



# Watersports Participation Survey 2012 Executive Summary



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

## The Survey

The 2012 results enable us to give an insight into trends by activity over an 11 year period for the 12 'Any boating activities' and for trends for the additional 9 activities surveyed between 2004 and 2009 and again in 2011 and 2012.

The data on which the 2005 - 2012 analyses have been based come from nationally representative samples of around 12,000 respondents across the United Kingdom (England, Scotland, Wales and Northern Ireland). The surveys prior to 2005 had a sample of 6,000 and only covered Great Britain (England, Scotland and Wales), as there was no omnibus survey facility in place covering Northern Ireland. The weighted sample provides information representative of the UK population in terms of age, gender, socio-economic grouping and origin.

In 2011 in addition to the omnibus survey a bespoke online survey was introduced to ask more detailed questions of a representative sample of watersports participants. In 2012 the sample for this survey was 3,500

This survey is only possible with the face to face omnibus as the results of the omnibus are used to correctly weight the profile of participants in each of the individual watersport activities.

## The Questions

Each respondent is asked if they have taken part in each of the 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.

Relevant respondents are then asked more detailed questions on each sport they participate in.

- The following definitions are used within this report:
- Any Boating Activity: covers the 12 core activities measured since 2002:
  - Small sail boat racing
  - Other small sail boat activities
  - Yacht racing
  - Yacht cruising
  - Power boating
  - General motor boating
  - Canal boating
  - Canoeing
  - Rowing
  - Windsurfing
  - Water skiing
  - Using personal watercraft
- Any watersports activity: covers the 12 core activities to the left plus the additional watersport activities that have been included during various years since 2004
  - Surfboarding/ Body boarding/ Paddle boarding
  - Rafting
  - Kitesurfing
  - Angling
  - Cliff climbing activities
  - Coastal walking activities
  - Spending general leisure time at the beach
  - Outdoor Swimming
  - Leisure sub-aqua diving (open water - from the shore or boat)
  - Coasteering

To make sure the respondents are understanding what is meant by the terms used, the following definitions are provided to them:

- small sail boats are dinghies, open keelboats and multihulls (not including seaside inflatables) which tend to be brought ashore after use whereas Yachts are usually left in the water.
- yachts are usually left in the water, have cooking facilities and a cabin for sleeping on board.
- power boating is defined as fast craft that plane over water whilst motor boating / cruising is defined as river boating or coastal motor cruising

There has been a 0.1% point decline in participation in the 12 core boating activities compared to 2011. In the 12 months to September 2012 5.8% of UK Adults participated in at least one of these activities (5.9% in 2011).

This decline is slightly less than, but broadly in line, with the annual rate of decline measured since 2002. The 2010 to 2012 variations have been smaller than those seen in previous years which may imply a growing stability in participation rates.

**Among all watersports activities** there has been 2.2% point decline overall. In the 12 months to September 2012 22.7% of UK Adults participated in at least one of the 22 watersports measured. (25.0% in 2011).

A large contributory factor to this overall decline has been massive reductions this year in the reported levels of Coastal Walking (2.2%) and Outdoor Swimming (2.0%). In contrast 'Spending general leisure time on the beach' has grown 0.7% points.

The best estimate of participation in Any Boating Activity is 2.8m adults. With the confidence levels applied to the data this could equate to between 2.67m and 3.00m adults participating. For Any Watersport Activity the best estimate of participation is 11.2m adults but this could range between 10.9m and 11.5m adults.

There is an overall gender balance to current participation (Males 23.4% to Females 22.1%) however, males tend to participate in more activities so that they are often quite dominant in individual activities. Women are more active in just 2 activities: Coastal Walking and Spending general leisure time on the beach.

The South West/Wales and Northern Ireland remain the residential areas with the highest levels of participation and there has been some growth in these regions compared to 2009-2011 levels. However, there has been a continuing decline in the Border/Scotland Region.

The proportion of casuals participating in any boating activity has declined to 73.0% from 75.7% in 2011, whereas the enthusiasts have slightly increased by 1.0% points.

There has been a 3% point decline in participation in the 12 core boating activities compared to 2005.

There are a two activities (one from the core activities and one from the wider set of any activity) that have increased their participation since 2005:

- Spending time on the beach +0.9% points
- Canoeing +0.4% points

The volume of holidays taken by UK residents, both domestically and overseas, has provided some evidence for the increase or decrease in participation of some categories in the past. There is no change in the volume of overseas holidays in 2012 compared to 2011 and the volume of domestic holidays is down 3% on last year. Given that some activities are likely to be undertaken as a holiday activity it may impact participation negatively in 2012.

2012 has been the wettest year for some time. Many casual participants may be put off going on the water when the weather is less than fine.

It is too early to tell from the data if the Olympics will have a positive impact on participation. However the downward trend for many activities is less than has been experienced in previous years.

2.8% of UK households own a boat/craft. This equates to 754,000 households.

Canoes, being the lowest cost to purchase out of the crafts listed, are the most likely type of craft to be owned.

2/3rds of all activities took place at the coast in 2012. Of the 12 core boating activities, small sailboat racing and canoeing are most likely to take place inland.

During the 12 months to September 2012 5.8% (2.8 million) of the UK population participated in at least 1 of the core boating activities, 22.7% (11.1 million) participated in at least one of the wider range of 22 watersports.

## Changes in Participation

- All watersports activities are 22.7% down 2.2% points on 2011 (24.9% in 2011)
- Any boating activity is 5.8% down 0.1% points (5.9% in 2011)
- Most individual watersports are very little changed on 2011 participation levels
- Only Coastal walking and Outdoor Swimming show large absolute declines

	% Participation 2012	% point change 2011-2012
Any Activity	22.7%	-2.2%
Any boating activity	5.8%	-0.1%
Canoeing	2.5%	0.1%
Water skiing and wakeboarding	0.4%	-0.1%
Small sail boat activities	0.8%	-0.2%
Rowing/Sculling	0.4%	-0.2%
Windsurfing	0.3%	-0.1%
Using personal watercraft	0.3%	-0.1%
Motor boating/Cruising	0.8%	0.0%
Yacht cruising	0.7%	0.1%
Power boating	0.6%	0.1%
Small sail boat racing	0.3%	0.0%
Canal boating	0.6%	0.0%
Yacht racing	0.2%	0.0%
Surfboarding	1.2%	0.0%
Rafting	0.4%	
Kitesurfing	0.1%	-0.2%
Angling	2.1%	-0.4%
Cliff climbing	0.5%	-0.4%
Coastal walking	7.0%	-2.2%
Spending general leisure time at the beach	12.3%	0.7%
Outdoor Swimming	7.1%	-2.0%
Leisure sub-aqua diving	0.4%	-0.3%
Coasteering	0.2%	

