



SCOTTISH EXECUTIVE

# Sport, Exercise and Physical Activity: Public Participation, Barriers and Attitudes

Education



# **SPORT, EXERCISE AND PHYSICAL ACTIVITY: PUBLIC PARTICIPATION, BARRIERS AND ATTITUDES**

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Scottish Executive Social Research  
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# CONTENTS

<b>EXECUTIVE SUMMARY</b>		<b>1</b>
<b>CHAPTER ONE</b>	<b>BACKGROUND AND METHODOLOGY</b>	<b>5</b>
<b>CHAPTER TWO</b>	<b>OVERVIEW OF PARTICIPATION AND ATTITUDES</b>	<b>6</b>
	<i>Participation levels</i>	<i>6</i>
	<i>Factors linked with participation levels</i>	<i>7</i>
	<i>How well established are exercise habits?</i>	<i>7</i>
	<i>Reasons for exercising</i>	<i>7</i>
	<i>Why do most people not exercise enough?</i>	<i>8</i>
	<i>Views on exercising more often</i>	<i>11</i>
	<i>Encouraging people to exercise more</i>	<i>14</i>
	<i>Attitudes towards sport and physical activity</i>	<i>17</i>
<b>CHAPTER THREE</b>	<b>AGE DIFFERENCES</b>	<b>19</b>
<b>CHAPTER FOUR</b>	<b>DIFFERENCES RELATING TO DEPRIVATION</b>	<b>24</b>
<b>CHAPTER FIVE</b>	<b>GENDER DIFFERENCES</b>	<b>27</b>
<b>CHAPTER SIX</b>	<b>URBAN/RURAL DIFFERENCES</b>	<b>31</b>
<b>CHAPTER SEVEN</b>	<b>CONCLUSIONS</b>	<b>32</b>
<b>ANNEX 1</b>	<b>QUESTIONNAIRE</b>	<b>35</b>

# EXECUTIVE SUMMARY

## Background and methodology

Experts agree that adults should accumulate at least 30 minutes of moderate activity on most days of the week. However, there is a great deal of evidence that most people in Scotland are not sufficiently active and that this is a significant factor in the nation's poor health record.

The Tourism, Culture and Sport division of the Scottish Executive commissioned a module of questions in the January/February 2006 and the April/May 2006 waves of Ipsos MORI's Scottish Social Policy Monitor. The questions examined the public's participation in sport, exercise and physical activity<sup>1</sup>, barriers to participation, and their attitudes towards sport and physical activity. The research will inform policies aimed at increasing the proportion of the Scottish population who exercise regularly.

The Scottish Social Policy Monitor is a multi-client survey carried out in-home among a random sample of adults across Scotland. The interviews are conducted face-to-face using Computer Assisted Personal Interviewing (CAPI). The total number of respondents was 2,077 and fieldwork was conducted in two waves between January and June 2006.

The data were weighted to reflect the age and sex profile of the Scottish population and the geographical distribution across local authorities.

## Participation levels

Given that experts suggest 30 minutes activity on most days, findings show that the majority of people, 65%, are not exercising enough: 27% exercise just once or twice a week, 7% just once or twice a month, 9% less often than once a month and 22% *never* exercise.

There are clear demographic differences between those who exercise regularly and those who do not. Participation is higher among the following groups:

- younger people
- men
- those living in the least deprived areas<sup>2</sup>
- those in higher income households.

## Reasons for exercising

Those who exercise at least weekly were asked their main reasons for doing so. Health reasons are the most common. Eighty four per cent of respondents cited at least one of the following benefits: keeping fit, keeping in shape/toned, losing weight or helping with an injury/disability. Mental health is also an important reason with almost half (45%) exercising to relieve stress or relax.

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<sup>1</sup> For ease of reference, the report refers to 'exercise' to cover all forms of sport, exercise and physical activity.

<sup>2</sup> As measured by the Scottish Index of Multiple Deprivation (SIMD)

Most people are also exercising because it is enjoyable: 73% say one of their main reasons for exercising is that they enjoy some aspect (they simply ‘enjoy it’, they enjoy the social side/meeting people or they enjoy the competition).

### **Why do most people not exercise enough?**

Those who are currently inactive, or have been inactive in the past, were divided into three behavioural sub-groups of the sample: the ‘always inactive’ (those who exercise less than monthly and have been inactive since leaving school), the ‘previously active’ (those who exercise less than weekly but who indicated that they used to exercise much more) and the ‘currently active’ (those who do exercise at least weekly, but went through a time when they used to exercise much less).

For all three behavioural sub-groups, lack of time<sup>3</sup> was one of the biggest factors - and was overwhelmingly the main reason given by the ‘currently active’ for why they had gone through a phase of being less active.

Health<sup>4</sup> was also a big factor for those who were ‘always inactive’ and, particularly, the ‘previously active’.

Motivational reasons<sup>5</sup> affected almost a third of those who were ‘always inactive’, but fewer of the ‘previously active’ and the ‘currently active’.

The availability/accessibility of facilities<sup>6</sup> were cited by a third of the ‘currently active’ as reasons why they stopped exercising for a while, but by relatively few of the ‘always inactive’ and the ‘previously active’.

### **Attitudes towards sport and physical activity**

Attitudes towards physical activity are very positive with the vast majority of respondents appreciating the physical and mental health benefits and agreeing that it is enjoyable to be physically active. This suggests that efforts to increase participation are best focused on making it easier for people – such as advising on how exercise can be fitted in to the daily routine – rather than persuading them of the benefits, a battle that has already been won.

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<sup>3</sup> Reasons included in the ‘time’ category were: ‘too busy’, ‘family responsibilities (e.g. had children, became a carer)’, ‘didn’t want the commitment (e.g. club would want too much of my time)’, ‘shift/work commitments’

<sup>4</sup> Reasons included in the ‘health’ category were: ‘health reasons’, ‘got too old’, ‘fear of injury’, ‘no adequate support for my disability’

<sup>5</sup> Reasons included in the ‘motivation’ category were: ‘I just can’t be bothered’, ‘never occurred to me’, ‘wouldn’t enjoy it’, ‘no-one to go with’, ‘would feel uncomfortable/out of place’

<sup>6</sup> Reasons included in the ‘facilities’ category were: ‘no facilities near my home’, ‘costs too much’, ‘left school/college/university and didn’t have access to the same facilities’, ‘moved house and didn’t have access to the same facilities’, ‘sessions/club too busy’, ‘lack of transport’, ‘lack of information on what’s available’

## **Differences relating to age**

Lack of time is the biggest barrier for all age groups up to and including those aged 45-59. There is a considerable drop in participation between those in the 16-24 age group (50% of whom exercise several times a week) and those in the 25-34 age group (36% of whom exercise several times a week) as job and family responsibilities increase.

Although lack of time is clearly the biggest factor, the availability and accessibility of facilities impacts on the participation of those aged 16-34 much more than older groups, and they are also more likely to be affected by motivational issues.

Those aged 16-24 are particularly likely to want people to go with, information on what is available in their area and advice on where to start.

Those aged 25-44 were more concerned than other groups about crèche/childcare facilities and children's programmes running in parallel to adult programmes – but being able to fit exercise in around their usual routine was the change most frequently mentioned by this group.

Health problems increase with age and are by far the biggest barrier to participation for those aged 60+. Efforts to increase participation among older people therefore need to focus on support for health problems/disabilities, and on increasing awareness and confidence about the levels of exercise and types of activities that might be beneficial.

## **Differences relating to deprivation**

Although more people in deprived areas were not exercising, *reasons* for not exercising were broadly similar across different groups. Health and time were the biggest factors, as they were for those in the least deprived areas. However, motivational reasons affected more people in deprived areas.

Those living in the most deprived areas were no more likely to indicate that the accessibility, availability or quality of facilities (including cost) were barriers to participation. However, they were more likely to say that a safer neighbourhood would make a difference (20% in the most deprived areas mentioned this, compared with 9% in the least deprived).

Those living in the most deprived areas were not as strongly convinced of the benefits of exercise. Lower numbers in these areas *strongly* agreed that “being physically active is good for your physical health”, that it is “good for your mental health”, that it “gives you more energy” or that it is “enjoyable”. This perhaps suggests that health communications stressing the benefits of being physically active should be targeted at deprived areas.

## **Gender differences**

Compared with women, men's participation levels drop sharply between the ages of 16-24 (58% of men in this age range exercise several times a week) and 25-34 (36% of men in this age range exercise several times a week). This is partly because men were much more likely to say that they stopped/reduced their activity because they ‘got too old’. This may perhaps reflect the type of exercise that men were involved in (football, for example) which may be

harder to continue as age increases and may also be more likely to result in injuries which limit future participation.

Strategies to increase men's participation could therefore focus on ways to maintain their participation as they reach their early/mid twenties and encourage participation in alternative forms of exercise if age or injury prevent men from taking part in sports they previously enjoyed.

As with men, lack of time is the biggest barrier to women's participation and they are much more likely to say that they reduced their activity because of family responsibilities. Linked with this, perhaps, they are more likely than men to want to do something at home. Strategies to increase women's activity levels might therefore be best focused on providing advice on how to fit activity around daily routines - including how to exercise at home.

A significant minority of women (29%) agree that "when I hear the word sport I turn off" and women are much less likely than men to enjoy the competitive side of sport. Non-competitive activities, rather than sports, are more likely to appeal to these women and this should be borne in mind in campaigns and initiatives to increase their participation.

## **Conclusions**

The findings from this survey are consistent with previous research which has shown that most Scots are not exercising enough.

The people who do exercise regularly are doing so for the many physical and mental health benefits - and they also enjoy it. Moreover, almost everyone appreciates the benefits and agrees that being physically active is good for physical and mental health, gives you more energy and is enjoyable. But despite this *understanding* of the benefits by those who never exercise, and the actual *experience* of the benefits by those who exercise sometimes but not often enough, there are clearly some significant barriers preventing people exercising as much as they should - or, indeed, as much as they would like.

The biggest barrier is time. Two-thirds of those who want to exercise more say that lack of time is one of the main problems. Participation levels drop off after the age of around 25 – when people start getting jobs, having families etc. When they might be able to start increasing their activity levels, once their children are older and work commitments lessen, health problems start to become more of a barrier.

It could, of course, be argued that being 'too busy' is something of an excuse and that if people had more motivation they would prioritise exercise and find the time. Nonetheless, strategies aimed at increasing people's activity levels need to acknowledge this barrier and help remove the 'excuse'. It is telling that the change most wanted by respondents was to be able to fit activity in around their usual routine.

Health is also a big barrier, affecting a third of those who want to exercise more, and it is increasingly a barrier with age. Overall, motivational issues and the accessibility, availability and quality of facilities are considerably less important than the problems created by lack of time and poor health.

## CHAPTER ONE BACKGROUND AND METHODOLOGY

### Policy background

1.1 Experts agree that adults should accumulate at least 30 minutes of moderate activity on most days of the week. The benefits of physical activity include:

- a longer life
- less risk of developing many diseases
- greater wellbeing
- fewer symptoms of depression
- lower rates of smoking and substance misuse
- ability to function better at work and home.<sup>7</sup>

1.2 However, there is great deal of evidence that most people in Scotland are not sufficiently active and that this is a significant factor in the nation's poor health record. For example, the 2003 Scottish Health Survey found that only 38% of adults<sup>8</sup> met the recommended levels of activity.<sup>9</sup>

1.3 The Tourism, Culture and Sport division of the Scottish Executive commissioned a module of questions in the January/February 2006 and the April/May 2006 waves of Ipsos MORI's Scottish Social Policy Monitor. The questions examine the public's participation in sport, exercise and physical activity<sup>10</sup>, barriers to participation, and their attitudes towards sport and physical activity. The research will inform policies aimed at increasing the proportion of the Scottish population who exercise regularly.

### Methodology

1.4 The Scottish Social Policy Monitor is a multi-client survey carried out in-home among a random sample of adults across Scotland. The interviews are conducted face-to-face using Computer Assisted Personal Interviewing (CAPI). The total number of respondents was 2,077 and fieldwork was conducted in two waves between January and June 2006.<sup>11</sup>

1.5 The data were weighted to reflect the age and sex profile of the Scottish population and the geographical distribution across local authorities.

1.6 Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of 'don't know' categories or multiple answers. Throughout the report, an asterisk (\*) denotes any value of less than half of one per cent. Only statistically significant differences<sup>12</sup> have been commented on.

