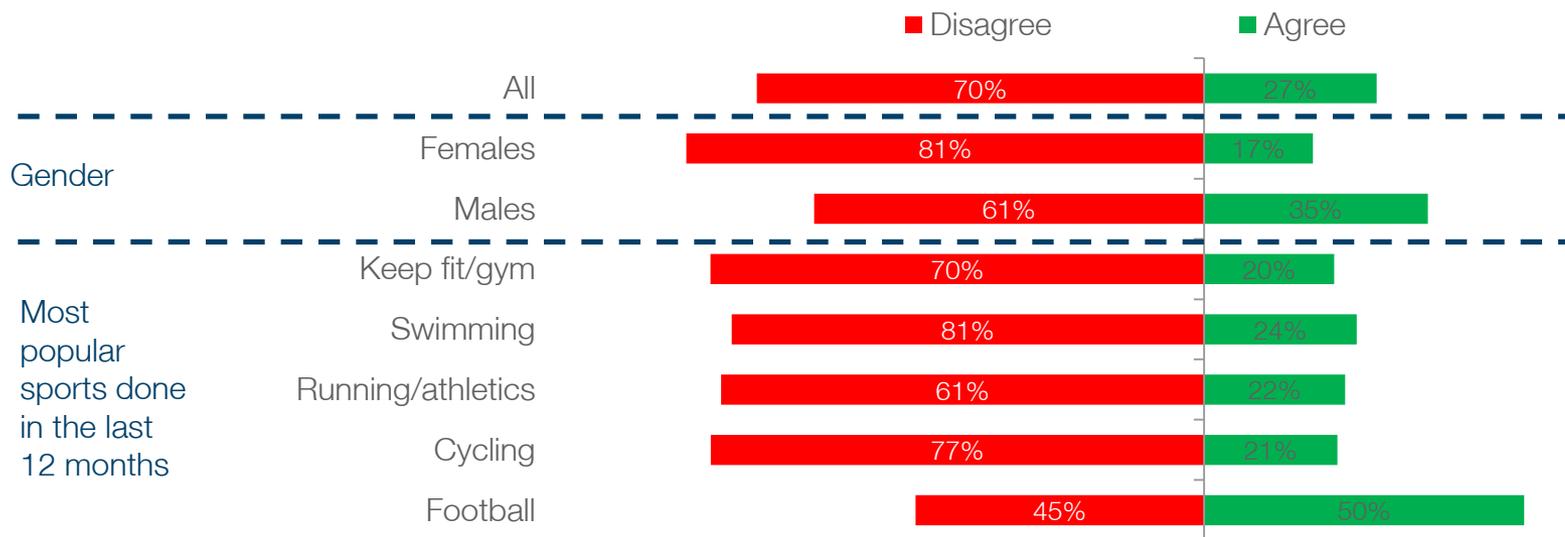
Do participants have a habit for sport in general or a habit for a specific sport?



Most participants change the sport(s) they take part in as they grow older

- 70% of current participants (at least once a week for at least six months of the year) are doing a different sport most frequently now than they did when they were aged 11-16, with women more likely to have changed sports. Meanwhile, those who currently play football are more likely to be continuing a habit for this sport compared to other more popular sports for current participants.
- This sporting habit, rather than habit for a specific sport, is reinforced by the 77% of current participants who were confident they would still take part in some sport if they were unable to continue participating in the sport they do currently.

Current sport participated in most frequently now is the same as when aged 11-16



Q: To what extent do you agree or disagree with the following statement? The sport that I do most often now, is the one I did most often when I was of secondary school age (roughly 11-16)