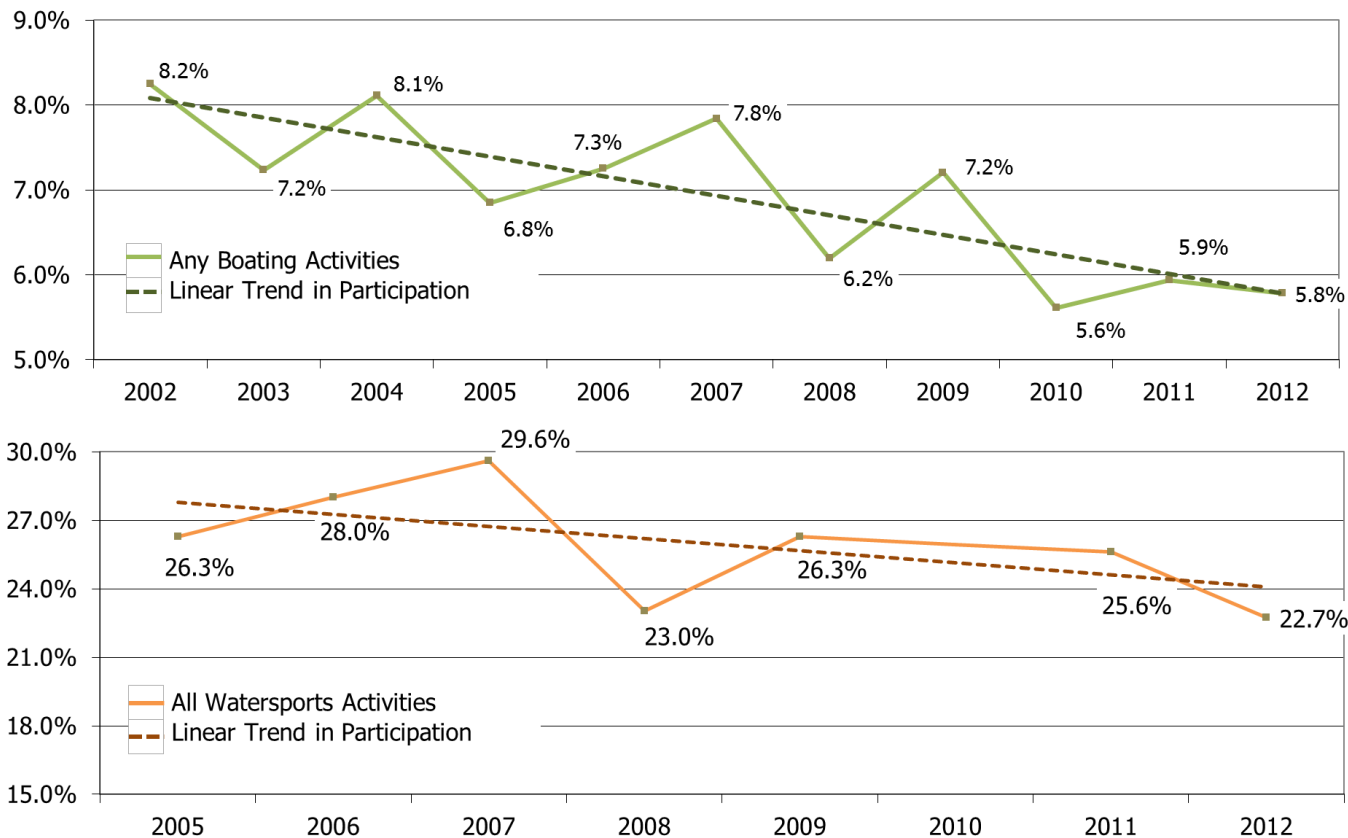
## Boating and Watersports Participation of UK Respondents 2012

	Best estimate of number of adult participants for 2012	
	(000s)	%
Any Activity	11,153	22.7%
Any boating activity	2,837	5.8%
Canoeing	1,214	2.5%
Water skiing and wakeboarding	189	0.4%
Small sail boat activities	388	0.8%
Rowing/Sculling	200	0.4%
Windsurfing	128	0.3%
Using personal watercraft	136	0.3%
Motor boating/Cruising	414	0.8%
Yacht cruising	329	0.7%
Power boating	290	0.6%
Small sail boat racing	166	0.3%
Canal boating	287	0.6%
Yacht racing	106	0.2%
Surfboarding	599	1.2%
Rafting	181	0.4%
Kitesurfing	47	0.1%
Angling	1,022	2.1%
Cliff climbing	224	0.5%
Coastal walking	3,430	7.0%
Spending general leisure time at the beach	6,056	12.3%
Outdoor Swimming	3,466	7.1%
Leisure sub-aqua diving	208	0.4%
Coasteering	82	0.2%
Base	49,051	12,917

Long term trends continue to show a gradual reduction in participation in both the core boating activities and the wider set of 22 watersports

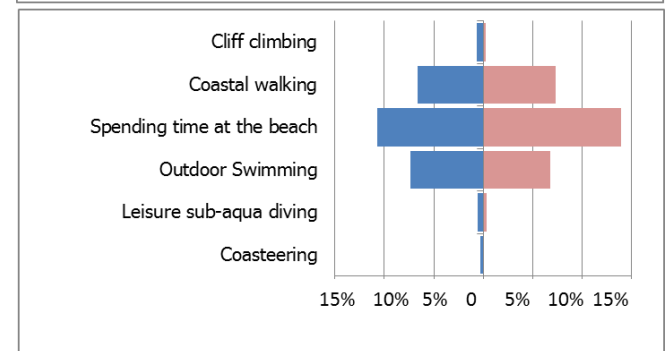
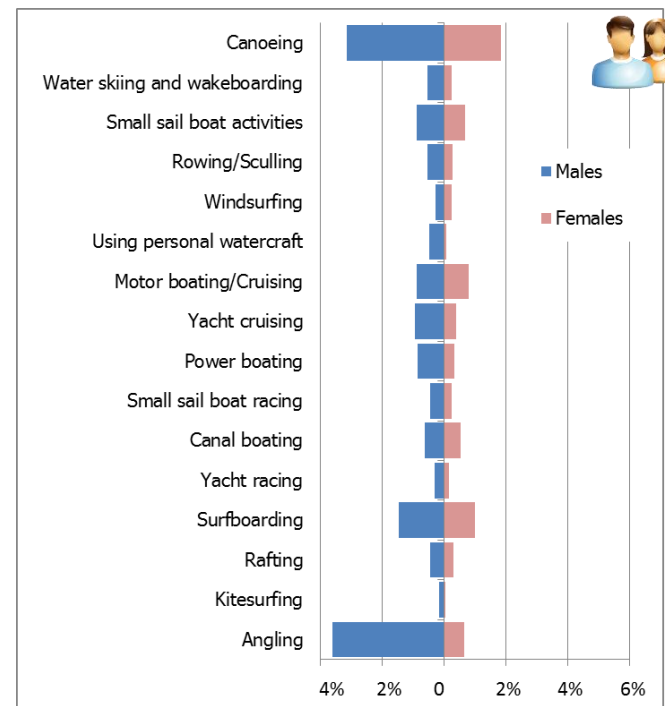
- Any Boating Activity has declined by 1.0% point since 2005
- All Watersports Activity has declined by 3.6% points over the same period

## Long Term Trends in the Participation of UK Adults in Boating and all Watersports



In almost every activity males are more active than females, we have highlighted the activities where men are at least twice as active as women. There are only two activities more active among women; coastal walking and spending time on the beach.