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<sup>7</sup> *Let's make Scotland more active: a strategy for physical activity* (2003) Scottish Executive

<sup>8</sup> This does however represent a slight increase from the 1998 survey

<sup>9</sup> *2003 Scottish Health Survey: summary of key findings* (2005) Scottish Executive

<sup>10</sup> For ease of reference, the report refers to 'exercise' to cover all forms of sport, exercise and physical activity

<sup>11</sup> The first wave of fieldwork was conducted between 14<sup>th</sup> January and 5<sup>th</sup> March 2006 and the second wave of fieldwork was conducted between 17<sup>th</sup> April and 12<sup>th</sup> June 2006

<sup>12</sup> At the 95% level using the appropriate two-tailed *t* test



## CHAPTER TWO OVERVIEW OF PARTICIPATION AND ATTITUDES

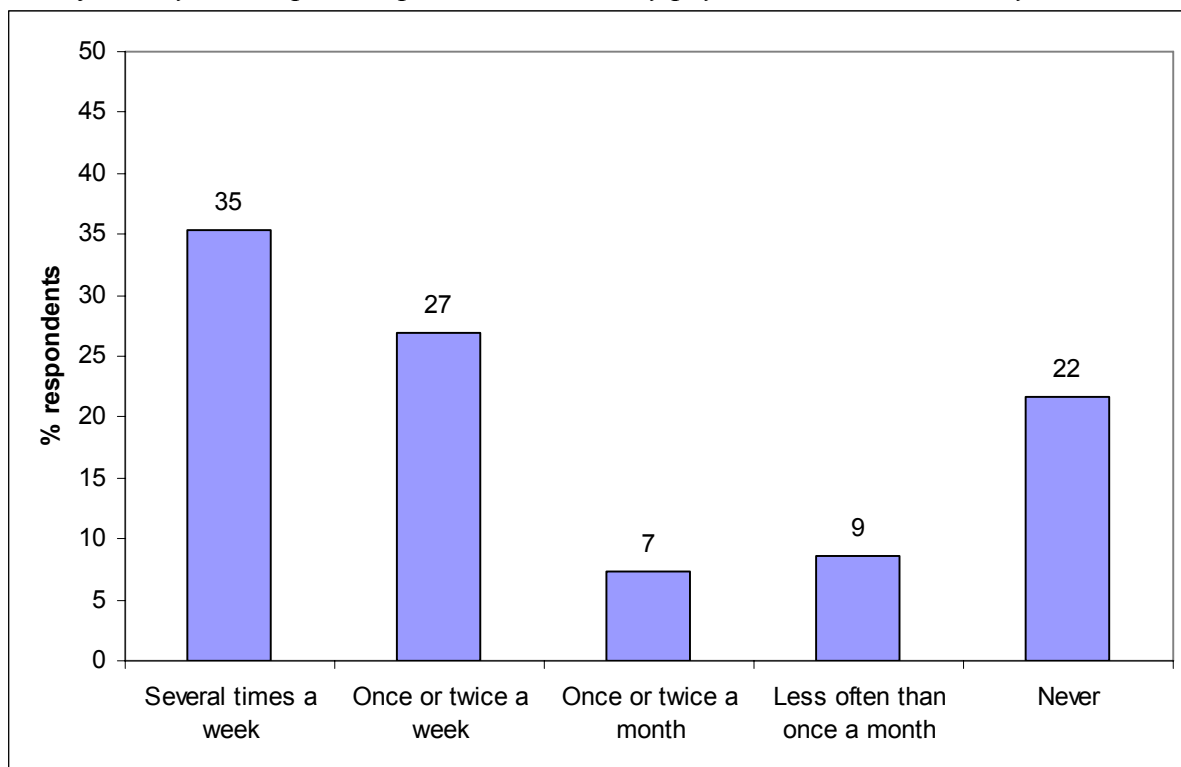
### Participation levels

2.1 Respondents were asked how often they took part in sport, exercise or any physical activity. They were reminded to include activities like cycling, dancing, fishing, bowling, yoga etc. and to include walking if they walked for more than around 2 miles, or 40 minutes at a time<sup>13</sup>. The results are shown in Figure 1 below.

2.2 A third (35%) of respondents indicated that they exercise several times a week. These findings are broadly in line with the results from the 2003 Scottish Health Survey, which found that 38% of the adult population are meeting the recommended activity levels of 30 minutes of moderate activity on most days.<sup>14 15</sup>

2.3 Given that experts suggest 30 minutes activity on most days, findings show that the majority of people, 65%, are not exercising enough: 27% exercise just once or twice a week, 7% just once or twice a month, 9% less often than once a month and 22% *never* exercise.

**Figure 1: Frequency of participation in sport, exercise and physical activity**  
*How often do you take part in sport, exercise or any physical activities these days?*



Base: All (2,077)

<sup>13</sup> See annex for full questionnaire. If asked, interviewers were instructed to tell people *not* to include gardening or housework.

<sup>14</sup> 2003 Scottish Health Survey: summary of key findings (2005) Scottish Executive

<sup>15</sup> It should be noted that this survey and the 2003 Scottish Health Survey are not directly comparable as the questions are somewhat different

## **Factors linked with participation levels**

2.4 There are clear demographic differences between those who exercise regularly and those who do not.

2.5 Participation is higher among the following groups:

- younger people
- men
- those living in the least deprived areas<sup>16</sup>
- those in higher income households.

2.6 The group most likely to participate are urban 16-24 year olds, in single adult or student households. The group least likely to participate are those aged over 75 in the more deprived areas.

2.7 Differences in participation relating to age, deprivation and gender are explored in more detail in Chapters 3 to 6.

## **How well established are exercise habits?**

2.8 Given that half of the fieldwork took place in January and February, there was a possibility that there was a “New Year’s Resolution Effect”, or, more generally, that the levels of exercise reported are inflated by there being a proportion of people who go through phases of exercising more regularly and then dropping out. The research was designed in two waves to reduce this potential impact. That being said, in both waves of fieldwork, almost all (92%) of those who said they exercised several times a week indicated that they had been doing so for at least a year. This indicates that respondents’ exercise habits were well-established.

## **Reasons for exercising**

2.9 Those who exercise at least weekly were asked their main reasons for doing so. Health reasons are the most common. Eighty four per cent of respondents cited at least one of the following benefits: keeping fit, keeping in shape/toned, losing weight or helping with an injury/disability. Mental health is also an important reason with almost half (45%) exercising to relieve stress or relax.

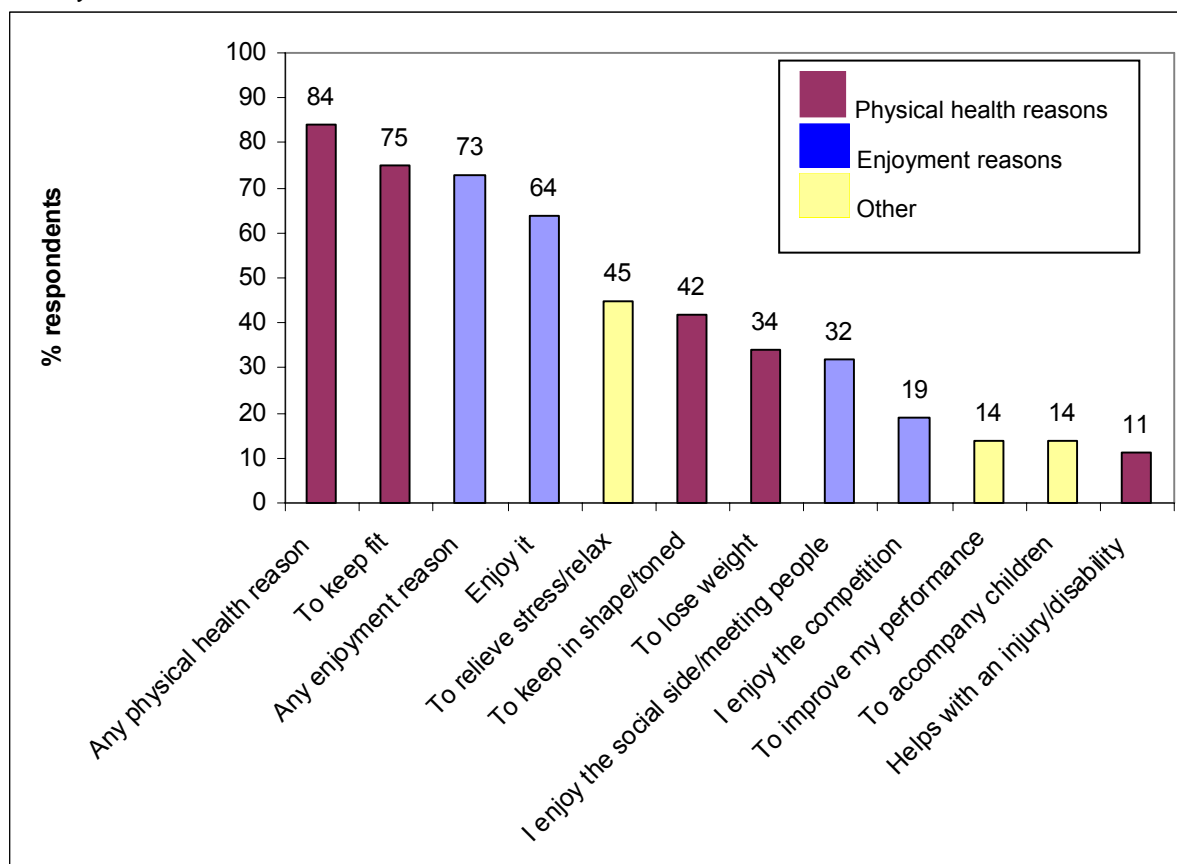
2.10 Most people are also exercising because it is enjoyable: 73% say one of their main reasons for exercising is that they enjoy some aspect (they simply ‘enjoy it’, they enjoy the social side/meeting people or they enjoy the competition). See Figure 2 below.

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<sup>16</sup> As measured by the Scottish Index of Multiple Deprivation (SIMD)

**Figure 2: Reasons for exercising**

*These days, what are your main reasons for taking part in sport, exercise or any physical activity?*



Base: All those who take part in sport, exercise or physical activity at least once a week (1,241)

### Why do most people not exercise enough?

2.11 Given the health benefits and the enjoyment experienced by those who exercise regularly, it is important to understand why most people don't exercise enough.

2.12 Those who are currently inactive, or have been inactive in the past, can be divided into three behavioural sub-groups of the sample:

- *'Always inactive'* refers to those who exercise less than monthly and have been inactive since leaving school. This group were asked why they rarely/never exercise.
- *'Previously active'* refers to those who exercise less than weekly but who indicated that they used to exercise much more. This group were asked why they stopped/reduced their activity.
- *'Currently active'* people are those who do exercise at least weekly, but went through a time when they used to exercise much less. They were asked the reasons for that.

2.13 The reasons given<sup>17</sup> were grouped into four broad categories, relating to:

<sup>17</sup> Respondents selected their reasons for not exercising/reducing activity from a long list of potential reasons. See Annex for questionnaire.

- time constraints
- health or ageing
- motivation, attitude or encouragement
- availability or accessibility of facilities.

### ***Time***

2.14 For all three behavioural sub-groups, lack of time<sup>18</sup> was one of the biggest factors - and was overwhelmingly the main reason given by the 'currently active' for why they had gone through a phase of being less active. The 'always inactive' who said they were 'too busy' or 'too tired' were asked the main reasons for that:

- 57% said it was because of work
- 43% indicated that it was because of looking after children
- 18% said it was housework
- 9% said it was other caring responsibilities

2.15 In total, 54% indicated that they were 'too busy' or 'too tired' because of some caring responsibility (looking after children, housework or 'other' caring responsibility).

### ***Health***

2.16 Health<sup>19</sup> was also a big factor for those who were 'always inactive' and, particularly, the 'previously active'. Most of the 'always inactive' and the 'previously active' who cited health reasons for not exercising gave *only* health reasons, suggesting that was the overriding problem. Health reasons were much less of a factor for the 'currently active' and half of those who did cite health reasons also gave other reasons for dropping out of exercise for a time.

### ***Motivation***

2.17 Motivational reasons<sup>20</sup> affected almost a third of those who were 'always inactive', but fewer of the 'previously active' and the 'currently active'.

### ***Availability/Accessibility of Facilities***

2.18 The availability/accessibility of facilities<sup>21</sup> were cited by a third of the 'currently active' as reasons why they stopped exercising for a while, but by relatively few of the 'always inactive' and the 'previously active'.