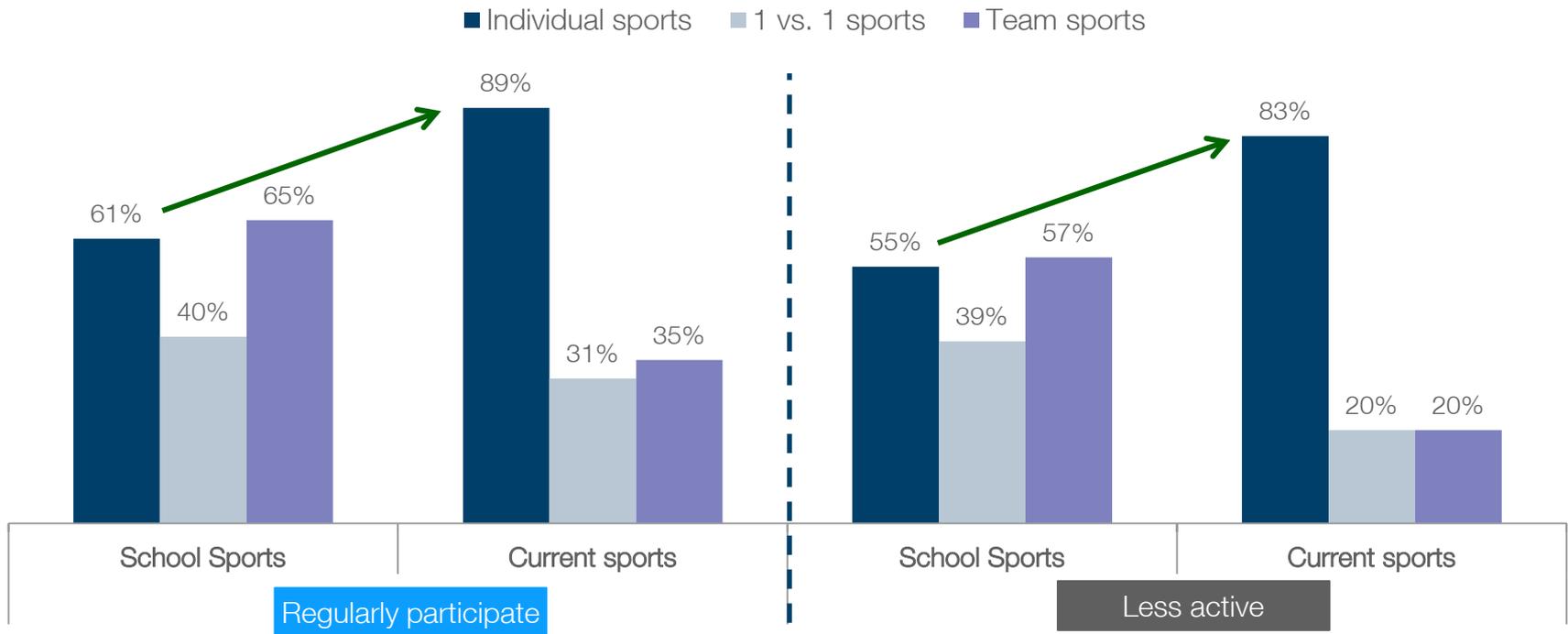
Q: How confident are you that you would still take part in some sport if you were unable to continue participating in the sport you do currently?

Base: Currently regularly participate (currently participate at least once a week for at least six months of the year)= 2,039 (males = 1,081/ females = 958);

Participation in individual sports is more common at age 25 to 34 than at age 11-16, regardless of current levels of activity

- Amongst both those who currently participate in sport regularly and those who are less active, there is a decline from school age in the proportion participating in team and 1 vs. 1 sports and a growth in participation in individual sports

Comparison of types of sports participated in now and when of secondary school age (11-16)



Q: In the last 12 months, which sports have you taken part in? Q: Which sports did you take part in regularly outside of PE lessons?

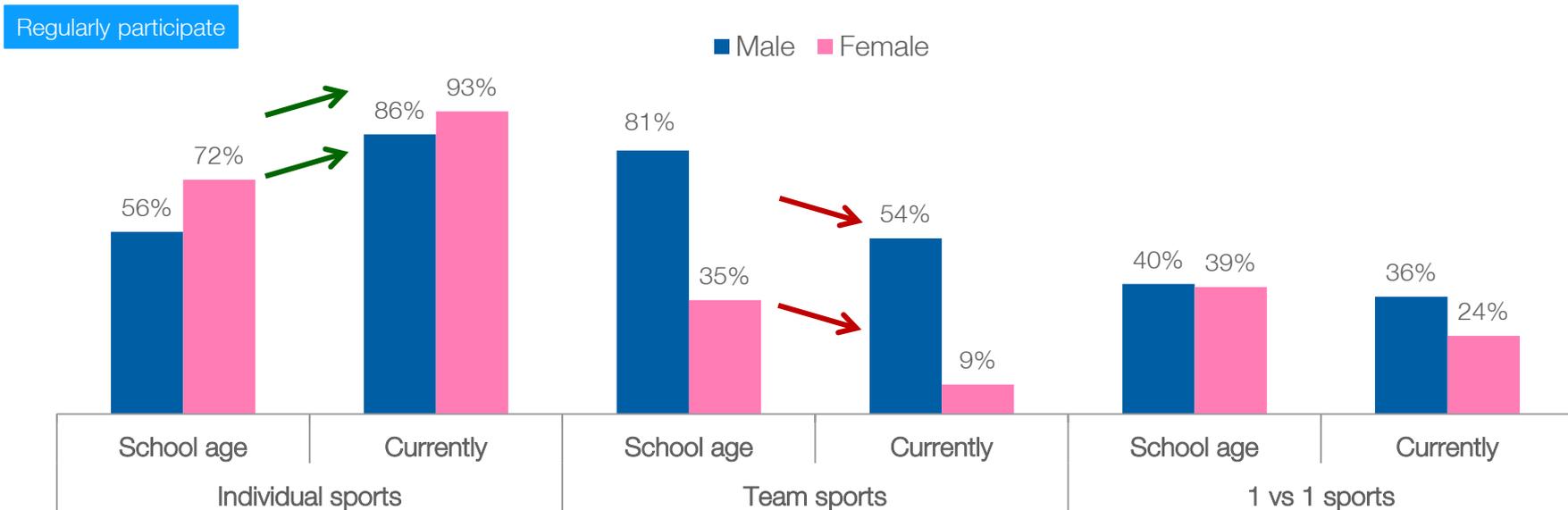
Base: Regularly participate (currently participate at least once a week) = 1586, Less active (currently participate at least once a month or less throughout the year) = 957

Took part in sport regularly outside of PE lessons and currently regularly participate = 993; Took part in sport regularly outside of PE lessons and currently less active = 446;

Despite similar trends, there are gender differences in the types of sports participated in

- There is a growth in participation in individual sports amongst both men and women as they age, and a similar pattern of drop off in team sports. However, for women, the preference for individual sports is already present at secondary school age, while for men this is a change from greater involvement in team sports.
- The chart shows data for current regular participants only, but the same patterns and differences were also evident amongst less active men and women.