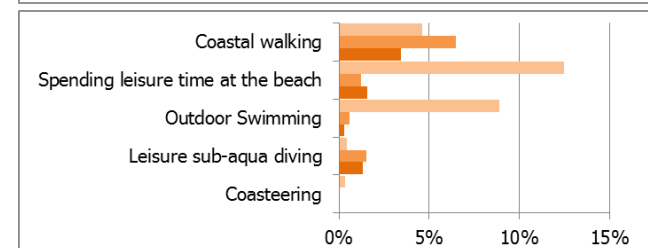
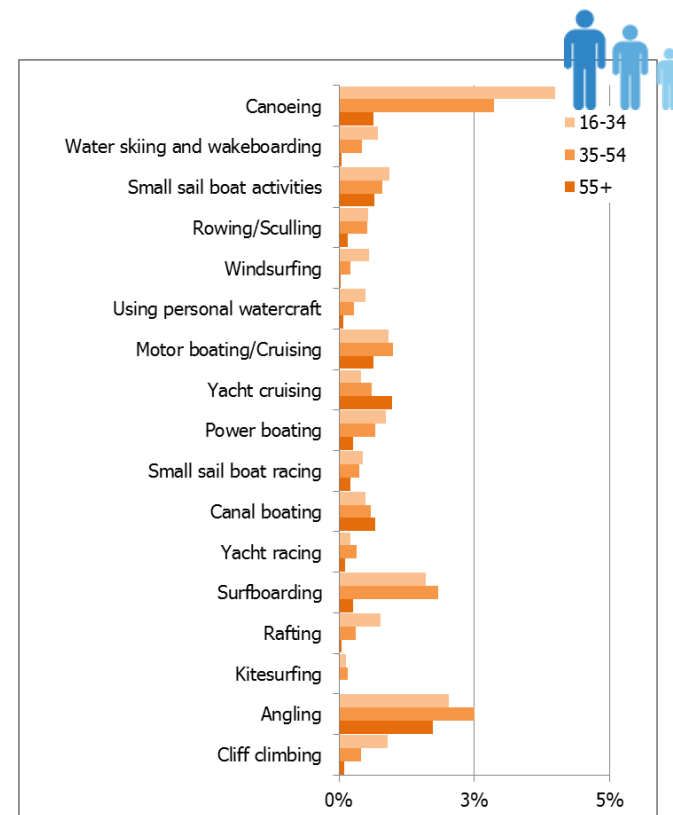
	Male	Female	Total UK
Any Activity	23.4%	22.1%	22.7%
Any boating activity	6.9%	4.7%	5.8%
Any sailboat activities/yacht cruising	1.6%	1.1%	1.4%
Any sailboat racing/yacht racing	0.6%	0.4%	0.5%
Motor boating / cruising or canal boating	1.5%	1.4%	1.4%
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Canoeing	3.1%	1.8%	2.5%
Water skiing and wakeboarding	<b>0.5%</b>	0.2%	0.4%
Small sail boat activities	0.9%	0.7%	0.8%
Rowing/Sculling	0.5%	0.3%	0.4%
Windsurfing	0.3%	0.3%	0.3%
Using personal watercraft	<b>0.5%</b>	0.1%	0.3%
Motor boating/Cruising	0.9%	0.8%	0.8%
Yacht cruising	<b>1.0%</b>	0.4%	0.7%
Power boating	<b>0.9%</b>	0.3%	0.6%
Small sail boat racing	0.4%	0.2%	0.3%
Canal boating	0.6%	0.5%	0.6%
Yacht racing	0.3%	0.1%	0.2%
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Surfboarding	1.5%	1.0%	1.2%
Rafting	0.4%	0.3%	0.4%
Kitesurfing	<b>0.1%</b>	0.1%	0.1%
Angling	<b>3.6%</b>	0.6%	2.1%
Cliff climbing	<b>0.7%</b>	0.3%	0.5%
Coastal walking	6.6%	7.3%	7.0%
Spending general leisure time at the beach	10.7%	13.9%	12.3%
Outdoor Swimming	7.4%	6.7%	7.1%
Leisure sub-aqua diving	0.5%	0.3%	0.4%
Coasteering	<b>0.3%</b>	0.1%	0.2%
None	93.1%	95.3%	94.2%
UK adult population (000s)	23,804	25,247	49,051
Unweighted Base	5,971	6,946	12,917





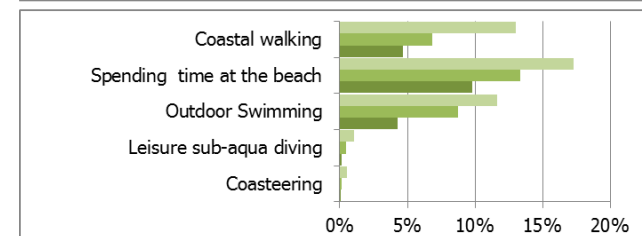
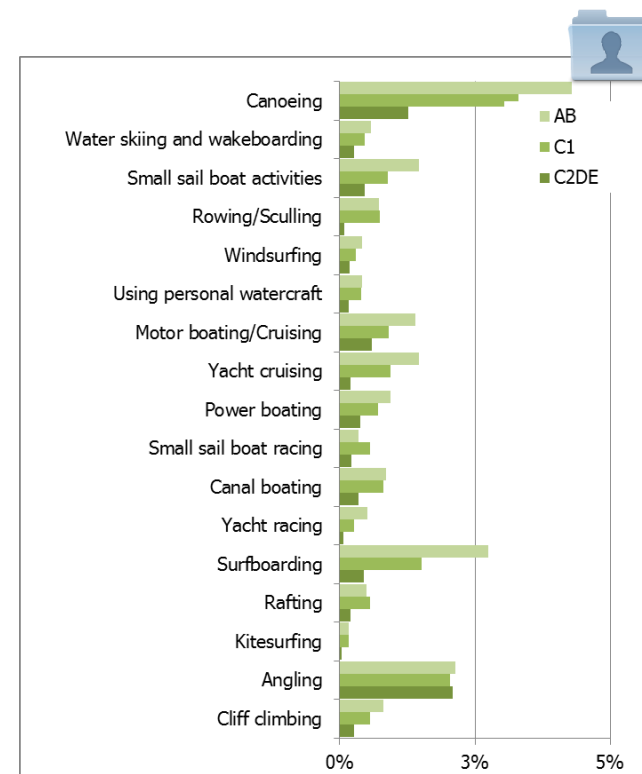
Participation in almost all activities declines with age. However the differences are not always great, the items in green show where the proportion of those participating in any age group is over 25% above the national average. This is the case for only one activity among the over 55s; Yacht Cruising.