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<sup>18</sup> Reasons included in the 'time' category were: 'too busy', 'family responsibilities (e.g. had children, became a carer)', 'didn't want the commitment (e.g. club would want too much of my time)', 'shift/work commitments'

<sup>19</sup> Reasons included in the 'health' category were: 'health reasons', 'got too old', 'fear of injury', 'no adequate support for my disability'

<sup>20</sup> Reasons included in the 'motivation' category were: 'I just can't be bothered', 'never occurred to me', 'wouldn't enjoy it', 'no-one to go with', 'would feel uncomfortable/out of place'

<sup>21</sup> Reasons included in the 'facilities' category were: 'no facilities near my home', 'costs too much', 'left school/college/university and didn't have access to the same facilities', 'moved house and didn't have access to the same facilities', 'sessions/club too busy', 'lack of transport', 'lack of information on what's available'

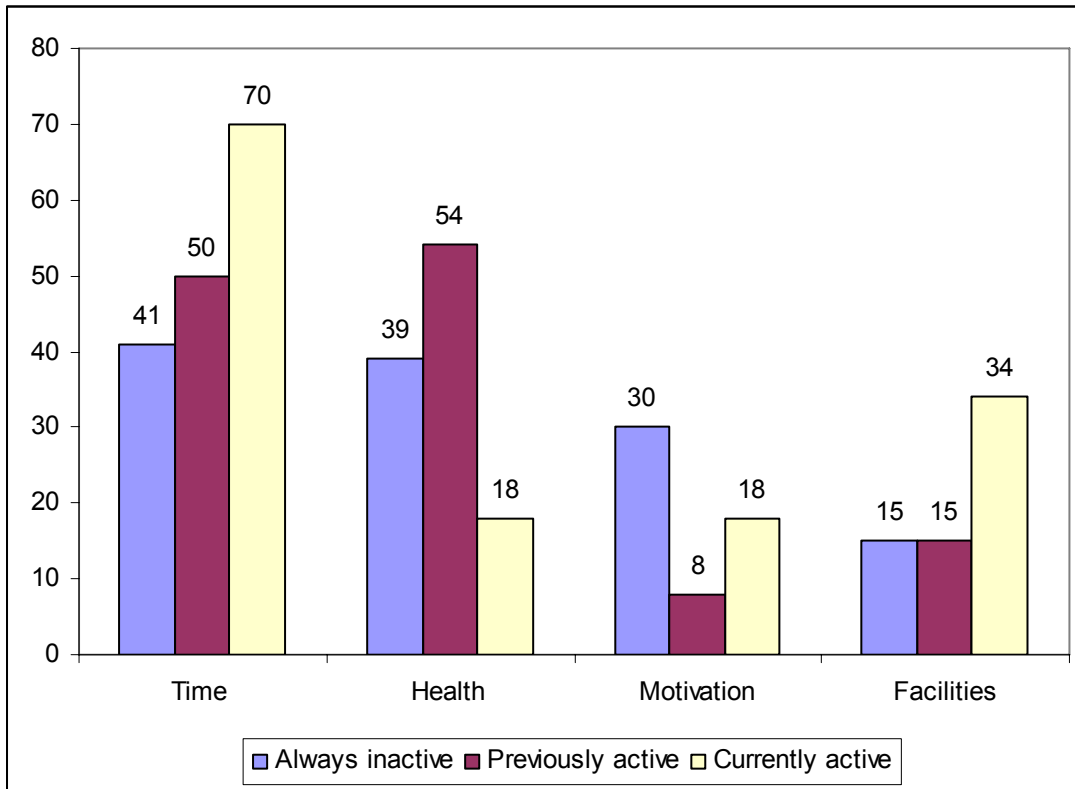
**Figure 3: Reasons for not exercising (% of respondents)**

Grouping and Question

‘Always inactive’: *You said that you rarely/never take part in sport, exercise or physical activity these days. Why is that?*

‘Previously inactive’: *Why did you stop/reduce your activity?*

‘Currently active’: *You said there was a time in the past when you took part in sport, exercise or physical activity much less than you do now. Why was that?*



Base:

‘Always in active’: those who exercise less than monthly and have been inactive since leaving school (257);

‘Previously active’: those who exercise less than weekly but who used to exercise much more (527);

‘Currently active’: those who exercise at least weekly but used to exercise much less (486)

## Views on exercising more often

2.19 The 'Stage of Change' model of behavioural change<sup>22</sup> is based on the theory that individuals move through five stages in the process of changing their behaviour:

- pre-contemplation (no consideration of changing)
- contemplation (thinking about changing)
- preparation (making plans to change)
- action (actually in the process of changing)
- maintenance (working to prevent relapse).

2.20 For those who are not currently exercising several times a week, the model was used to identify which of the first three stages they were at. Respondents were asked how they felt about taking part in sport, exercise or physical activity more often than they do now and were given response options of 'I would like to, and I intend to do so in the next 30 days', 'I would like to, and I intend to do so in the next 6 months', 'I would like to, but probably not in the next 6 months' and 'I do not want to'. The results are shown in Figure 5 below.

2.21 Key findings were as follows:

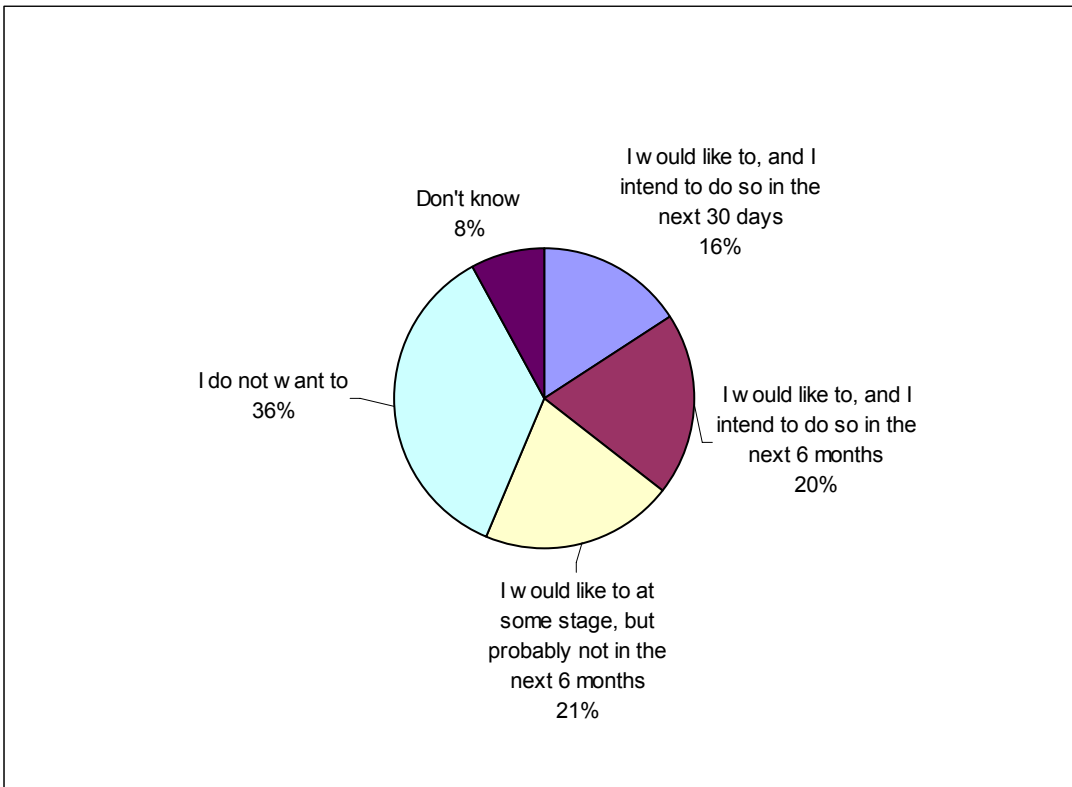
- 16% intend to start exercising more in the next 30 days (i.e. they are at the 'preparation' stage)
- 20% intend to do so in the next six months (at the contemplation stage).
- 21% say they would like to at some point but probably not in the next six months (which suggests they are also at the 'contemplation' stage and may have personalised the problem but are not yet ready to take action)
- 36% say that they do not want to exercise more (i.e. they are at the 'pre-contemplation' stage).

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<sup>22</sup> Prochaska J and DiClemente C (1982) Transtheoretical therapy: toward a more integrative model of change. *Psychotherapy. Theory Research and Practice*, Vol. 19, pp 276-288.

**Figure 5: Views on exercising more often**

*How do you feel about taking part in sport, exercise or physical activity more often than you do now?*

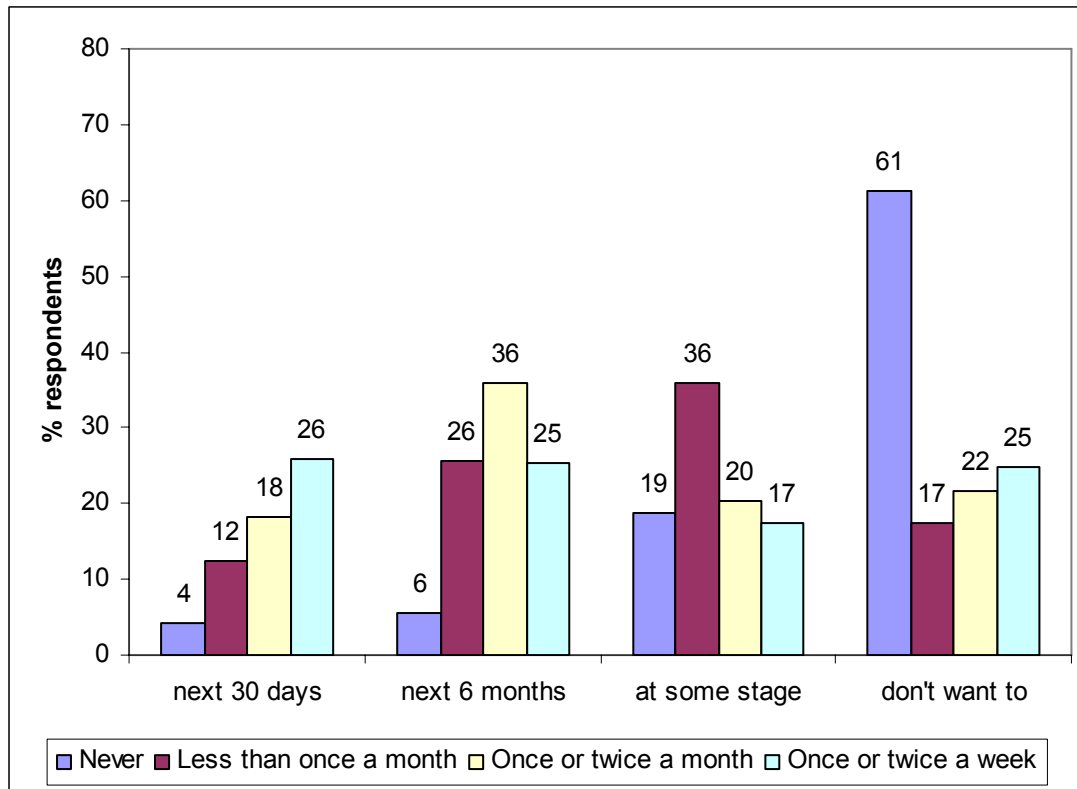


Base: All those who exercise less than several times a week (1,340)

2.22 Most (61%) of those who never exercise say they do not want to exercise more, and few of this group are making plans to change in the next 30 days or the next 6 months. Conversely, those who are already exercising once or twice a week are the most likely to say they would like to exercise more and intend to do so in the next 30 days. See Figure 6 below.