Types of sports participated in currently (25-34 years) compared to when of secondary school age (11-16 years)



Q: In the last 12 months, which sports have you taken part in? Q: Which sports did you take part in regularly outside of PE lessons?

Base: Regularly participate (currently participate at least once a week) male=885 / female=701;

Took part in sport regularly outside of PE lessons and currently regularly participate male = 641 / female = 352

How do life transitions impact upon participation?



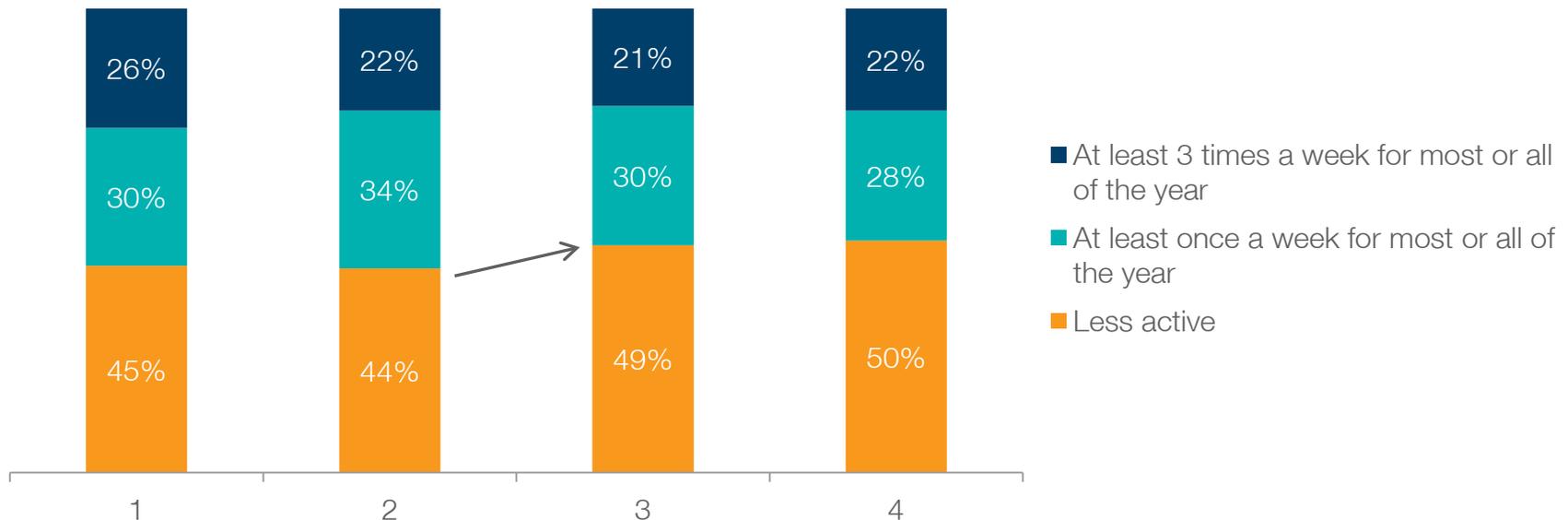
As the number of transitions increases, regular participation in sport decreases

- Life transitions were:

Moving schools between 16 and 18	Moving to a new town, city or area after age 16
Taking a gap year	Going to college / university
Having children	Period not in education, training or employment
Moving back in with family after a time living elsewhere	

- 94% of people had experienced at least one transition and those who have had three or four are significantly less likely to participate in sport at least once a week. Respondents were more likely to say having a child or moving school had had a negative impact on their participation levels.

Levels of participation by number of life transitions experienced



Q: Which, if any, of the following apply to you? Q: Looking back over the last 12 months which of the following statements best describes your levels of participation in sport?
 Base: 1 transition = 603, 2 transitions = 735, 3 transitions = 736, 4 transitions = 791