	Age groups			Total UK
	16-34	35-54	55+	
Any Activity	24.4%	25.9%	18.1%	22.7%
Any boating activity	7.5%	6.5%	3.4%	5.8%
Any sailboat activities/yacht cruising	1.3%	1.2%	1.5%	1.4%
Any sailboat racing/yacht racing	0.6%	0.6%	0.3%	0.5%
Motor boating / cruising or canal boating	1.4%	1.5%	1.3%	1.4%
Canoeing	4.0%	2.9%	0.6%	2.5%
Water skiing and wakeboarding	0.7%	0.4%	0.0%	0.4%
Small sail boat activities	0.9%	0.8%	0.7%	0.8%
Rowing/Sculling	0.5%	0.5%	0.2%	0.4%
Windsurfing	0.6%	0.2%	0.0%	0.3%
Using personal watercraft	0.5%	0.3%	0.1%	0.3%
Motor boating/Cruising	0.9%	1.0%	0.6%	0.8%
Yacht cruising	0.4%	0.6%	1.0%	0.7%
Power boating	0.9%	0.7%	0.3%	0.6%
Small sail boat racing	0.4%	0.4%	0.2%	0.3%
Canal boating	0.5%	0.6%	0.7%	0.6%
Yacht racing	0.2%	0.3%	0.1%	0.2%
Surfboarding	1.6%	1.8%	0.3%	1.2%
Rafting	0.8%	0.3%	0.0%	0.4%
Kitesurfing	0.1%	0.2%	0.0%	0.1%
Angling	2.0%	2.5%	1.7%	2.1%
Cliff climbing	0.9%	0.4%	0.1%	0.5%
Coastal walking	4.6%	8.6%	7.7%	7.0%
Spending leisure time at the beach	12.5%	15.0%	9.6%	12.3%
Outdoor Swimming	8.9%	8.7%	3.7%	7.1%
Leisure sub-aqua diving	0.5%	0.6%	0.2%	0.4%
Coasteering	0.3%	0.1%	0.1%	0.2%
None	92.5%	93.5%	96.6%	94.2%
UK adult population (000s)	15,963	16,412	16,676	49,051
Unweighted Base	4,037	3,868	5,012	12,917



Participation in most activities is most common among those in the AB socio-economic groups. Rates of participation in these groups are almost twice as high as they are among the C2/D/E groups. However there are 3 activities where participation rates are higher among the C1 group, these are: Rowing/Sculling, small boat racing and rafting.

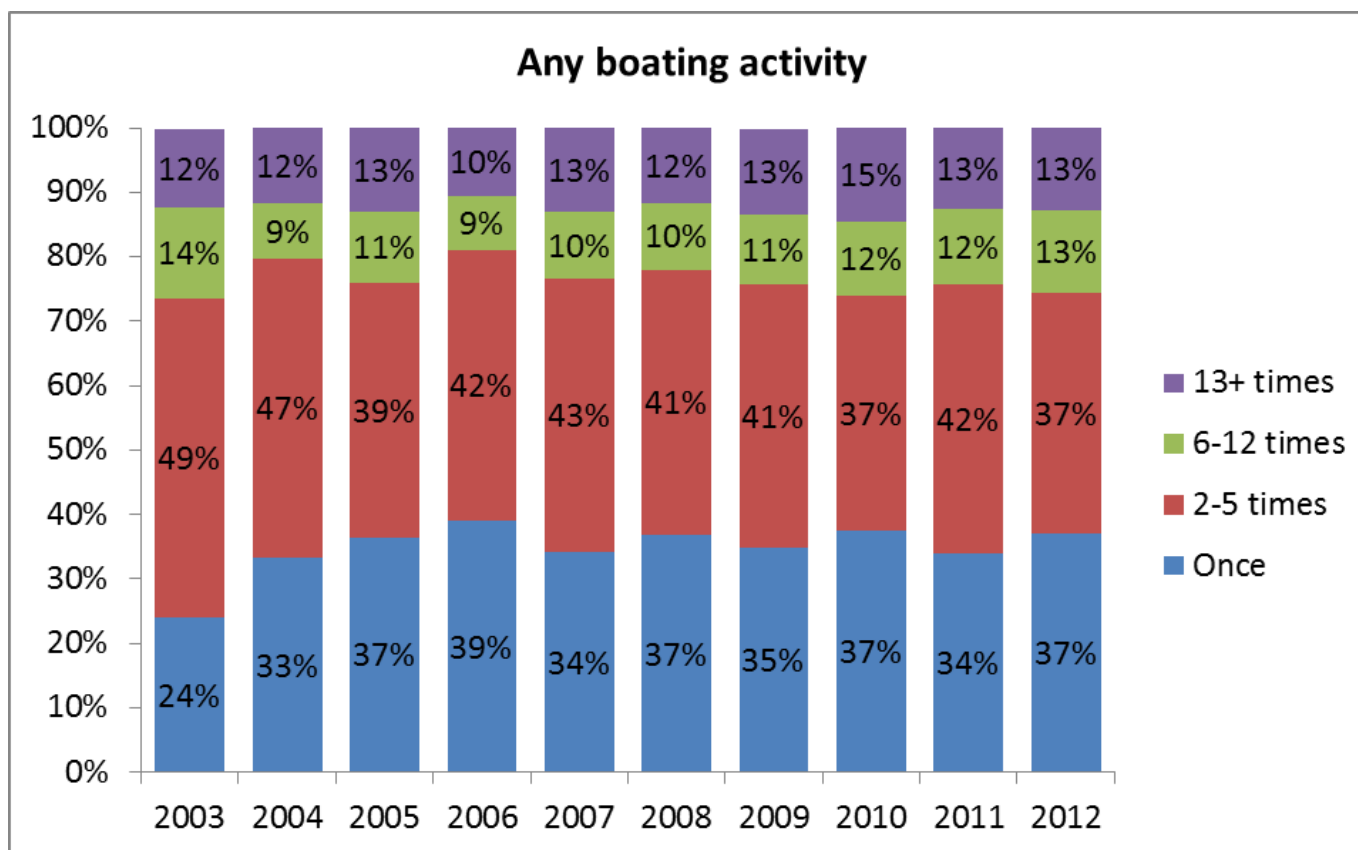
	AB	C1	C2DE	Total UK
Any Activity	33.3%	25.2%	17.1%	22.7%
Any boating activity	9.7%	7.3%	3.3%	5.8%
Any sailboat activities/yacht cruising	2.6%	1.7%	0.6%	1.4%
Any sailboat racing/yacht racing	0.7%	0.7%	0.3%	0.5%
Motor boating / cruising or canal boating	2.2%	1.7%	0.9%	1.4%
Canoeing	4.3%	3.3%	1.3%	2.5%
Water skiing and wakeboarding	0.6%	0.5%	0.3%	0.4%
Small sail boat activities	1.5%	0.9%	0.5%	0.8%
Rowing/Sculling	0.7%	0.7%	0.1%	0.4%
Windsurfing	0.4%	0.3%	0.2%	0.3%
Using personal watercraft	0.4%	0.4%	0.2%	0.3%
Motor boating/Cruising	1.4%	0.9%	0.6%	0.8%
Yacht cruising	1.5%	0.9%	0.2%	0.7%
Power boating	0.9%	0.7%	0.4%	0.6%
Small sail boat racing	0.3%	0.6%	0.2%	0.3%
Canal boating	0.9%	0.8%	0.4%	0.6%
Yacht racing	0.5%	0.3%	0.1%	0.2%
Surfboarding	2.7%	1.5%	0.4%	1.2%
Rafting	0.5%	0.6%	0.2%	0.4%
Kitesurfing	0.2%	0.2%	0.0%	0.1%
Angling	2.1%	2.0%	2.1%	2.1%
Cliff climbing	0.8%	0.6%	0.3%	0.5%
Coastal walking	13.0%	6.8%	4.7%	7.0%
Spending time at the beach	17.3%	13.3%	9.8%	12.3%
Outdoor Swimming	11.6%	8.8%	4.3%	7.1%
Leisure sub-aqua diving	1.0%	0.5%	0.1%	0.4%
Coasteering	0.5%	0.1%	0.0%	0.2%
None	90.3%	92.7%	96.7%	94.2%
UK adult population (000s)	9,912	14,412	24,727	49,051
Unweighted Base	2,370	3,392	7,155	12,917