**Figure 6: Views on exercising more often by current levels of exercise (% of respondents)**

*How do you feel about taking part in sport, exercise or physical activity more often than you do now?*



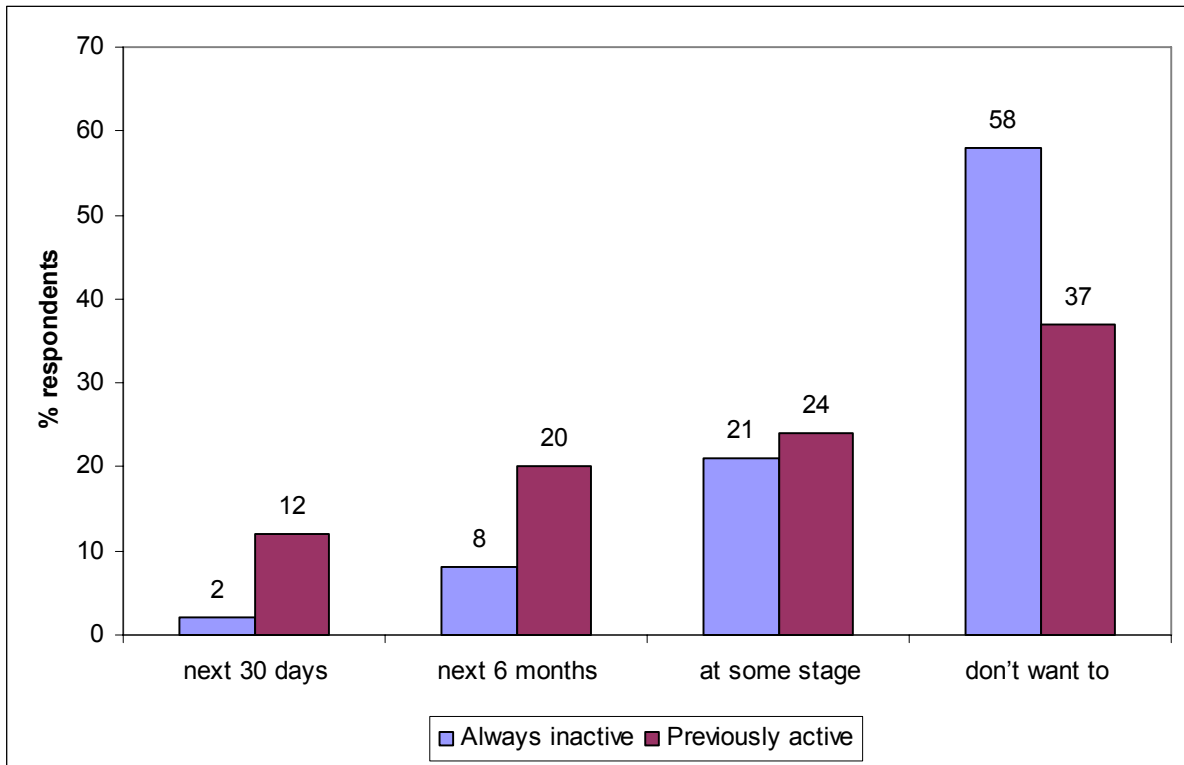
Base: Never (506), less than once a month (176), once or twice a month (151), once or twice a week (528)



2.23 Similarly, the ‘previously active’ group are more likely to want to start exercising again or exercise more than those who were ‘always inactive’. See Figure 7 below.

**Figure 7: Views on exercising more often by whether ‘always inactive’ or ‘previously active’ (% of respondents)**

*How do you feel about taking part in sport, exercise or physical activity more often than you do now?*



Base: ‘Always inactive’ (255), ‘previously active’ (528)

### Encouraging people to exercise more

2.24 What might be done to help or encourage those who want to exercise more? For around half of those who want to exercise more (i.e. the ‘always inactive’ and the ‘previously active’) we have their reasons for not exercising<sup>23</sup>- see Figure 8 below. The results suggest that efforts to help/encourage this group to exercise more should be focused on the fact they feel that they do not have time to exercise and, to a lesser extent, on the health problems which create barriers to participation.

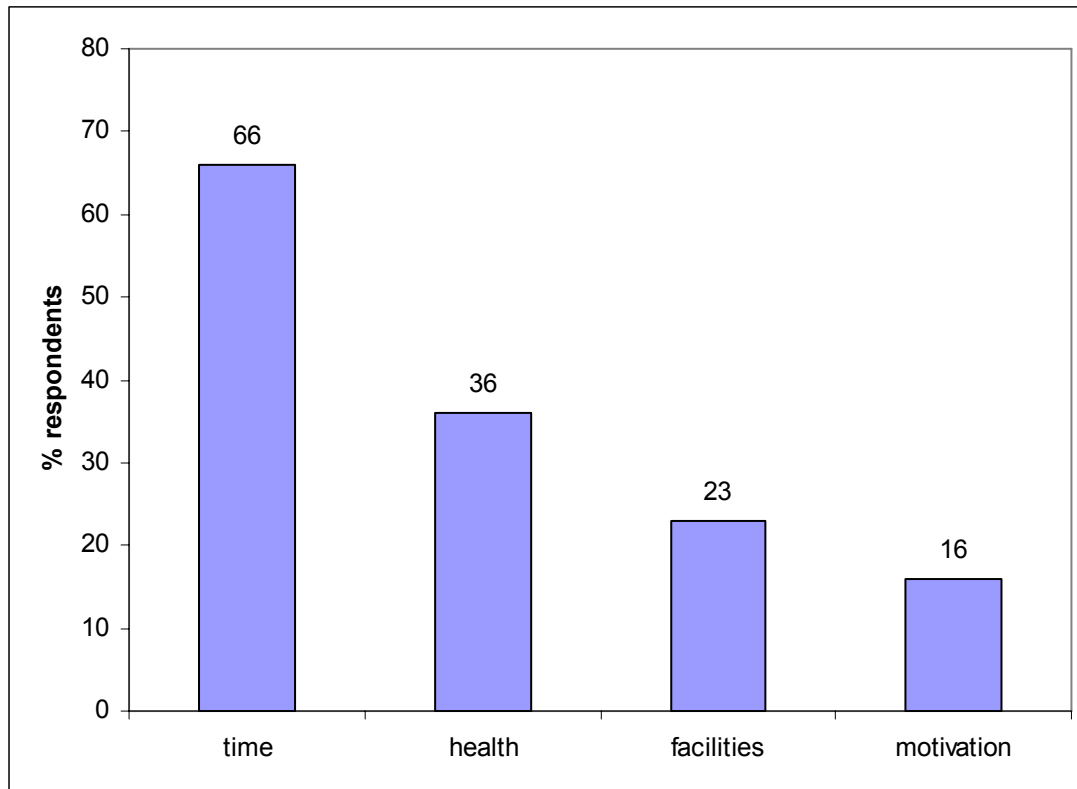
<sup>23</sup> Only those who exercise less than monthly were asked why they rarely/never exercise.

**Figure 8: Reasons for not exercising (% of respondents)**

Grouping and Question

‘Always inactive’ - *You said that you rarely/never take part in sport, exercise or physical activity these days. Why is that?*

‘Previously inactive’ - *Why did you stop/reduce your activity?*



Base: The ‘always inactive’ and the ‘previously active’ who would like to exercise more (335)

2.25 All of those who said they would like to exercise more were given a list of possible changes and asked which would make a big difference to them. The responses are shown in Figure 9 below. Many of the possible changes related in some way to facilities (e.g. cheaper admission prices, cheaper facilities, longer opening hours, better equipment/playing facilities). However, given that lack of time is the biggest barrier to participation, it is perhaps not surprising that the most popular change was ‘if I could fit it in around my usual routine’. This was mentioned by 41% of respondents.

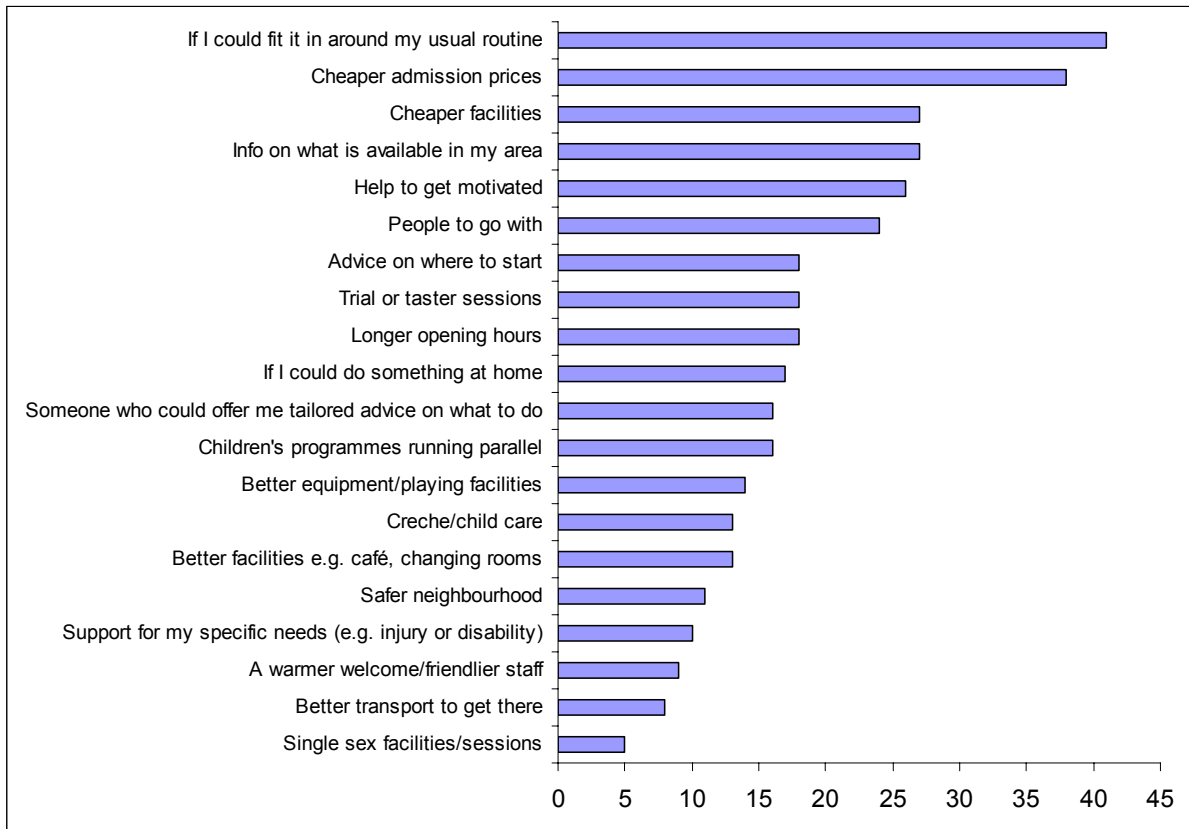
2.26 Large proportions wanted cheaper admission prices (38%) and cheaper facilities (27%), despite the fact that cost was not one of the main reasons given for not exercising. Overall, 44% mentioned cheaper admission and/or cheaper facilities. This suggests that, to a certain extent, people were selecting changes that they felt would be *desirable*, rather than things that would necessarily make a big difference to their participation. This should be borne in mind when interpreting the results. It should also be noted that those on lower incomes and those in more deprived areas were *no more likely* to mention cheaper admission or facilities as changes which might encourage them to participate (see section on Deprivation below).

2.27 Information on what is available was wanted by 27% and similar numbers wanted help to get motivated (26%) and people to go with (24%).

2.28 The quality of facilities was not a major issue for most people: only 14% selected ‘better equipment/playing facilities’ and 13% wanted ‘better facilities e.g. café, changing rooms’.

**Figure 9: What might encourage people to exercise more (% of respondents)**

*Here is a list of things which might help people to take part in sport, exercise or physical activity more often. Which things would help make a big difference to YOU?*



Base: All those who exercise less than several times a week but would like to exercise more (731)

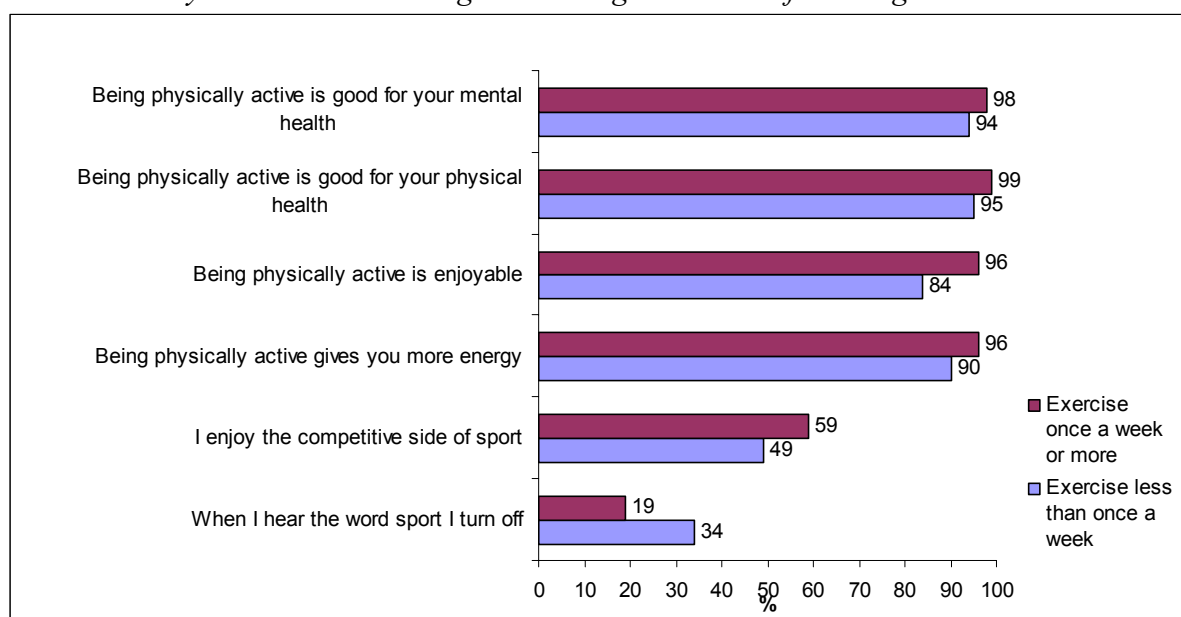
2.29 Those who had been able to increase their activity were asked why they had started to exercise more. The most common reasons related to *motivation* for exercising again, and were to get fitter and/or lose weight (58%) but the change that made the biggest difference in enabling them to do so was having more time. In total, 47% indicated that they ‘had more free time’ and/or ‘family circumstances changed (e.g. children were older, fewer responsibilities)’. A fifth (22%) said that they ‘found something they enjoyed’.