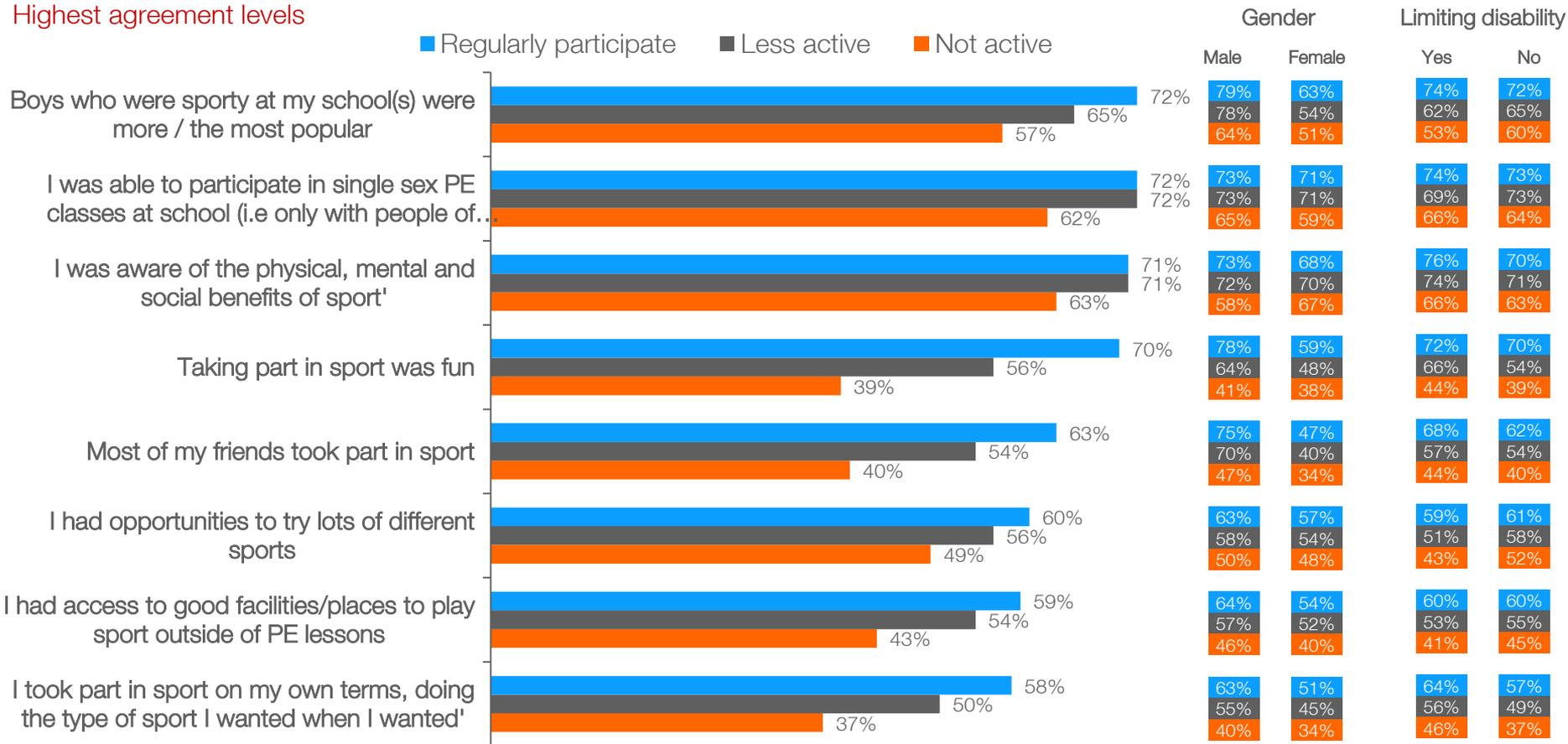
Appendices



Appendix A: Attitude Statements (1)

Attitudes relating to school age experiences sorted by agreement levels (total agree and strongly agree) of regular participants (currently participate at least once a week)

Highest agreement levels



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Base: Regularly participate (currently participate at least once a week)= 1586 (male = 885, female = 701; limiting disability = 249, not limiting disability = 1303),