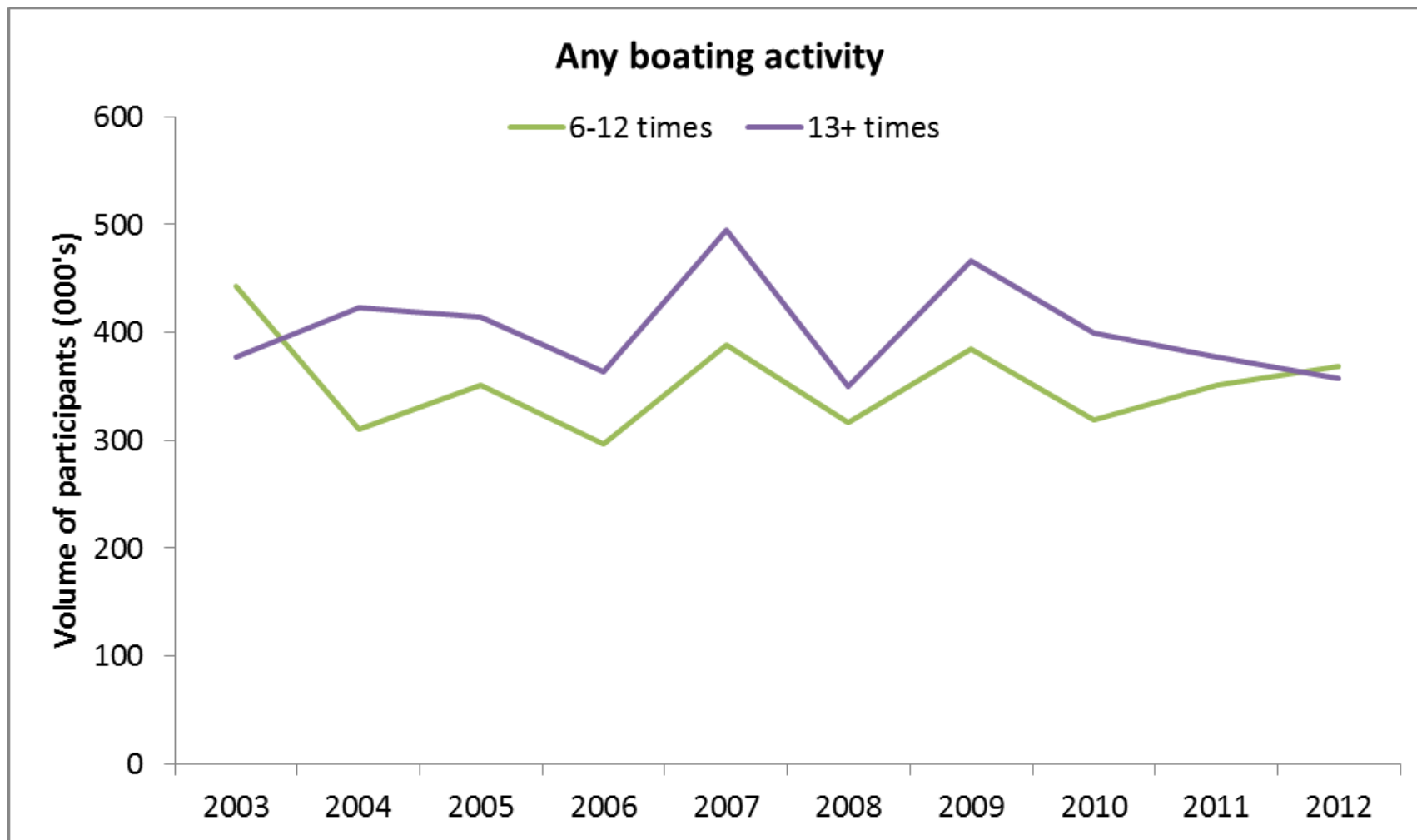


# Proportion of Participants by Frequency of Participation

## Any boating activity

- Trends over time show that participation is mostly casual
- The frequency of participation in any boating activity is consistent year-on-year
- The proportion of Enthusiasts remains at the same level to last year
- The majority of boating activity takes place in the UK compared to overseas
  - 96% of participants in small sail boat racing participate in the UK
  - The highest proportion of participation abroad is for personal watercraft (62%)