## Attitudes towards sport and physical activity

2.30 In order to gauge attitudes to sport and physical activity, respondents were given a number of statements and asked how much they agreed or disagreed with each. The results are shown in Figure 10 below.

**Figure 10: Attitudes towards sport and exercise**  
(% of respondents agreeing with statements)

*How much do you PERSONALLY agree or disagree with the following statements?*



Base: Exercise once a week or more (1,291), exercise less than once a week (783)

2.31 A quarter of respondents (24%) agreed that “when I hear the word ‘sport’ I turn off”. Those who exercised at least once a week were less likely to agree with this than those who exercised less often. However, a fifth (19%) of those that exercised at least once a week still agreed that they turn off when sport is mentioned – which suggests that they have found other ways to be active.

2.32 Over half (55%) of respondents enjoy the competitive side of sport. Those that exercise at least once a week are more likely to agree than those who exercise less often or never, but this difference is not great. Presumably many people are referring here to enjoying sport as a spectator.

2.33 The vast majority of the sample agreed that being “physically active gives you more energy” (94% overall). Those who exercise more than once a week were more likely to agree but 90% of those who never exercise still agreed.

2.34 A large proportion thought that being physically active was enjoyable (91%). Although slightly fewer of those who exercise less than once a week agreed with this, 84% still thought so.

2.35 Very similar proportions thought being physically active was good for physical health (97%) and mental health (96%). However, slightly more people *strongly* agreed that it was

good for physical health (82% compared with 76% who strongly agreed it was good for mental health).

2.36 Overall, then, attitudes towards physical activity are very positive with the vast majority of respondents appreciating the physical and mental health benefits and agreeing that it is enjoyable to be physically active. This suggests that efforts to increase participation are best focused on making it easier for people – such as advising on how exercise can be fitted in to the daily routine – rather than persuading them of the benefits, a battle that has already been won.

2.37 That being said, people living in the most deprived areas seem slightly less convinced of the benefits (see the chapter on Deprivation below) so health communications targeted at these areas may be worthwhile.

2.38 There are clear demographic differences between those who exercise regularly and those who do not: participation is higher among younger people, those living in the least deprived areas and men. Differences relating to age are discussed in Chapter 3 below. Differences relating to deprivation levels and gender are discussed in Chapters 4 and 5 respectively. There are few urban/rural differences but these are also discussed briefly in Chapter 6<sup>24</sup>.

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<sup>24</sup> As with the overall findings in Chapter 2, only statistically significant differences (at the 95% level, using an appropriate two-tailed *t* test) are discussed in Chapters 3 to 6.

## CHAPTER THREE AGE DIFFERENCES

3.1 The biggest differences in participation relate to age – which is closely linked with health. The sections below discuss age differences in relation to participation, reasons for exercising, reasons for *not* exercising, views on exercising more often, encouraging people to exercise more and attitudes to sport and physical activity. The following chapters (on differences relating to deprivation levels, gender differences and urban/rural differences) follow the same structure.

### Participation

3.2 Age best predicts participation in sport, exercise or physical activity. The proportions in each age-group who exercise several times a week are:

- 50% of those aged 16-24
- 36% of those aged 25-34
- 38% of those aged 35-44
- 32% of 45-59 year olds
- 34% of 60 to 74 year olds
- 20% of those aged 75 and over.

3.3 There is a considerable drop in the proportion participating between those in the 16-24 range and those in the 25-34 and 35-44 ranges.

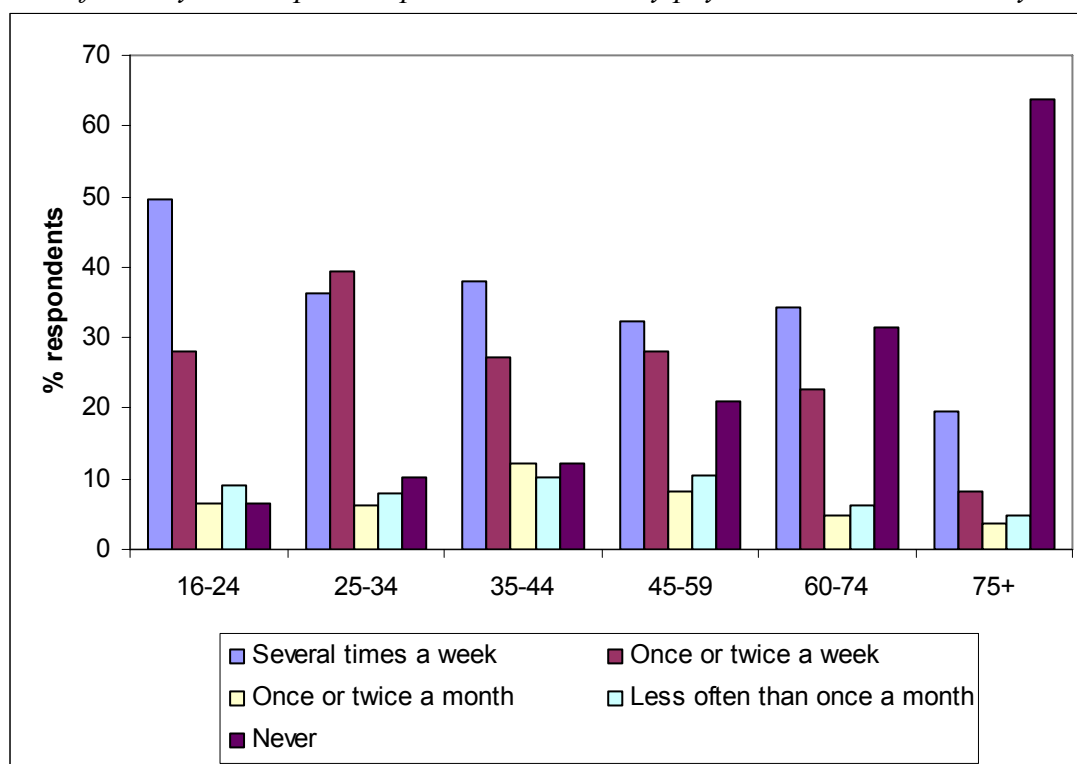
3.4 The data suggests that a proportion of young people reduce activity levels around their mid to late twenties and that older people's exercise levels drop significantly from around their mid seventies.<sup>25</sup> The oldest group are, not surprisingly, the least likely to exercise several times a week with only 20% doing so. Two-thirds of this group (64%) never exercise.

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<sup>25</sup> This research is designed to allow us to look at the extent to which current age cohorts are exercising. It was not a longitudinal survey, so we cannot say with certainty that people reduce their levels of exercise as they get older.

**Figure 11: Taking part in sport and exercise by age**

*How often do you take part in sport, exercise or any physical activities these days?*



Base: All (2,077), 16-24 (179), 25-34 (257), 35-44 (394), 45-59 (541), 60-74 (454), 75+ (252)

3.5 In terms of how well established exercise habits are among those who exercise several times a week, only one in fifty of those aged 65 and over said they had been exercising this regularly for less than a year (compared with one in 12 of the younger respondents). Clearly, if people are not already exercising regularly by the time they are aged 65, they are very unlikely to start!

### Reasons for exercising

3.6 The oldest group (those aged 65+) were comparatively less likely than younger people to be exercising to keep fit, relieve stress/relax, keep in shape/toned or lose weight and more likely to be taking part because they enjoy the social side (43% compared with 32% overall) or because it helps with an injury/disability (18% compared with 11% overall).

3.7 Those aged 35-44 were the most likely to be exercising in order to lose weight (43% compared with 34% overall). This group, and those aged 25-44 were also the most likely to be participating in order to accompany children (22% compared with 14% overall).

### Reasons for not exercising

3.8 People in different age groups have quite distinct reasons for not exercising. This is illustrated in Figure 12 below, which shows the reasons given for not exercising by the ‘always inactive’ and the ‘previously inactive’ in different age groups<sup>26</sup>.

<sup>26</sup> It should be noted that the base size for those aged 16-34 is only 87, so the results for this sub-group should be treated with a degree of caution.

3.9 Lack of time is the biggest factor for the three younger age groups (16-34, 35-44 and 45-59) and particularly for those aged 35-44. It is much less of an issue for those aged over 60. Conversely, the proportion for whom health is a barrier increases steadily with age and is by far the main issue affecting those aged 75 plus.

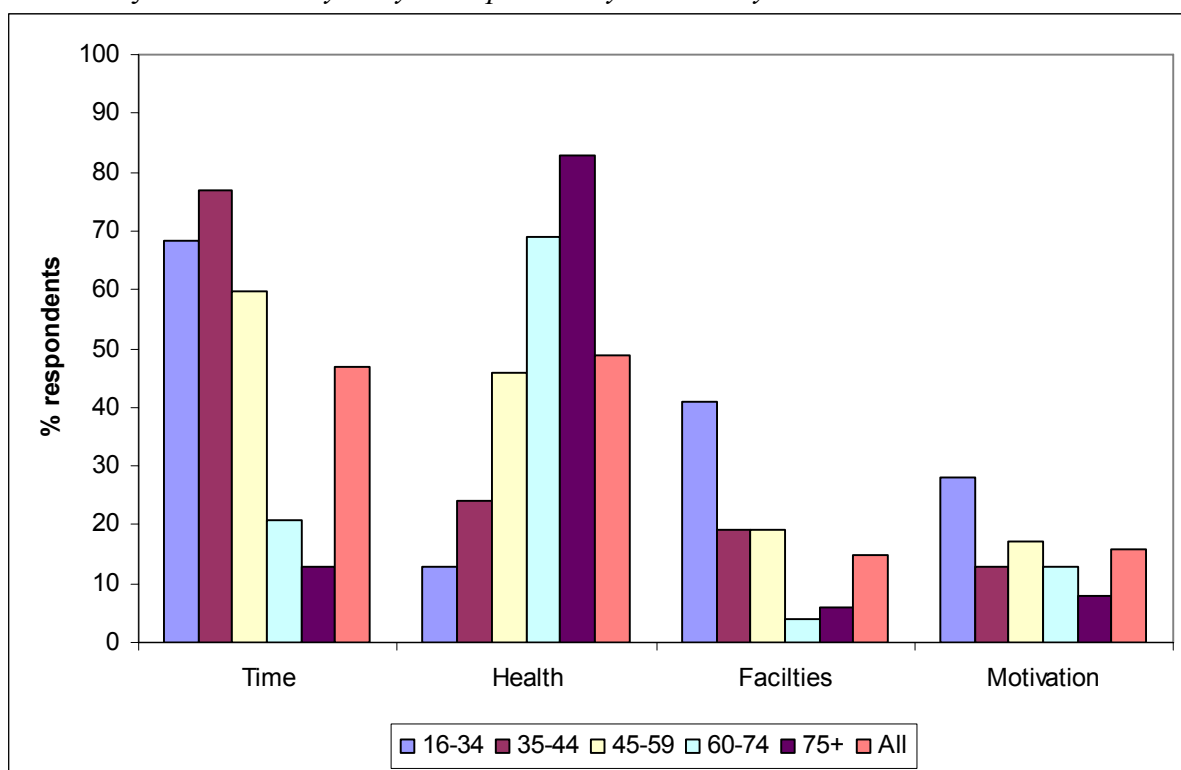
3.10 The availability and accessibility of facilities is most likely to impact on the participation of those aged 16-34. This group is also most likely to be affected by motivational issues.

**Figure 12: Reasons for not exercising (% of respondents)**

Grouping and Question

‘Always inactive’: *You said that you rarely/never take part in sport, exercise or physical activity these days. Why is that?*

‘Previously inactive’: *Why did you stop/reduce your activity?*



Base: All ‘always inactive’ and ‘previously inactive’ (783), 16-34 (87), 35-44 (126), 45-59 (199), 60-74 (191), 75+ (180).

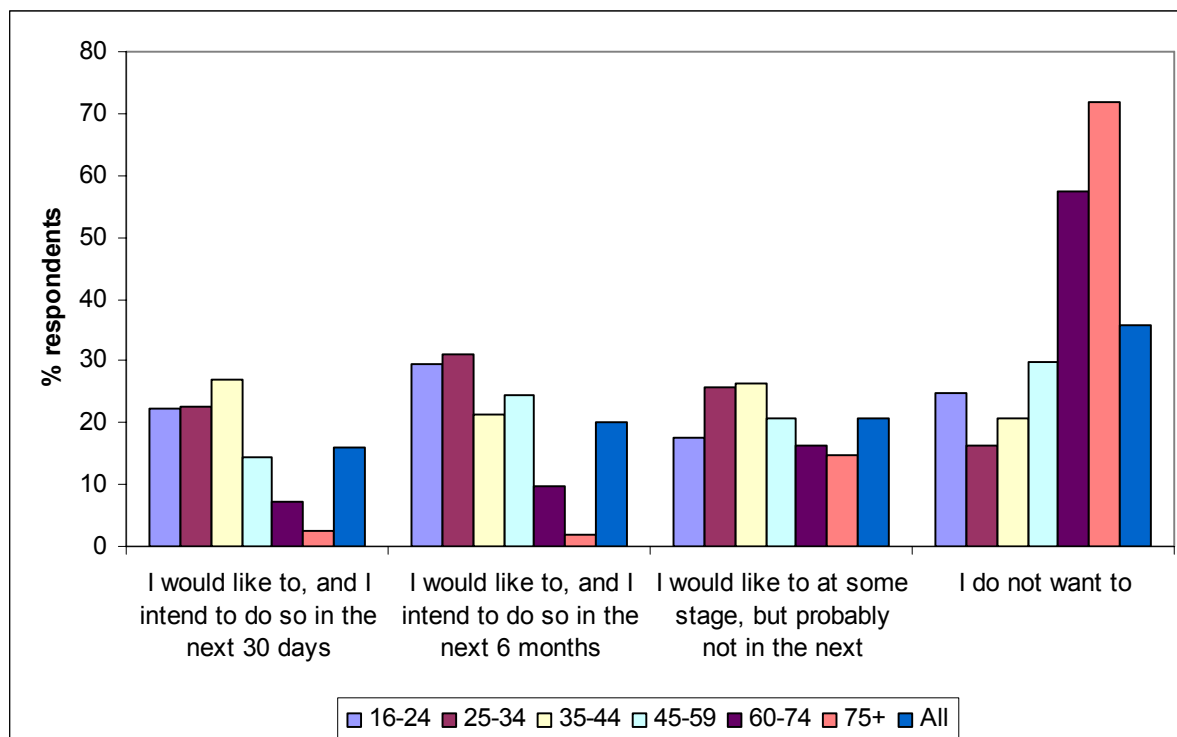
### Views on exercising more often

3.11 Among those who did not already exercise several times a week, those in the younger age bands (aged 16-24, 25-35 and 35-44) were the most likely to say that they wanted to exercise more and intended to do so in the next 30 days. The oldest age groups were more likely to indicate that they did not want to exercise more: 58% of 60-74 year olds and 72% of those aged 75 or over did not want to exercise more, compared with only 24% of younger respondents.



**Figure 13: Views on exercising more often by age (% of respondents)**

*How do you feel about taking part in sport, exercise or physical activity more often than you do now?*



Base: All those who exercise less than several times a week (1,340), 16-24 (102), 25-34 (159), 35-44 (244), 45-59 (353), 60-74 (295), 75+ (208).

### Encouraging people to exercise more

3.12 As discussed above, different age groups have quite distinct reasons for not exercising. Strategies to increase participation among different groups therefore need to be focused on the main barriers affecting that group (e.g. time barriers for those aged under 60 and health barriers for those aged over 60).

3.13 In terms of preferences for changes which might be made, the main differences between age groups were that few of the oldest respondents (aged 65+) were concerned about fitting it in around their usual routine (only 4% mentioned this compared with 41% overall) – this is unsurprising given that lack of time was not a barrier for them. The oldest respondents were also less interested in cheaper admission prices (9% mentioned this compared with 38% overall) or cheaper facilities (9% compared with the 27%). This could be because of concessionary pricing for older people or a lack of familiarity with the cost of private gyms and sports clubs.

3.14 Reflecting the age of their children, those aged 25-44 were much more likely than other groups to mention children’s programmes running parallel to adult programmes (20% of those aged 25-34 and 31% of those aged 35-44 mentioned this) and crèche/childcare (29% of those aged 25-34 and 15% of those aged 35-44).

3.15 The youngest group (aged 16-24) were much more likely to want:

- information on what is available (41% compared with 27% overall)
- people to go with (52% compared with 24% overall)
- advice on where to start (32% compared with 18% overall).

### **Attitudes towards sport and physical activity**

3.16 Attitudes towards sport and physical activity – as measured by agreement with the various statements - were very similar across the age groups.

3.17 The main differences were that:

- younger respondents were more likely to agree that they enjoy the competitive side of sport (67% of 16-24 year olds and 59% of 25-34 year olds agreed compared with 55% overall).
- older respondents were less likely to strongly agree that being physically active gives you more energy: 66% of 55-64 year olds and 58% of those aged 65 plus strongly agreed with this statement compared with 71% overall
- similarly, fewer of the oldest respondents strongly agreed that being physically active is good for your mental health (77% of 55-64 year olds and 73% of those aged 65 plus strongly agreed compared with 82% overall).

### Participation

4.1 There are stark differences in participation levels in terms of income<sup>27</sup> – particularly in the proportions who never exercise. See Figure 14 below. Over a third of those in the lowest two income brackets never exercise (39% of those with a household income of up to £8,000 per annum and 35% of those with a household income of £8,000-12,000 never exercise) compared with just 5% of those with an income of more than £35,000 a year. Similarly, 28% of those living in the most deprived areas never exercise compared with 12% of those in the least deprived areas.

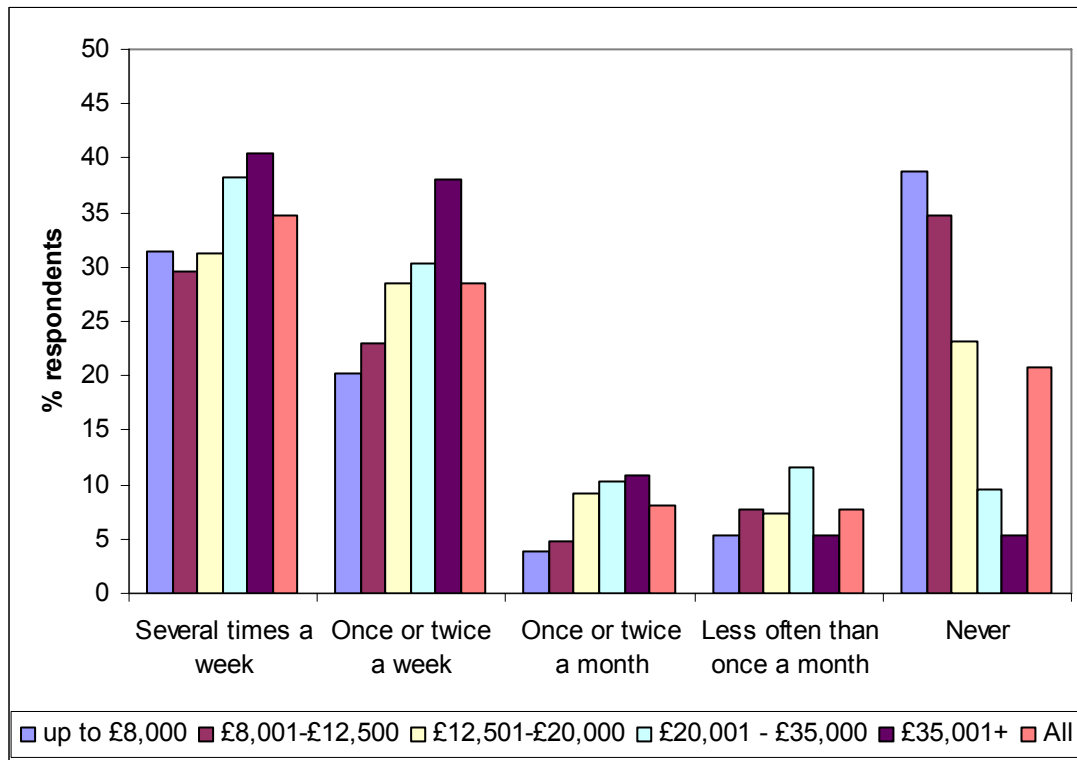
4.2 There are clearly links between age and deprivation which explain some of these differences, but even within many age bands, deprivation level (and housing tenure, which is closely linked with deprivation) are good predictors of participation. For example, looking just at those aged 60 to 74, 57% of those in socially rented housing exercise less than once a month compared with 67% of other respondents. Among those aged 25 to 34 and those aged 75 and over, levels of deprivation (based on the Scottish Index of Multiple Deprivation<sup>28</sup>) are the best predictors of participation.

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<sup>27</sup> Categories are based on annual household income

<sup>28</sup> The Scottish Index of Multiple Deprivation identifies the most deprived areas across Scotland. It is based on a comprehensive range of indicators relating to current income, employment, housing, health, education, skills and training, and geographic access to services and telecommunications.

**Figure 14: Frequency of exercise by annual household income (% of respondents)**  
*How often do you take part in sport, exercise or any physical activities these days?*



Base: All (1,531), up to £8,000 p.a. (342), £8,001-£12,500 (288), £12,501-£20,000 (297), £20,001-£35,000 (338), £35,000+ (266)

### Reasons for exercising

4.3 Those in the least deprived areas are more likely than those in the most deprived areas to be exercising because they want to keep fit (83% compared to 65%) or because they want to relieve stress/relax (52% compared with 41%). There were no other significant differences in relation to deprivation levels.

### Reasons for not exercising

4.4 Although more people in deprived areas were not exercising, *reasons* for not exercising were broadly similar across different groups. Those in the most deprived areas were slightly more likely to give health as a reason (53% of those in the 20% most deprived areas compared with 50% in the 20% least deprived areas) and less likely to give time pressures as a reason (43% compared with 50%). Motivational reasons affected more people in deprived areas (21% compared with 13%). Perhaps surprisingly, however, those living in the most deprived areas were no more likely to give reasons relating to the accessibility or availability of facilities (13% of respondents in the 20% most deprived areas cited problems relating to facilities compared with 14% of those in the 20% least deprived areas). Specifically, they were no more likely to say ‘costs too much’ (8% of those in the most deprived areas mentioned this compared with 9% in least deprived areas).

## **Views on exercising more often**

4.5 Among those who exercise less than several times a week, those in most deprived areas were just as likely as those in the least deprived areas to say they would like to exercise more and intended to do so in the next 30 days. Similarly, there were no significant differences in the numbers who said they did not want to. Where there was something of a difference was in the ‘contemplation’ stage: those in the least deprived areas were more likely to say they intended to exercise more in the next six months (rather than ‘at some stage but not in the next 6 months’).

## **Encouraging people to exercise more**

4.6 As discussed above, people living in more deprived areas were no more likely than other respondents to say that the accessibility of facilities was a reason for not exercising - and they were no more likely to say that cheaper admission prices or facilities would make a big difference to their participation.

4.7 However, they were more likely to say that a safer neighbourhood would make a difference: 20% in the most deprived areas mentioned this, compared with 9% in the least deprived.

4.8 More of those living in the least deprived areas wanted longer opening hours (27% compared with 12%) – perhaps because they are commuting longer distances to work – and someone to give them tailored advice on what to do (24%, compared with 12%).

## **Attitudes towards sport and physical activity**

4.9 The most notable differences in attitude were that those living in the most deprived areas were not as strongly convinced of the benefits of exercise. Lower numbers in these areas *strongly* agreed that “being physically active is good for your physical health” (73% compared with 85% of those in the least deprived areas), that it is “good for your mental health” (66% strongly agreed compared with 78%), that it “gives you more energy” (64% strongly agreed compared with 72%) or that it is “enjoyable” (56% compared with 66%).

4.10 This perhaps suggests that health communications stressing the benefits of being physically active should be targeted at deprived areas.

**Participation**

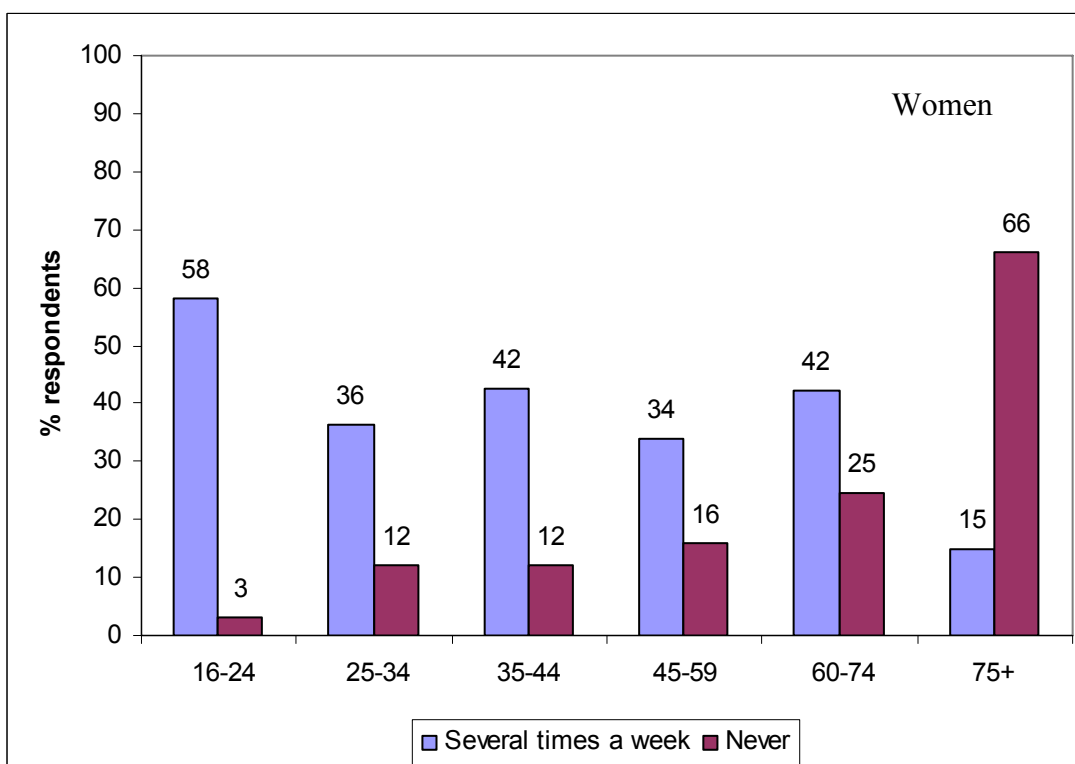
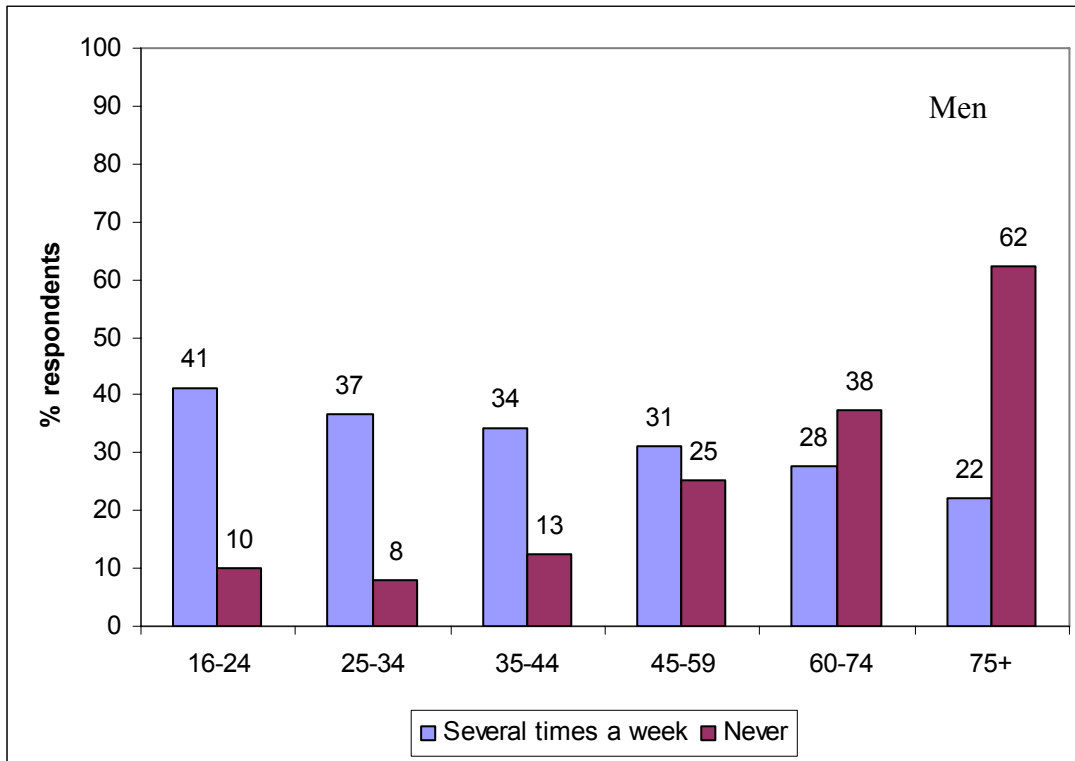
5.1 More men than women exercise several times a week (39% of men compared with 32% of women) and fewer men *never* exercise (18% of men compared with 25% of women). However, the proportions of men and women who exercise once or twice a week (27% for both men and women), once or twice a month (7% for both) and less often than once a month (8% of men and 9% women) are almost identical.

5.2 Figure 15 below illustrates how exercise levels for men and women are linked with age. In the youngest age group (16-24 year olds), men's participation is substantially higher with 58% exercising several times a week compared with only 41% of women. However, within the 25-34 age group, there is a big drop in the number of men exercising several times a week and participation levels are similar to that of women.

5.3 Women's participation drops fairly slowly but steadily with age, whereas the proportion of men exercising several times a week appears to peak and trough before falling off dramatically in the 75 plus age group. Indeed, within this oldest age group, more women than men are exercising several times a week.

**Figure 15: Frequency of participation in sport, exercise and physical activity by gender (% of respondents)**

*How often do you take part in sport, exercise or any physical activities these days?*



Base: Men: 16-24 (70), 25-34 (104), 35-44 (167), 45-59 (247), 60-74 (209), 75+ (90)  
 Women: 16-24 (109), 25-34 (153), 35-44 (227), 45-59 (294), 60-74 (245), 75+ (162)

## **Reasons for exercising**

5.4 Similar numbers of men and women are exercising in order to keep fit or to keep in shape/toned. However, it appears that men are more likely to give other – arguably more positive - reasons in addition:

- 69% of men say they enjoy it, compared with 59% of women
- 37% of men enjoy the social side, compared with 27% of women
- 31% of men enjoy the competition, compared with just 8% of women
- 20% of men want to improve their performance, compared with 8% of women

5.5 The only reasons cited by more women than men were ‘to lose weight’ (40% of women compared with 27% of men) and ‘to accompany children’ (17% of women compared with 11% of men).

5.6 Overall, 73% of respondents say one of their main reasons for exercising is that they enjoy some aspect (either they simply ‘enjoy it’ or enjoy the social side/meeting people or enjoy the competition). More men have enjoyment as a main reason: 78% of men compared with 67% of women. This does not mean that a third of women *don't* enjoy it, but it is not one of their main reasons for taking part.

## **Reasons for not exercising**

5.7 Men are more likely than women to cite health reasons for not exercising (53% compared with 46%). This is partly because men were much more likely to say that they stopped/reduced their activity because they ‘got too old’ (34% of men compared with 22% of women). This may perhaps reflect the type of exercise that men were involved in (football, for example) which may be harder to continue as age increases and may also be more likely to result in injuries which limit future participation.

5.8 Men were slightly less likely to say that time pressures prevent them exercising (45% compared with 48% of women). While men indicated that they dropped out because they ‘got too old’, women were more likely to mention family responsibilities (33% of women gave this as a reason for stopping/reducing activity levels compared with 20% of men).

5.9 Very similar proportions of men and women indicate that motivational reasons or the availability/accessibility of facilities are barriers.

## **Views on exercising more often**

5.10 There were no notable differences in the proportions of men and women who want to exercise more.

## **Encouraging people to exercise more**

5.11 There were very few differences between men and women on this point. Seven per cent of women wanted single sex facilities/sessions – this compares with 1% of men. Women were also more likely to want to do something at home (21% compared with 13%).



### **Attitudes towards sport and physical activity**

5.12 Women were more likely to agree that “when I hear the word sport I turn off” (29% agreed compared with 17% of men). More men say they enjoy the competitive side of sport (69% compared with 42% of women). There were no other notable differences in attitude.

## CHAPTER SIX URBAN/RURAL DIFFERENCES

6.1 The results were analysed using the Scottish Executive's Urban Rural Classification<sup>29</sup>. There were very few urban/rural differences which were not explained by other factors such as age. The main differences were in responses to the list of changes which might encourage people to exercise more.

6.2 People in large urban areas<sup>30</sup> were more likely than people in rural areas<sup>31</sup> to want cheaper admission prices (42% compared with 28%) – this may reflect the actual cost of facilities in cities or the fact that rural dwellers may be less likely to use formal facilities at all and may exercise outdoors in the countryside.

6.3 Those living in 'other urban'<sup>32</sup> areas were more likely than those in rural areas to want longer opening hours (23% compared with 12%). This may be connected with the longer travel to work times of people in 'other urban' areas.

6.4 Those living in small towns<sup>33</sup> wanted better equipment/playing facilities (27% mentioned this compared with 14% overall) and better facilities e.g. café, changing rooms (26% compared with 13% overall).

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<sup>29</sup> This classifies all areas of Scotland on an urban – rural scale based on the population of the settlement and the drive time to settlements of over 10,000 people. Further details can be found at <http://www.scotland.gov.uk/Publications/2006/07/31114822/0>

<sup>30</sup> Settlements of over 125,000 people

<sup>31</sup> 'Accessible rural' (settlements of less than 3,000 people and within 30 minutes drive of a settlement of 10,000 or more) and 'remote rural' (settlements of less than 3,000 people and with a drive time of over 30 minutes to a settlement of 10,000 or more).

<sup>32</sup> Settlements of 10,000 to 125,000 people.

<sup>33</sup> 'Accessible small towns' (settlements of between 3,000 and 10,000 people and within 30 minutes drive of a settlement of 10,000 or more) and 'remote small towns' (settlements of between 3,000 and 10,000 people and with a drive time of over 30 minutes to a settlement of 10,000 or more).

## CHAPTER SEVEN CONCLUSIONS

### Overall

7.1 The findings from this survey are consistent with previous research (e.g. the 2003 Scottish Health Survey) which has shown that most Scots are not exercising enough.

7.2 The people who do exercise regularly are doing so for the many physical and mental health benefits - and they also enjoy it. Moreover, almost everyone appreciates the benefits and agrees that being physically active is good for physical and mental health, gives you more energy and is enjoyable. But despite this *understanding* of the benefits by those who never exercise, and the actual *experience* of the benefits by those who exercise sometimes but not often enough, there are clearly some significant barriers preventing people exercising as much as they should - or, indeed, as much as they would like.

7.3 The biggest barrier is time. Two-thirds of those who want to exercise more say that lack of time is one of the main problems. Participation levels drop off after the age of around 25 – when people start getting jobs, having families etc. When they might be able to start increasing their activity levels, once their children are older and work commitments lessen, health problems start to become more of a barrier (see below).

7.4 It could, of course, be argued that being ‘too busy’ is something of an excuse and that if people had more motivation they would prioritise exercise and find the time. Nonetheless, strategies aimed at increasing people’s activity levels need to acknowledge this barrier and help remove the ‘excuse’. It is telling that the change most wanted by respondents was to be able to fit activity in around their usual routine.

7.5 Health is also a big barrier, affecting a third of those who want to exercise more, and it is increasingly a barrier with age. Overall, motivational issues and the accessibility and availability of facilities are considerably less important than the problems created by lack of time and poor health.

### Particular groups

7.6 There are also some specific findings relating to particular groups, and these should be considered in efforts to increase participation. However, in considering these specific issues, it is important not to lose sight of the main barriers – time and health - which apply to almost all.

#### *Younger people*

7.7 Lack of time is the biggest barrier for all age groups up to and including those aged 45-59. There is a considerable drop in participation between those in the 16-24 age group (50% of whom exercise several times a week) and those in the 25-34 age group (36% of whom exercise several times a week) as job and family responsibilities increase.

7.8 Although lack of time is clearly the biggest factor, the availability and accessibility of facilities impacts on the participation of those aged 16-34 much more than older groups, and they are also more likely to be affected by motivational issues.

7.9 Those aged 16-24 are particularly likely to want people to go with, information on what is available in their area and advice on where to start.

7.10 Those aged 25-44 were more concerned than other groups about crèche/childcare facilities and children's programmes running in parallel to adult programmes – but being able to fit exercise in around their usual routine was the change most frequently mentioned by this group.

### ***Older people***

7.11 Health problems increase with age and are by far the biggest barrier to participation for those aged 60+. Efforts to increase participation among older people therefore need to focus on support for health problems/disabilities, and on increasing awareness and confidence about the levels of exercise and types of activities that might be beneficial.

### ***People in the most deprived areas***

7.12 Although more people in deprived areas were not exercising, *reasons* for not exercising were broadly similar across different groups. Health and time were the biggest factors, as they were for those in the least deprived areas. However, motivational reasons affected more people in deprived areas.

7.13 Those living in the most deprived areas were no more likely to indicate that the accessibility or availability of facilities (including cost) were barriers to participation.

7.14 However, they were more likely to say that a safer neighbourhood would make a difference (20% in the most deprived areas mentioned this, compared with 9% in the least deprived).

7.15 Those living in the most deprived were not as strongly convinced of the benefits of exercise. Lower numbers in these areas *strongly* agreed that “being physically active is good for your physical health”, that it is “good for your mental health”, that it “gives you more energy” or that it is “enjoyable”. This perhaps suggests that health communications stressing the benefits of being physically active should be targeted at deprived areas.

### ***Men***

7.16 Compared with women, men's participation levels drop sharply between the ages of 16-24 (58% of men in this age range exercise several times a week) and 25-34 (36% of men in this age range exercise several times a week). This is partly because men were much more likely to say that they stopped/reduced their activity because they 'got too old'. This may perhaps reflect the type of exercise that men were involved in (football, for example) which may be harder to continue as age increases and may also be more likely to result in injuries which limit future participation.

7.17 Strategies to increase men's participation could therefore focus on ways to maintain their participation as they reach their early/mid twenties and encourage participation in alternative forms of exercise if age or injury prevent men from taking part in sports they previously enjoyed.

## ***Women***

7.18 As with men, lack of time is the biggest barrier to women's participation and they are much more likely to say that they reduced their activity because of family responsibilities. Linked with this, perhaps, they are more likely than men to want to do something at home. Strategies to increase women's activity levels might therefore be best focused on providing advice on how to fit activity around daily routines - including how to exercise at home.

7.19 A significant minority of women (29%) agree that "when I hear the word sport I turn off" and women are much less likely than men to enjoy the competitive side of sport. Non-competitive activities, rather than sports, are more likely to appeal to these women and this should be borne in mind in campaigns and initiatives to increase their participation.

## ANNEX 1 QUESTIONNAIRE

### [QSP1]

#### MODULE 3: PARTICIPATION IN SPORT AND PHYSICAL ACTIVITIES

I'd now like to ask how you feel about taking part in sport or physical activity. These questions are also being asked on behalf of the Scottish Executive.

#### SHOWCARD M

QSP1 How often do you take part in sport, exercise or any physical activities these days? This includes things like cycling, dancing, fishing, bowling, yoga, etc. Include walking if you walk for more than around 2 miles, or 40 minutes, at a time.

Single1

- Several times a week [1]
- Once or twice a week [2]
- Once or twice a month [3]
- Less often than once a month [4]
- Never [5]
- Don't know [6]

- **Continue If [QSP1]'1' Else Go to Label 89 On This Page**

### [QSP1a]

Single1

QSP1a For how long have you been taking part in sport, exercise or physical activity several times a week?

- Less than a year [1]
- A year or more [2]
- Don't know [3]



### Label 89

- **Continue If Not [HA7]([rpnm]),[Single1]'7' And [QSP1]'1', '2' Else Go to Label 90 On Page 36**

### [QSP2]

Single1

QSP2 Has there been a period of time since you left school when you took part in sport, exercise or physical activity much LESS than you do now?

- Yes [1]
- No [2]
- Don't know [3]

 **Label 90**

- **Continue If Not** [HA7]([rpnnum]).[Single1]'7' And [QSP1]'3' .. '5' **Else Go to Label 91 On This Page**

**[QSP3]**

Single1

QSP3 Has there been a period of time since you left school when you took part in sport, exercise or physical activity much MORE than you do now?

- Yes [1]
- No [2]
- Don't know [3]

 **Label 91**

- **Continue If** [QSP2]'1' **Else Go to Label 92 On Page 37**

**[QSP4]**

Info1

QSP4 SHOWCARD N You said there was a time in the past when you took part in sport, exercise or physical activity much LESS than you do now. Why was that? Please read out the letters that apply. PROBE: Why else?

Multi1

- A Family responsibilities (e.g. had children, became a carer) [1]
- B Was too busy [2]
- C Left school/college/university and didn't have access to the same clubs or facilities [3]
- D Moved house and didn't have access to the same clubs or facilities [4]
- E Health reasons [5]
- F Had no-one to do it with [6]
- G Didn't enjoy it [7]
- H Didn't want the commitment (e.g. club would want too much of my time) [8]
- I No facilities near my home [9]
- J Cost too much [10]
- K Sessions/club was too busy [11]
- L Too much pressure to train/perform [12]
- M Other reason (specify) [13]
- Don't know [14]

## [QSP4a]

Info1

SHOCARD O

QSP4a And after that period when you took part much less than you do now, why did you start taking part more?

Please read out the letters that apply. PROBE: Why else?

Multi1

- A Family circumstances changed (e.g. children were older, fewer responsibilities) [1]
- B Health improved [2]
- C Found something I enjoyed [3]
- D Had more free time [4]
- E Wanted to get fitter [5]
- F Wanted to lose weight [6]
- G Found a new club/facility that suited me [7]
- H Friend encouraged me to join them/found someone to do it with [8]
- I Other reasons (specify) [9]
- Don't know [10]



### Label 92

- **Continue If [QSP3]'1' Else Go to Label 94 On Page 38**
- **Continue If [QSP1]'3', '4' Else Go to Label 93 On This Page**
- **Const String: [QSPtxt] = "Why did you reduce your activity?"**
- **Go to Form [QSP5] On Page 38**



### Label 93

- **Continue If [QSP1]'5' Else Go to Form [QSP5] On Page 38**
- **Const String: [QSPtxt] = "Why did you stop?"**





## [QSP5]

([QSPtxt])

### Info1

QSP5 SHOWCARD P You said there was a time in the past when you took part in sport, exercise or physical activity much more than you do now. {txt} Read out all the letters that apply. PROBE: Why else?

### Multi1

- A Family responsibilities (e.g. had children, became a carer) [1]
- B Life became too busy [2]
- C Left school/college/university and didn't have access to the same clubs or facilities [3]
- D Moved house and didn't have access to the same clubs or facilities [4]
- E Health reasons [5]
- F Friends stopped going [6]
- G Didn't enjoy it any more [7]
- H Got fed up with the commitment (e.g. club wanted too much of my time) [8]
- I Cost too much [9]
- J Sessions/club was too busy [10]
- K Too much pressure to train/perform [11]
- L Got too old [12]
- M Other reason (specify) [13]
- Don't know [14]



## Label 94

- **Continue If** [QSP1]'4', '5' **And** [QSP3]'2', '3' **Else Go to Form** [QSP7] **On Page 41**
- **Continue If** [QSP1]'4' **Else Go to Label 95 On This Page**
- **Const String:** [qsp6txt] = "rarely"
- **Go to Label 96 On This Page**



## Label 95

- **Const String:** [qsp6txt] = "never"



## Label 96

- **Continue If** [HA6]([rpnum]),[Single1]'1' **Else Go to Form** [QSP6] **On Page 39**
- **Const Multi:** [Qsp6route] = '17'

**[QSP6]***([qsp6txt])***Info1**

QSP6 SHOWCARD Q1 AND Q2 You said that you *{txt}* take part in sport, exercise or physical activity these days. Why is that? Read out all letters that apply?  
 PROBE: Why else?

**Multi1**

- A Too busy *[1]*
- B Health reasons *[2]*
- C No one to do it with *[3]*
- D Don't want the commitment (e.g. club would want too much of my time) *[4]*
- E Wouldn't enjoy it *[5]*
- F Fear of injury *[6]*
- G No facilities near my home *[7]*
- H Never occurred to me *[8]*
- I Costs too much *[9]*
- J Special religious/faith requirements *[10]*
- K Would feel uncomfortable/out of place *[11]*
- L Would feel embarrassed about my body *[12]*
- M Would feel embarrassed about my lack of fitness *[13]*
- N Sessions/clubs are too busy *[14]*
- O Lack of transport *[15]*
- P I'm too tired *[16]*
- Q Can't be bothered with having to re-do my hair/make-up etc *[17]*
- R No adequate support for my disability *[18]*
- S I just can't be bothered *[19]*
- T Not enough information on what's available *[20]*
- U Other reason (specify) *[21]*
- Don't know *[22]*

- **Continue If** [QSP6].[Multi1]'1', '16' **Else Go to Form** [QSP7] **On Page 41**
- **Continue If Not** [QSP6].[Multi1]'16' **Else Go to Label 97 On This Page**
- **Const String:** [qsp6atxt] = "too busy"
- **Go to Form** [QSP6a] **On Page 40**

**Label 97**

- **Continue If Not** [QSP6].[Multi1]'1' **Else Go to Label 98 On Page 40**
- **Const String:** [qsp6atxt] = "too tired"
- **Go to Form** [QSP6a] **On Page 40**

↩ **Label 98**

- **Const** String: [qsp6atxt] = "too busy and too tired"

↩ **[QSP6a]** ([qsp6atxt])

Info1

QSP6A SHOWCARD R You said that you are *{txt}*. What are the main reasons for you being *{txt}*?

Multi1

- A Work [1]
- B Commuting [2]
- C Looking after children [3]
- D Other caring responsibilities [4]
- E Busy social life [5]
- F Other interests/hobbies [6]
- G Housework [7]
- H Gardening [8]
- I Voluntary work [9]
- J Involvement in organisations (e.g. on committee, involved campaigning or fundraising) [10]
- None of these reasons [11]

**[QSP7]**

Info1

QSP7 SHOWCARD S How much do you PERSONALLY agree or disagree with the following statements?

Grid1

	Strongly agree [1]	Agree a little [2]	Neither/n or [3]	Disagree a little [4]	Strongly disagree [5]	Don't know [6]
When I hear the word 'sport' I turn off! [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the competitive side of sport [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being physically active gives you more energy [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being physically active is enjoyable [4]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being physically active is good for your physical health [5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being physically active is good for your mental health [6]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Continue If [QSP1]'1', '2' Else Go to Label 99 On Page 42

### [QSP8]

Info1

QSP8 SHOWCARD T These days, what are your main reasons for taking part in sport, exercise or physical activity? Please read out the letters that apply

Multi1

- A To keep fit [1]
- B To lose weight [2]
- C To keep in shape/toned [3]
- D To accompany children [4]
- E I enjoy the social side/meeting people [5]
- F Enjoy it [6]
- G To relieve stress/relax [7]
- H To improve my performance [8]
- I Helps with an injury/disability [9]
- J I enjoy the competition [10]
- K Other reason? (specify) [11]
- None of these [12]
- Don't know [13]



### Label 99

- **Continue If** [QSP1]'2' .. '5' **Else Go to** Label 100 **On Page** Error! Bookmark not defined.

### [QSP9]

Info1

QSP9 SHOWCARD U How do you feel about taking part in sport, exercise or physical activity more often than you do now?

Single1

- I would like to, and I intend to do so in the next 30 days [1]
- I would like to, and I intend to do so in the next 6 months [2]
- I would like to at some stage, but probably not in the next 6 months [3]
- I do not want to [4]
- Don't know [5]

- **Continue If** [QSP9]'1' .. '3' **Else Go to** Label 100 **On Page** Error! Bookmark not defined.

## [QSP10]

Info1

### SHOWCARD V1 AND V2

QSP10 Here is a list of things which might help people to take part in sport, exercise or physical activity more often. Which things would help make a big difference to YOU? Please read out all the letters that apply. PROBE: What else?

Multi1

- A Longer opening hours [1]
- B Better facilities e.g. café, changing rooms [2]
- C Better equipment/playing facilities [3]
- D Single sex facilities/sessions [4]
- E A warmer welcome/friendlier staff [5]
- F Safer neighbourhood [6]
- G If I could do something at home [7]
- H If I could fit it in around my usual routine [8]
- I Support for my specific needs e.g. injury or disability [9]
- J People to go with [10]
- K Cheaper admission prices [11]
- L Information on what is available in my area [12]
- M Better transport to get there [13]
- N 'Trial' or taster sessions [14]
- O Cheaper facilities [15]
- P Help to get motivated [16]
- Q Crèche/child care [17]
- R Children's programmes running parallel to adult programmes [18]
- S Someone who could offer me tailored advice on what to do [19]
- T Advice on where to start! [20]
- None of these things [21]
- Don't know [22]

## [QSP11]

Info1

QSP11 Is there anything else that would really help you to take part in sport, exercise or physical activity more often?

OpenText1

:

Single1

- No, nothing [1]

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