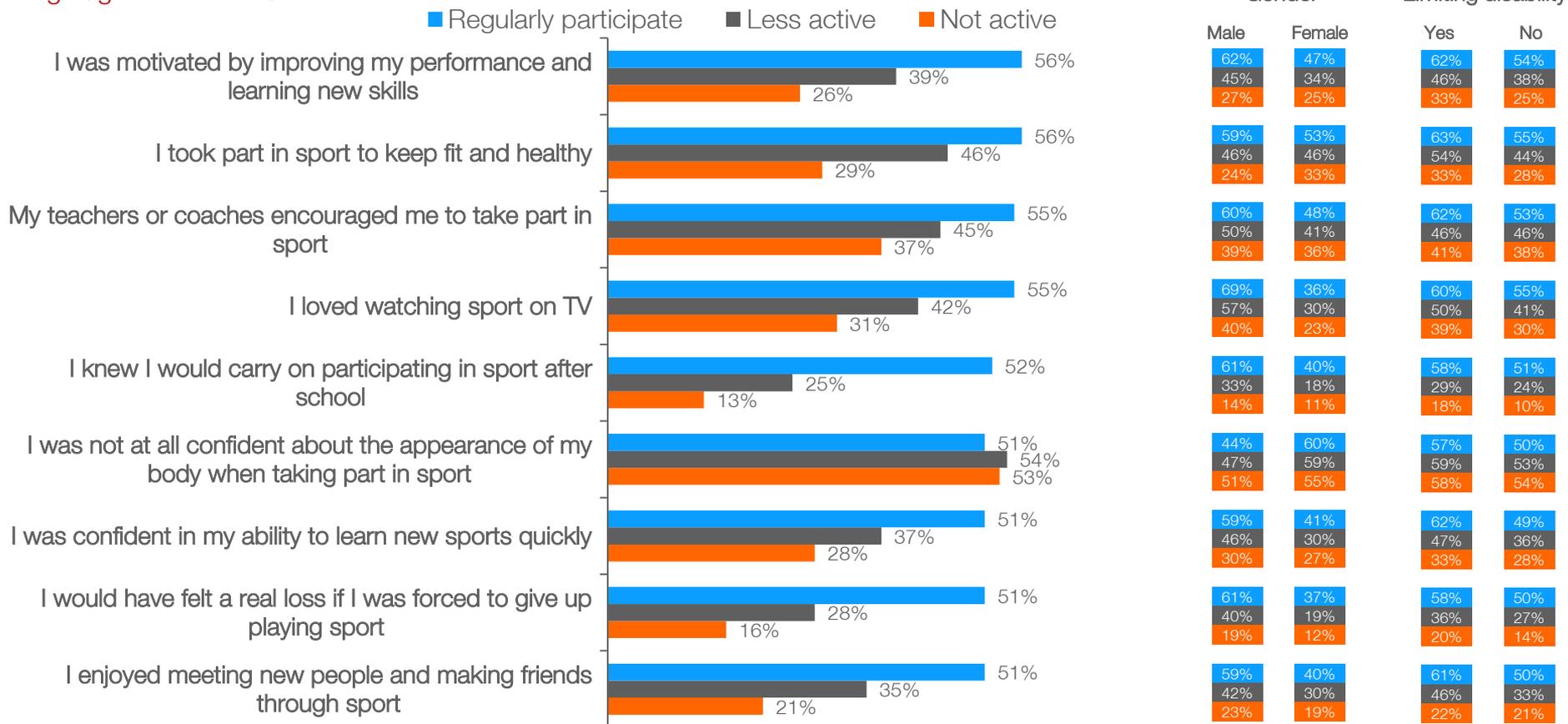
Less active (currently participate at least once a month or less throughout the year) = 957 (male = 423, female = 534; limiting disability = 162, not limiting disability = 774)

Not active (no activity in last 12 months) = 1055 (male = 484, female = 571; limiting disability = 222, not limiting disability = 772)

Appendix A: Attitude Statements (2)

Attitudes relating to school age experiences sorted by agreement levels (total agree and strongly agree) of regular participants (currently participate at least once a week)

High agreement levels



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Base: Regularly participate (currently participate at least once a week)= 1586 (male = 885, female = 701; limiting disability = 249, not limiting disability = 1303),

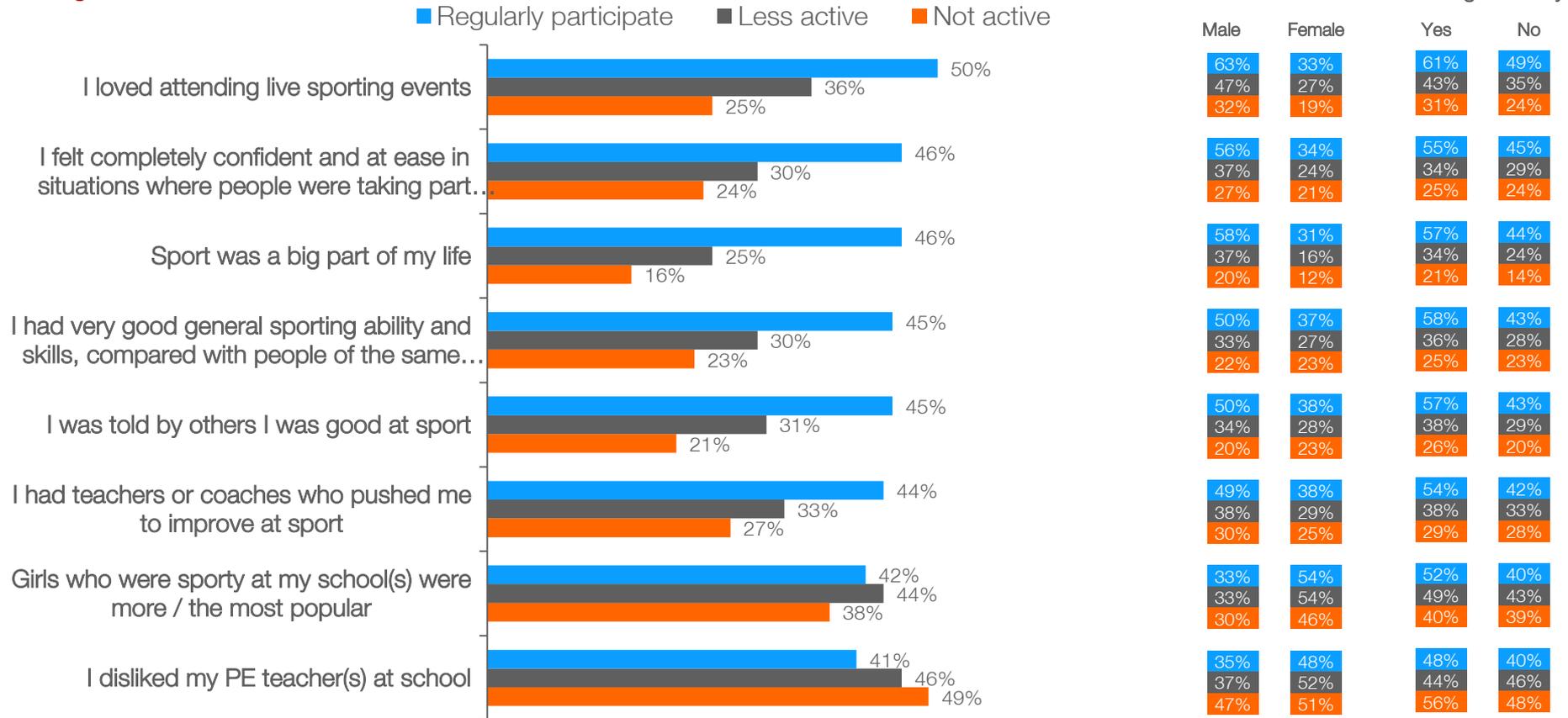
Less active (currently participate at least once a month or less throughout the year) = 957 (male = 423, female = 534; limiting disability = 162, not limiting disability = 774)

Not active (no activity in last 12 months) = 1055 (male = 484, female = 571; limiting disability = 222, not limiting disability = 772)

Appendix A: Attitude Statements (3)

Attitudes relating to school age experiences sorted by agreement levels (total agree and strongly agree) of regular participants (currently participate at least once a week)

Mid agreement levels



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Base: Regularly participate (currently participate at least once a week)= 1586 (male = 885, female = 701; limiting disability = 249, not limiting disability = 1303),

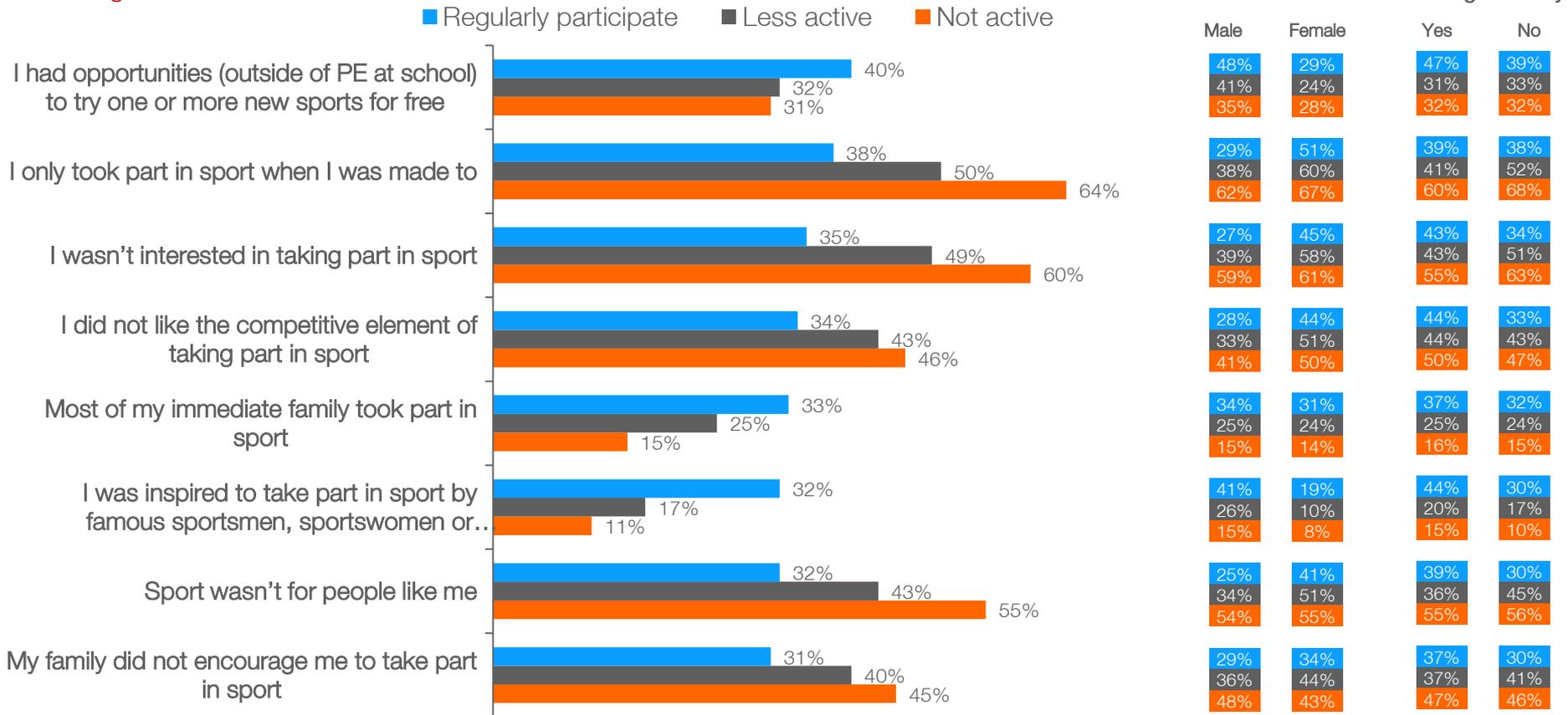
Less active (currently participate at least once a month or less throughout the year) = 957 (male = 423, female = 534; limiting disability = 162, not limiting disability = 774)