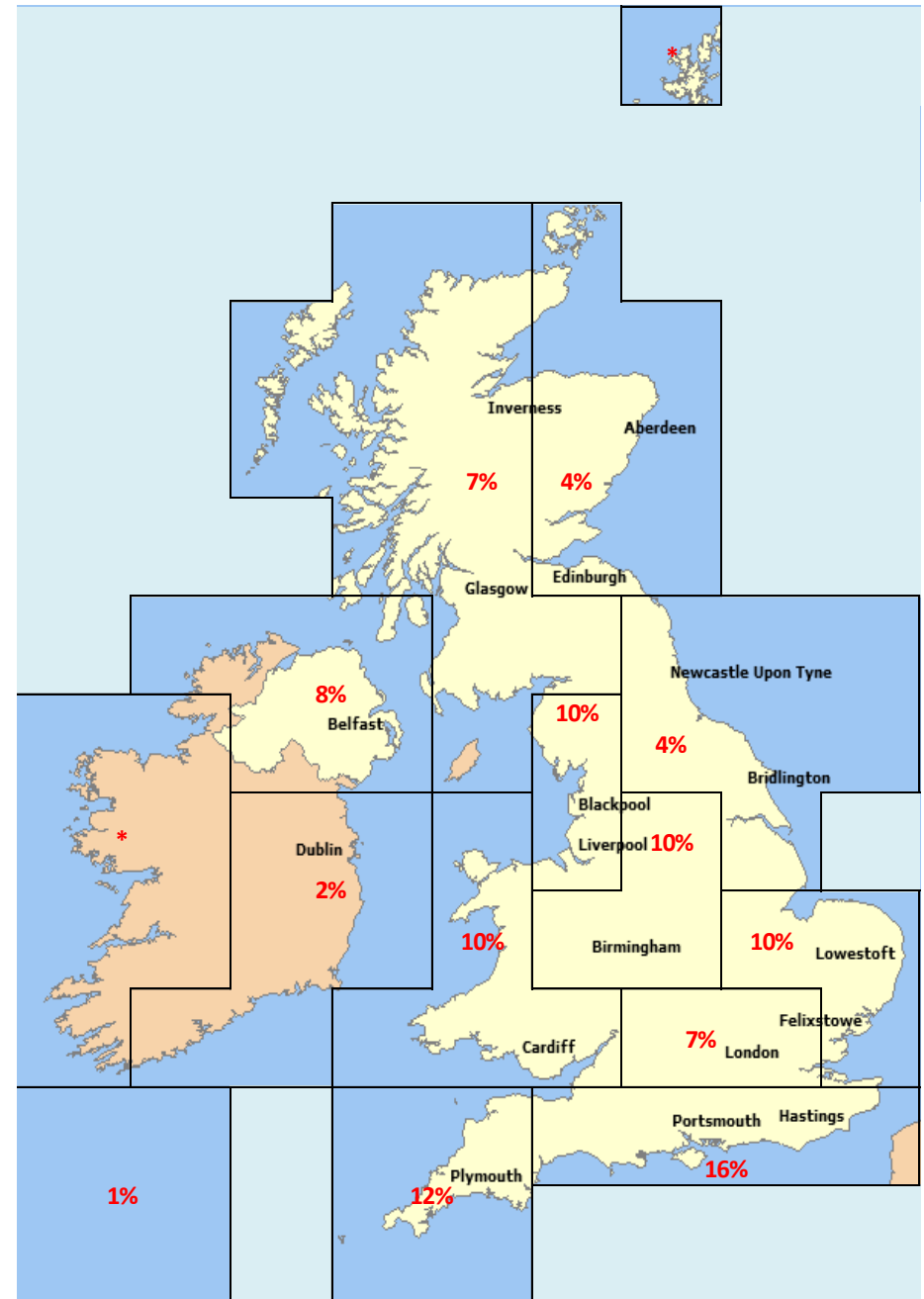




- The volume of occasional and enthusiast participants in Any Boating Activity has remained relatively stable throughout the last 10 years

# Location of activity for any boating activity

- There was 17.6m Any Boating Activity experiences in the UK in 2012
- 16% of boating activity takes place along the south coast of England in the area on the map containing Portsmouth and Hastings
- 12 % takes place in the area on the map at the far South West of England
- The areas on the map incorporating Blackpool, Birmingham and Lowestoft each account for 10% of the activity



- Based on postcode data
- Rolling 3 year average
  - Except 10 activities at bottom of table (2 year rolling)
    - Except Rafting & Coasteering (2012 only)

	South East	London	South West	North East	North West	Yorkshire	West Midlands	East Midlands	East of England	Scotland	Wales	N Ireland/IoM
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Any activity	18.7%	14.2%	25.0%	17.4%	16.1%	17.3%	14.9%	16.7%	17.7%	13.0%	21.6%	40.5%
Any boating activity	6.5%	4.4%	8.9%	4.4%	5.6%	4.3%	5.2%	6.4%	6.3%	4.2%	6.3%	11.4%
Canoeing	2.7%	1.5%	4.2%	1.6%	2.1%	1.3%	2.2%	2.5%	2.5%	1.8%	3.1%	4.6%
Water skiing	0.5%	0.6%	0.6%	0.4%	0.4%	0.4%	0.4%	0.3%	0.5%	0.2%	0.4%	1.1%
Small sail boat activities	1.0%	0.7%	1.6%	0.5%	0.7%	0.5%	0.9%	1.0%	1.0%	0.7%	0.5%	1.8%
Rowing/Sculling	0.5%	0.4%	0.7%	0.3%	0.5%	0.5%	0.4%	0.4%	0.7%	0.3%	0.3%	0.5%
Windsurfing	0.4%	0.5%	0.6%	0.3%	0.4%	0.2%	0.3%	0.4%	0.4%	0.2%	0.5%	0.4%
Using personal watercraft	0.3%	0.3%	0.2%	0.5%	0.3%	0.2%	0.4%	0.3%	0.5%	0.3%	0.2%	2.0%
Motor boating/Cruising	0.9%	0.5%	1.5%	0.7%	0.8%	0.7%	0.5%	1.0%	0.8%	0.7%	0.8%	2.6%
Yacht cruising	0.7%	0.6%	0.8%	0.2%	0.5%	0.3%	0.5%	1.0%	0.9%	0.5%	0.5%	0.5%
Power boating	0.5%	0.4%	0.7%	0.5%	0.7%	0.5%	0.4%	0.5%	0.6%	0.3%	0.8%	1.4%
Small sail boat racing	0.5%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%	0.5%
Canal boating	0.4%	0.4%	0.7%	0.3%	0.7%	0.5%	0.7%	1.2%	0.5%	0.1%	0.5%	0.5%
Yacht racing	0.3%	0.3%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%	0.0%	0.2%
Surfboarding	1.1%	1.2%	2.9%	0.5%	0.9%	0.9%	0.8%	1.2%	1.1%	0.6%	1.5%	2.8%
Rafting	0.1%	0.4%	0.3%	0.0%	0.6%	0.5%	0.3%	0.3%	0.0%	0.4%	0.4%	0.9%
Kite surfing	0.2%	0.4%	0.0%	0.6%	0.1%	0.1%	0.2%	0.4%	0.3%	0.2%	0.1%	0.3%
Angling	2.0%	1.2%	3.6%	1.9%	1.8%	2.5%	1.9%	1.7%	3.8%	2.4%	2.9%	7.8%
Cliff climbing activities	0.4%	0.4%	0.7%	0.8%	0.8%	0.8%	0.5%	0.8%	0.2%	0.6%	0.6%	2.3%
Coastal walking activities	6.8%	4.0%	15.8%	11.1%	7.4%	7.4%	6.0%	7.5%	5.9%	6.4%	10.4%	26.6%
Spending general leisure time at the beach	12.9%	8.3%	17.8%	12.9%	9.3%	13.6%	9.3%	9.6%	10.4%	7.2%	16.6%	36.2%
Outdoor Swimming	9.6%	9.2%	10.5%	6.0%	7.2%	5.9%	6.6%	8.1%	6.9%	5.0%	9.3%	13.8%
Leisure sub-aqua diving (from the Shore and Boat)	0.6%	0.6%	0.4%	1.0%	0.6%	0.4%	0.4%	0.4%	0.8%	0.5%	0.5%	1.3%
Coasteering	0.1%	0.1%	0.2%	0.0%	0.2%	0.0%	0.2%	0.3%	0.0%	0.1%	0.4%	0.5%
Sample size	5,634	5,756	3,273	1,673	4,495	3,605	3,562	2,472	1,197	3,318	2,008	1,139

