

# APPENDIX 7 - MARKET RESEARCH BUREAU SPORT AND LEISURE PROPENSITY PROFILE

## Participation Profile: Sports & Leisure

Report for: Strategic Leisure  
 Sample Area: Derbyshire (inc Derby City)  
 Base: Great Britain  
 Year: 4012

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### Individual Sports and Activities

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Athletics	9,587	1.2	0.9	126			
Badminton	17,120	2.1	2.6	82			
Bowls	12,963	1.6	1.9	86			
Boxing	6,054	0.7	0.5	142			
Bird Watching	22,736	2.8	2.7	105			
Cycling	48,652	6.0	6.6	91			
Dance Classes	29,207	3.6	3.6	100			
Fishing	23,062	2.8	2.6	107			
Golf	39,944	4.9	4.6	105			
Horse Riding	10,362	0.4	0.3	110			
Ice Skating	3,329	2.8	2.9	94			
Roller Skating/Blading	1,308	1.0	0.9	112			
Marathon Running	3,095	0.3	0.2	110			
Running	22,648	1.3	1.2	108			
Shooting	7,952	0.4	0.4	104			
Show Jumping	2,101	1.0	0.9	112			
Squash	9,298	1.1	1.2	98			
Swimming	83,241	10.2	10.3	99			
Table Tennis	6,711	0.8	0.9	91			
Tennis	13,135	1.6	1.7	94			
Wrestling	1,321	0.2	0.2	73			

### Team Sports

	Profile	Data as % for area	Data as % for base	Index	0	100	200
American Football	852	0.1	0.1	116			
Basketball	2,110	0.3	0.5	51			
Cricket	12,577	1.5	1.5	103			
Football	43,765	5.4	5.5	97			
Hockey	6,886	0.8	0.6	141			
Ice Hockey	487	0.1	0.1	60			
Rugby Union	4,517	0.6	0.8	68			
Rugby League	3,832	0.5	0.3	152			
Volleyball	2,089	0.3	0.3	101			

### Adventure Sports

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Camping	32,914	1.1	1.1	98			
Climbing / Mountaineering	5,008	4.0	3.7	108			
Extreme Sports (e.g. BMX, Skateboarding)	5,000	0.6	0.8	80			
Motor-cycle Racing	1,298	0.6	0.7	84			
Motor Racing	2,244	0.2	0.2	90			
Motor Rallying	1,539	0.3	0.2	112			
Mountain Biking	12,904	0.2	0.1	129			
Sailing	8,613	1.6	1.3	118			
Skiing	8,844	1.1	1.4	78			
Snowboarding	1,784	0.2	0.2	98			
Stock-car Racing	1,330	0.2	0.3	75			
Surfing	3,053	0.4	0.4	103			
Water Skiing	1,733	0.2	0.2	88			
Windsurfing	284	0.0	0.1	42			

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### Games and Gambling

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Billiards	7,709	0.9	0.8	116			
Bingo	23,111	2.8	2.6	107			
Bridge	2,926	0.4	0.6	60			
Chess	7,075	0.9	1.1	80			
Darts	21,317	2.6	2.6	101			
Snooker	25,583	3.6	3.4	104			
Ten Pin Bowling	19,417	3.1	2.9	107			
Football Pools	29,003	2.4	2.4	98			
Game Machines	22,659	2.8	2.4	116			
Greyhound Racing (Paid to watch)	26,386	3.2	2.9	110			
Horse Racing	38,380	4.7	4.2	113			
Scratch Cards	82,685	10.1	10.1	101			
Other Scratch Cards	15,591	1.9	2.0	94			

### Health and Fitness

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Yoga	15,020	1.8	2.2	83			
Keep-Fit / Aerobics	72,570	8.9	8.5	104			
Weight Training / Working Out	49,117	6.0	6.2	97			
Jogging	32,991	4.0	4.4	93			
Walking / Rambling	116,973	14.3	14.2	101			
Health Club	47,285	5.8	6.8	85			
Gym	136,273	16.7	17.5	95			

### Club Membership

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Athletics Club	3,541	0.4	0.6	76			
Angling Club	9,153	1.1	0.8	137			
Golf Club	22,446	2.7	2.6	107			
Riding Club	4,817	0.6	0.4	137			
Rugby / Football Club	21,006	2.6	3.0	85			
Sailing Club	4,489	0.5	0.6	92			
Squash Club	1,704	0.2	0.3	61			
Tennis Club	5,650	0.7	0.8	88			
Other sports club	50,356	6.2	6.4	97			
Member of the National Trust	85,560	10.5	10.9	96			
Member of English Heritage	11,839	1.4	1.6	91			

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### Outings in the last 12 months

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Art Galleries	112,326	13.8	17.2	80			
Archæological Sites	37,171	4.6	5.5	83			
Beauty Spots / Gardens	184,311	22.6	21.4	106			
Museums	149,109	18.3	22.6	81			
Nature Reserves	103,105	12.6	11.4	111			
Theme Parks	142,282	17.4	17.1	102			
Zoos / Safari Parks	134,347	16.5	16.7	99			
Stately Homes and Castles	177,659	21.8	19.7	110			
Places of National and Historic Interest	208,662	25.6	26.4	97			

### Exhibitions in the last 12 months

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Air Shows	41,195	5.0	5.5	92			
Gardening Shows	39,325	1.2	2.1	58			
Ideal Home Exhibition	10,109	0.9	1.3	68			
International Boat Show	7,383	1.9	1.7	111			
International Motor Show	15,274	4.8	4.5	108			

### Performances (at least once a month):

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Ballet	504	0.1	0.1	50			
Cinema	174,367	21.4	23.4	91			
Contemporary Dance	747	0.1	0.2	53			
Classical Music Concerts	1,391	0.2	0.3	68			
Jazz Concerts	1,391	0.2	0.3	68			
Opera	305	0.0	0.2	22			
Plays	6,759	0.8	1.3	63			
Pop / Rock Concerts	4,821	0.6	0.9	67			
Theatre	12,443	1.5	1.9	81			

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