Not active (no activity in last 12 months) = 1055 (male = 484, female = 571; limiting disability = 222, not limiting disability = 772)

Appendix A: Attitude Statements (4)

Attitudes relating to school age experiences sorted by agreement levels (total agree and strongly agree) of regular participants (currently participate at least once a week)

Lower agreement levels



Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Base: Regularly participate (currently participate at least once a week)= 1586 (male = 885, female = 701; limiting disability = 249, not limiting disability = 1303),

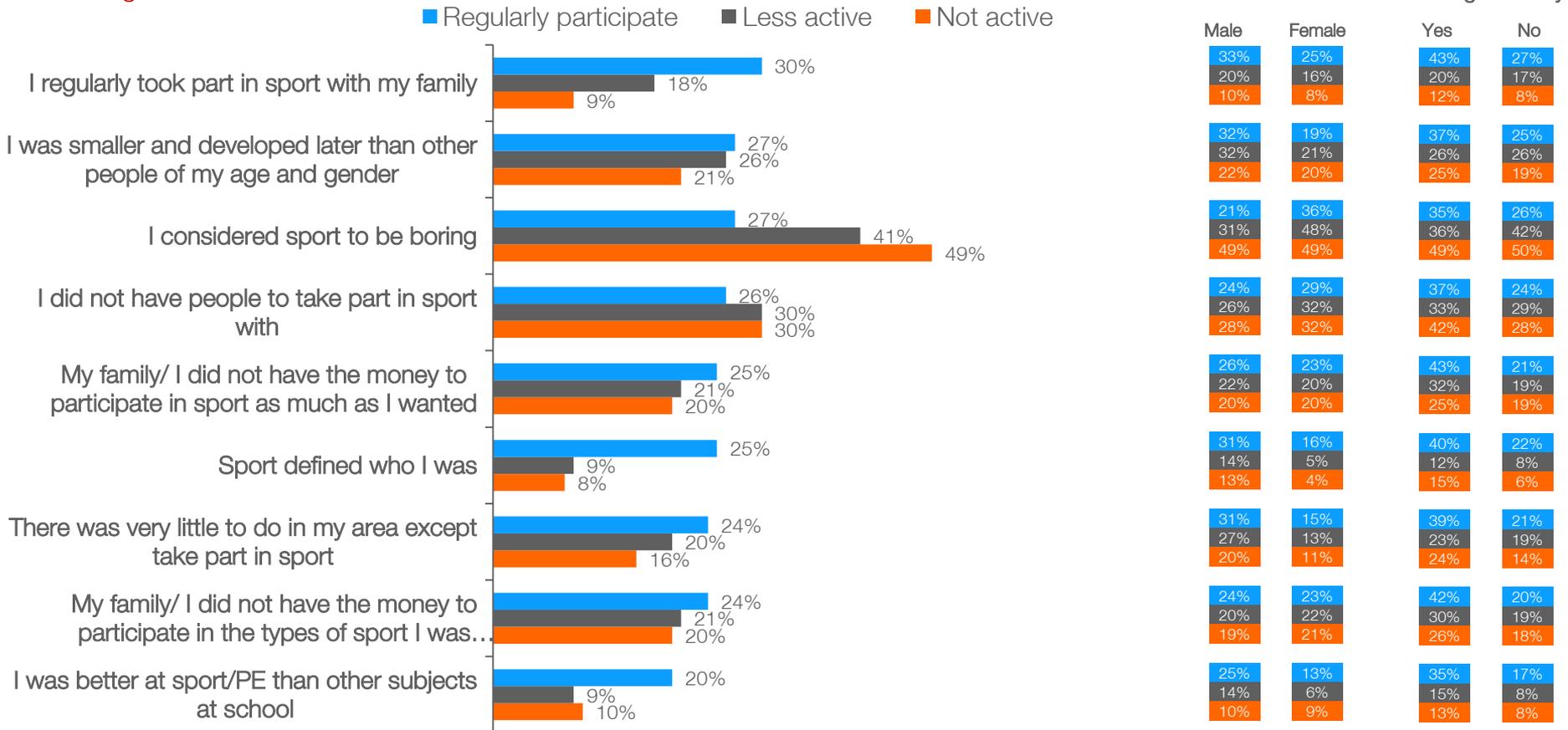
Less active (currently participate at least once a month or less throughout the year) = 957 (male = 423, female = 534; limiting disability = 162, not limiting disability = 774)

Not active (no activity in last 12 months) = 1055 (male = 484, female = 571; limiting disability = 222, not limiting disability = 772)

Appendix A: Attitude Statements (5)

Attitudes relating to school age experiences sorted by agreement levels (total agree and strongly agree) of regular participants (currently participate at least once a week)

Lowest agreement levels



Statement	Gender		Limiting disability	
	Male	Female	Yes	No
I regularly took part in sport with my family	33%	25%	43%	27%
I was smaller and developed later than other people of my age and gender	32%	19%	37%	25%
I considered sport to be boring	21%	38%	35%	26%
I did not have people to take part in sport with	32%	21%	26%	17%
My family/ I did not have the money to participate in sport as much as I wanted	20%	8%	12%	8%
Sport defined who I was	32%	16%	20%	17%
There was very little to do in my area except take part in sport	29%	19%	25%	19%
My family/ I did not have the money to participate in the types of sport I was...	49%	48%	49%	50%
I was better at sport/PE than other subjects at school	24%	29%	37%	24%

Q: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?

Base: Regularly participate (currently participate at least once a week)= 1586 (male = 885, female = 701; limiting disability = 249, not limiting disability = 1303),

Less active (currently participate at least once a month or less throughout the year) = 957 (male = 423, female = 534; limiting disability = 162, not limiting disability = 774)

Not active (no activity in last 12 months) = 1055 (male = 484, female = 571; limiting disability = 222, not limiting disability = 772)

Appendix B: Factor analysis

	I loved watching sport on TV	I loved attending live sporting events	I considered sport to be boring	I wasn't interested in taking part in sport	Sport was a big part of my life	I would have felt a real loss if I was forced to give up playing sport	I was inspired to take part in sport by famous sportsmen, sportswomen or major sporting events	Taking part in sport was fun
Personal interest	I only took part in sport when I was made to	Sport wasn't for people like me	I knew I would carry on participating in sport after school	I enjoyed meeting new people and making friends through sport	I did not like the competitive element of taking part in sport	Most of my friends took part in sport		
Confidence	I had very good general sporting ability and skills, compared with people of the same age and gender	I was told by others I was good at sport	I was confident in my ability to learn new sports quickly	I felt completely confident and at ease in situations where people were taking part in sport	I was better at sport/PE than other subjects at school	I was motivated by improving my performance and learning new skills	I was not at all confident about the appearance of my body when taking part in sport	Sport defined who I was
Resources restraints	My family/ I did not have the money to participate in the types of sport I was interested in	My family/ I did not have the money to participate in sport as much as I wanted	I did not have people to take part in sport with	There was very little to do in my area except take part in sport	I was smaller and developed later than other people of my age and gender	I disliked my PE teacher(s) at school		
Opportunities outside the PE	I had opportunities (outside of PE at school) to try one or more new sports for free	I had access to good facilities/places to play sport outside of PE lessons	I had opportunities to try lots of different sports	I took part in sport on my own terms, doing the type of sport I wanted when I wanted'				
Teachers	My teachers or coaches encouraged me to take part in sport	I had teachers or coaches who pushed me to improve at sport	I disliked my PE teacher(s) at school					
Family encouragement	Most of my immediate family took part in sport	I regularly took part in sport with my family	My family did not encourage me to take part in sport					
Health benefits	I was aware of the physical, mental and social benefits of sport	I took part in sport to keep fit and healthy						
Popular at school	Girls who were sporty at my school(s) were more / the most popular	Boys who were sporty at my school(s) were more / the most popular						

This displays each individual statement which make up the factors used in the key driver model. The statements to the left of each row of statements are the most correlated with each factor.

Q6: Thinking about when you were of secondary school age (roughly 11-16), to what extent do you agree with the following statements?
Strongly agree / agree / disagree / strongly disagree / not applicable

Appendix C: Linear regression analysis

In addition to the themes derived from the factor analysis, the following questions were included in the linear regression model:

- S3: Are you male or female?
- Health: How would you rate your current health in terms of its impact on your ability to play sport using a scale of 1 to 10? Where 1 is a severe limitation to taking part in sport and 10 is no limitation at all
- From panel data: social grade
- Q3a: In the last 12 months, which sports have you taken part in?
- Q7b: (Thinking about when you were of secondary school age, roughly 11-16) Which sports did you take part in regularly outside of PE lessons?
- Q5a: Which, if any, of the following apply to you?
 - I moved schools between 16 and 18 (including attending a separate 6th form college)
 - There was a period when I was not in education, training or employment
 - I took a gap year
 - I went to college/university
 - I have moved to a new town, city or area after age 16
 - I have a child/children
 - I moved back in with my family after a time living elsewhere (e.g. after finishing university or after becoming unemployed)
- Responses to all these questions were examined in relation to those that participated in sport at least once a week compared to those that didn't (from Q2b: Looking back over the last 12 months which of the following statements best describes your levels of participation in sport*?)

* Definition of sport: Taking part in sport or recreational physical activities. Can be taking part in competition, training, receiving tuition, socially, casually with family or friends or for health and fitness. In addition to traditional team sports such as football and cricket, please include activities such as swimming, cycling, running/jogging and going to the gym. Please do NOT include any walking (unless hill walking or rambling) or any teaching, coaching or refereeing.*