- The highest coastal participation rates were found for Cliff climbing (98.0%), Kitesurfing (95.6%)
- The highest inland participation rates were found for Small sail boat racing (86.3%), Canoeing (76.1%)

	Coastal		Inland	
	Number of experiences	%	Number of experiences	%
Total all activities	104,287,197	66.6%	52,187,765	33.4%
Total boating activities	6,630,205	37.7%	10,969,031	62.3%
Any small sail boat racing or yacht racing	487,060	23.9%	1,551,273	76.1%
Any small sail boat activities or yacht cruising	2,075,966	71.4%	830,365	28.6%
Any motor boating/cruising or canal boating	2,047,862	77.4%	597,544	22.6%
Canoeing	1,464,145	23.9%	4,661,542	76.1%
Water skiing and wakeboarding	271,750	48.3%	290,895	51.7%
Small sail boat activities	1,127,717	60.0%	750,383	40.0%
Windsurfing	318,363	76.2%	99,309	23.8%
Using personal watercraft	281,559	78.8%	75,867	21.2%
Motor boating/Cruising	1,258,847	77.4%	367,318	22.6%
Yacht cruising	896,155	87.2%	132,076	12.8%
Power boating	840,733	61.1%	536,369	38.9%
Small sail boat racing	210,134	13.7%	1,325,818	86.3%
Yacht racing	412,615	82.1%	89,766	17.9%
Surfboarding/ body boarding/ paddle boarding	6,513,878	87.7%	917,349	12.3%
Rafting	184,068	54.5%	153,832	45.5%
Kitesurfing	315,584	95.6%	14,355	4.4%
Angling	7,599,770	76.8%	2,292,014	23.2%
Cliff climbing	2,372,927	98.0%	48,141	2.0%
Outdoor Swimming	13,260,183	79.2%	3,480,033	20.8%
Leisure sub-aqua diving	417,592	80.0%	104,549	20.0%

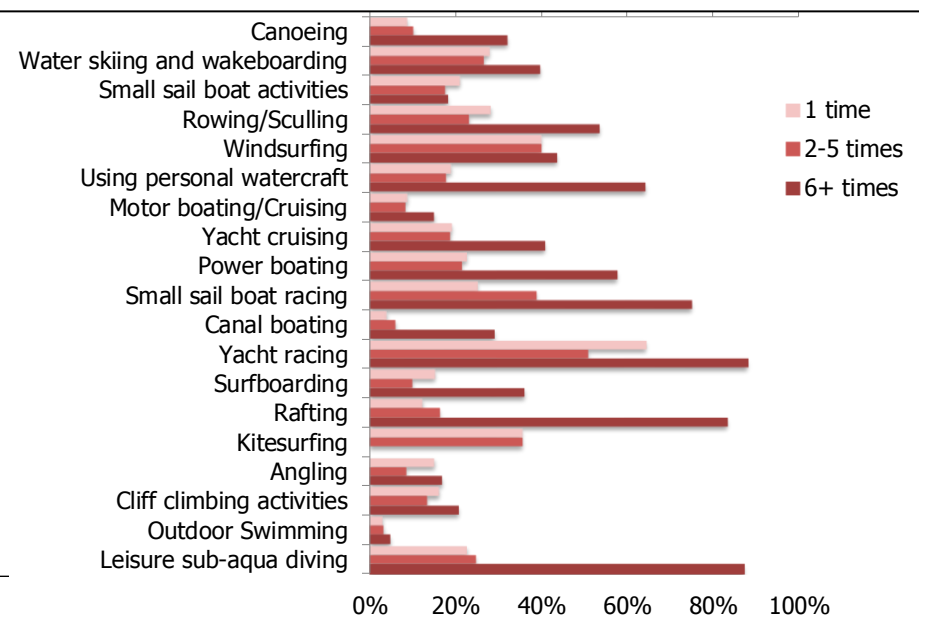
Small Sail Racing (50%), Yacht racing (63%) and Sub Aqua diving are the activities in which participants are most likely to be a member of a club or association. This makes sense as they are the activities most needing a club structure to support them.

The more frequently people participate in a water sport the more likely they are to be a member of a club or association. The only case where this is not the case is for small sail boat activities.

Respondents who are a member of a club or association

	Number	%
Canoeing	58,287	14.6%
Water skiing and wakeboarding	8,421	30.5%
Small sail boat activities	18,957	19.0%
Rowing/Sculling	14,017	31.3%
Windsurfing	10,594	41.0%
Using personal watercraft	5,565	29.1%
Motor boating/Cruising	10,248	9.5%
Yacht cruising	22,699	22.7%
Power boating	12,191	28.4%
Small sail boat racing	21,801	50.2%
Canal boating	8,894	7.1%
Yacht racing	21,239	62.7%
Surfboarding	20,616	18.2%
Rafting	5,430	17.8%
Kitesurfing	1,228	14.9%
Angling	47,108	13.7%
Cliff climbing activities	7,145	16.7%
Outdoor Swimming	41,219	3.6%
Leisure sub-aqua diving	8,650	62.5%

Proportion of respondents who are a member of a club or association by frequency of participation



Based on bespoke online sample of 3,500 current watersports participants



Most participants used a boat owned by themselves, family or friends when they last participated

47% of canal boats were chartered

28% of motor boats for cruising were chartered

25% of small sail boats used were owned by the sailing club for small sail boat racing

## Who Owned the Boat on Last Occasion they Participated

	My own boat/craft	Family	Friends	Charter/Hire	Club owned	Training centre owned	Corporate owned	Myself Family and Friends
Canoeing	17%	16%	27%	18%	8%	10%	3%	60%
Water skiing and wakeboarding	8%	34%	27%	11%	10%	7%	1%	70%
Small sail boat activities	20%	21%	31%	13%	3%	7%	4%	71%
Rowing/Sculling	10%	23%	30%	19%	9%	6%	1%	64%
Using personal watercraft	11%	37%	22%	23%	4%	3%	0%	70%
Motor boating/Cruising	15%	19%	30%	28%	1%	2%	5%	63%
Yacht cruising	23%	10%	42%	10%	8%	1%	4%	75%
Power boating	15%	18%	34%	25%	1%	4%	1%	67%
Small sail boat racing	20%	20%	27%	5%	25%	2%	1%	67%
Canal boating	6%	13%	26%	47%	1%	1%	3%	45%
Yacht racing	31%	24%	35%	1%	3%	5%	0%	90%
Rafting	10%	15%	29%	19%	8%	15%	4%	55%

In the UK 2.82% (743,000) UK households own at least 1 of the boat types listed. 1.05% (276,260) of UK households own at least 1 canoe/kayak

Those who participate in canoeing/kayaking are more likely to own their boat than those who participate in other watersports

The average is 1.3 boats per boat owning household, which together equates to a total of 1.2 million boats/craft owned by UK households

Canoes and windsurfers, being the lowest cost items, are most likely to be seen in multiple quantities in boat owning households

Penetration of Boat Ownership in UK households 2012-2010 Combined

	% of households owning a boat	Number of households owning a boat	Avg number owned	Total number owned (000's)	% kept in UK
Any boat	2.82%	743,905	1.32	1,233	92%
Small sailing boat	0.65%	172,015	1.21	208	95%
Sailing yacht	0.24%	62,415	1.08	67	93%
Power Boat	0.18%	46,680	1.19	56	71%
Motor boat (Day or Other)	0.34%	88,740	1.10	98	91%
Day Motor boat	0.18%	46,712	1.13	53	92%
Other Motor boat	0.16%	42,108	1.07	45	88%
Canal boat	0.15%	39,550	1.04	41	89%
Canoe\Kayak	1.05%	276,260	1.54	425	94%
Rowing boat	0.16%	41,183	1.21	50	86%
RIBs\Inflatables or sportsboats	0.17%	44,862	1.19	53	91%
Windsurfer	0.20%	52,199	1.68	88	97%
Personal watercraft	0.15%	39,272	1.25	49	82%
Base (3 years data)	37,954				

This is the executive summary report for the Watersports Participation Survey 2012.

The full survey covers a wide range of subjects including:

- Participation in the UK and abroad
- Frequency of participation
- Geographic region of participation
- Participation by demographic breakdowns
- Boat ownership
- Combination of activities
- Seasonal participation
- Inland and coastal participation
- Average duration of activities
- Key reasons for starting activity
- Activities stopped participating in and reasons
- Participation in other sports and average duration of participation
- Taking children with them while participating
- Club membership
- Formal training on activity
- Supporting boating activities through volunteering time
- Safety (Drinking alcohol, wearing a lifejacket/buoyancy aid, awareness of symptoms associated with Cold Water Shock)
- Preferred method of communication

The full report and activity profiles are available on request for affiliates of the consortium of organisations who commission the research.

- There are between 2.7m and 3m participants in any boating activity, the best estimate being 2.8m
- Canoeing/kayaking has the largest absolute volume of participants of any of the 12 core activities
- Spending general time at the beach always has the highest volume of participants, being the most accessible of the activities being measured

	Participation rate 2012					Number of participants 2012 (including Northern Ireland)		
	% for 2012	Min		Max		Number of participants for 2012	Min 90% Number of participants	Max 90% Number of participants
		95%	90%	90%	95%			
Any Activity	22.7%	22.0%	22.1%	23.3%	23.5%	11,153,430	10,857,000	11,450,000
Any boating activity	5.8%	5.4%	5.4%	6.1%	6.2%	2,836,847	2,672,000	3,002,000
Small sailboat activities or yacht cruising	1.4%	1.2%	1.2%	1.5%	1.6%	663,035	581,000	745,000
Small sailboat racing or yacht racing	0.5%	0.4%	0.4%	0.6%	0.6%	239,157	190,000	288,000
Motor boating / cruising or canal boating	1.4%	1.2%	1.2%	1.6%	1.6%	687,572	604,000	771,000
Canoeing	2.5%	2.2%	2.3%	2.7%	2.7%	1,213,877	1,104,000	1,324,000
Water skiing	0.4%	0.3%	0.3%	0.5%	0.5%	188,733	145,000	233,000
Small sail boat activities	0.8%	0.6%	0.7%	0.9%	0.9%	388,307	326,000	451,000
Rowing/Sculling	0.4%	0.3%	0.3%	0.5%	0.5%	199,658	155,000	245,000
Windsurfing	0.3%	0.2%	0.2%	0.3%	0.3%	127,929	92,000	164,000
Using personal watercraft	0.3%	0.2%	0.2%	0.4%	0.4%	136,312	99,000	174,000
Motor boating/Cruising	0.8%	0.7%	0.7%	1.0%	1.0%	414,355	350,000	479,000
Yacht cruising	0.7%	0.5%	0.6%	0.8%	0.8%	328,896	271,000	387,000
Power boating	0.6%	0.5%	0.5%	0.7%	0.7%	289,827	236,000	344,000
Small sail boat racing	0.3%	0.2%	0.3%	0.4%	0.4%	165,852	125,000	207,000
Canal boating	0.6%	0.5%	0.5%	0.7%	0.7%	286,672	233,000	341,000
Yacht racing	0.2%	0.1%	0.1%	0.3%	0.3%	106,123	73,000	139,000
Surfboarding	1.2%	1.0%	1.1%	1.4%	1.4%	599,016	521,000	677,000
Rafting	0.4%	0.3%	0.3%	0.5%	0.5%	180,902	138,000	224,000
Kitesurfing	0.1%	0.0%	0.1%	0.1%	0.1%	46,873	25,000	69,000
Angling	2.1%	1.8%	1.9%	2.3%	2.3%	1,022,065	921,000	1,123,000
Cliff climbing	0.5%	0.3%	0.4%	0.6%	0.6%	223,701	176,000	271,000
Coastal walking	7.0%	6.6%	6.6%	7.4%	7.4%	3,430,372	3,250,000	3,611,000
Spending general leisure time at the beach	12.3%	11.8%	11.9%	12.8%	12.9%	6,056,162	5,823,000	6,289,000
Outdoor Swimming	7.1%	6.6%	6.7%	7.4%	7.5%	3,465,858	3,284,000	3,647,000
Leisure sub-aqua diving	0.4%	0.3%	0.3%	0.5%	0.5%	207,894	162,000	254,000
Coasteering	0.17%	0.10%	0.11%	0.23%	0.24%	82,356	53,000	111,000
Base	12,917					49,051,000	49,051,000	49,051,000

This is the 11<sup>th</sup> Year of the UK Water Sports Participation Survey

This years report has been funded by:

