

Sport and Physical Activity among those aged over 16 in Kildare

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Executive Summary

Active Participation in Sport

- 51.5% of adults aged 16 and over in Kildare participate in sport at least once a week. This is the equivalent of 80,300 residents in the county taking part in regular sporting activity.
- Exercise/Gym activities are the most popular activities in Kildare.
- Three times as many participants take part in individual activities as in team sports.
- On average participants take part in 3.6 sessions per week with the average session lasting over an hour.
- Those with lower levels of education and those with an illness/disability are less likely to take part in sport.

Broader Physical Activity

- 65.6% of respondents take part in recreational walking, women are more likely to take part than men.
- On average participants take part in 4 walks for leisure per week with the average walk lasting 45 minutes.
- 39% walk for transport while 9.1% cycle for transport.

Social Participation

- Over half of Kildare residents take part in social participation either through club membership, volunteering in sport or attending a sporting event.
- 43.1% of residents belong to a club, 16% volunteered for sport and 24.3% attended a sporting event within the last week.
- Gaelic football and gyms are the most popular sporting clubs while Gaelic football is more popular among volunteers and spectators.

Sport and Health

- 32.3% are meeting the activity guidelines while 12.1% do not take part in any physical activity.
- 64% are interested in taking part in more sport, particularly swimming.
- Time is the main barrier to taking part in more sport.

1. INTRODUCTION

The National Physical Activity Guidelines¹ recommend at least 30 minutes of moderate intensity activity on 5 or more days a week for adults. The 30 minutes can be accumulated in bouts of 10 minutes or more over the course of a day. Being active confers significant health and related benefits² and participation in sport and active leisure plays an increasingly important role in adult physical activity levels worldwide³. The benefits from activity can be gained at any age. The English Longitudinal Study of Ageing⁴ tracked participants whose average age was over 65 for 8 years. Participants who took up activity in those 8 years also saw health benefits despite being previously inactive. Physical activity contributes to healthy ageing regardless of current age.

This report provides evidence on the sport and recreational exercise activity of adults (aged 16 and over) in Kildare. The analysis aims to be of interest and assistance to those involved in the promotion of sport in the county particularly the Local Authority, LSP, clubs and volunteers.

Scope

The figures in this report are based on the results of the 2011 and 2013 Irish Sports Monitor (ISM) surveys. The data from both years were combined into one dataset of 892 respondents to try to reduce the error margin within the results. Based on this sample size the error margin around key high level results is about 3.3%. So if we report a participation rate of 51.5% in the report we would expect that the true participation rate for the region lies somewhere between 51.5% - 3.3% and 51.5% + 3.3% i.e. between 48.2% and 54.8%⁵ Where the sample has been divided into further sub-samples by gender or age, the error margin is increased. **So, the results are only an indication of sports participation in Kildare and should be treated with caution.**

The ISM asks interviewees about their active and social participation in sport in the previous 7 days. Further details of the aims and methodology of the ISM can be found in ISM Annual Reports (available at http://www.irishsports council.ie/Research/The_Irish_Sports_Monitor/). The ISM is designed to be

¹ <http://www.getirelandactive.ie/guidelines-resources/how-much-physical-activity-is-required/>

² <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1402378/pdf/20060314s00023p801.pdf>

<http://www.health.gov/paguidelines/guidelines/chapter2.aspx>

<http://www.who.int/mediacentre/factsheets/fs385/en/>

³ <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3401184/pdf/nihms389131.pdf>

⁴ Regular physical activity in later life boosts likelihood of 'healthy aging' up to sevenfold, November 5th 2013, <http://www.sciencedaily.com/releases/2013/11/131125185600.htm>

⁵ This is known as a 95% confidence interval for the statistic in question. We would expect this interval to contain the true proportion 95% of the times that the survey was undertaken.

representative of Ireland's population as a whole rather than the population of any individual county. Therefore it was necessary to re-weight the data for this report so that the sample more closely represented Kildare's current demographic profile. Gender and age, employment status and year were considered in this re-weighting exercise. The Appendix compares the demographic profile of the dataset used for the report with the profile of the counties recorded by the Central Statistics Office in the 2011 Census of Population.

A feature of the ISM is the inclusion of periodic flexible modules on particular topical policy issues. These modules are included over a number of months and therefore only include a sub-sample of the annual survey respondents. For this reason it is not always possible to carry out a meaningful analysis beyond the national situation. During 2011 and 2013 flexible modules were included on issues such as gender issues in Irish sport, interest in playing more sport, motivations for participating in sport, barriers to participation, perceptions of health and wellness and engagement in other behaviours (smoking, drinking alcohol, dieting, watching TV, etc.) which might influence health and wellness, and knowledge of the sports policy environment nationally and locally. These issues are reported on in the relevant annual report to which the reader is referred for such analysis. However, where respondent numbers allowed and where findings of local interest emerged these issues are explored in this current report. Readers are reminded of the statistical limitations within such analysis and to regard such references as indicative only.

Statistical Analysis

In this report, the charts and tables generally show percentage participation rates in a given activity by a particular group (e.g. the percentage of women who play team sport). Where this is not the case the report highlights the basis for the participation rates. The report includes certain national figures for comparison purposes. In the main such national figures are composite averages from 2011 and 2013. Exceptions to this approach are noted.

ISM Definition of Sport and Physical Activity

The primary justification for public investment in sport is to increase physical activity and hence to improve health⁶. Consistent with this aim (and with the *Irish Sports Council Act, 1999*), the report

⁶ <http://www.dttas.ie/corporate> - High Level Goal for sport "To contribute to a healthier and more active society by promoting sports participation and by supporting high performance and the provision of facilities."

defines “sport” broadly, to include recreational exercise (e.g. swimming, gym, dance classes, yoga, etc.), as well as field games (e.g. soccer, Gaelic football). The ISM also records recreational walking, walking and cycling for transport, allowing sport to be set in the context of more general physical activity.

Limitations

All statistical surveys are approximate. In the case of the ISM, measurement error may be caused by people recalling activity inaccurately, respondents wishing to paint themselves in a good light (social desirability bias), failure to survey hard-to-reach groups, mistakes made by interviewers, and so on. For example foreign nationals are underrepresented in the overall ISM and in the sample. Previous research has suggested that their participation rates are lower than Irish nationals which suggests that participation rates are likely to be over-stated in this respect. All participation rates have margin of errors and small differences should not be over-interpreted as meaningful particularly where the sample size is relatively small. So, when looking at the figures below it is important to remember that they are at best an approximation.

2. RESULTS

2.1 Overall Physical Activity

Table 1 compares physical activity participation in Kildare with the national average. It captures regular⁷ participation activity through sport, recreational walking and active travel i.e. walking and cycling for transport. In the tables below, the “highly active” are those who meet the National Physical Activity Guidelines⁸ while those who are “sedentary” don’t take part in sport, do no recreational walking and don’t walk or cycle for transport. Based on the 2011 Census data the 51.5% participating in sport is equivalent to approximately 80,300 adults aged 16 and over taking part in regular sporting activity in Kildare.

Table 1: Summary of Physical Activity – Kildare vs. National

	Kildare	National
Sporting Participation	51.5%	46.0%
Recreational Walking	65.6%	64.3%
Walk for Transport	39.0%	40.0%
Cycle for Transport	9.1%	10.1%
Highly Active	32.3%	30.3%
Sedentary	12.1%	13.2%

Participation rates are generally similar to the rest of the country for all measures except sports participation where the proportions taking part are higher in the county than nationally. We will look at some of the factors behind this later on in the report.

In **Table 2** overleaf we look at these behaviours by gender. Both men and women in the region are more likely to take part in sport than their national counterparts. Within the region men are more likely to play sport and cycle for transport than women; women are more likely to walk for recreation than men. These patterns are similar to those nationwide. The proportions who are meeting the

⁷ The ISM asks respondent about their participation in the previous 7 days so “regular” can be regarded here as being equivalent to participation at least once a week in each type of activity.

⁸ For adults to be highly active requires that they take part in at least 5 sessions of physical activity per week of at least 30 minutes duration at a moderate intensity or greater. Moderate intensity is considered sufficient to raise the person’s breathing rate.

activity guidelines are fairly equal among both men and women, as are the proportions that are sedentary.

Table 2: Summary of Physical Activity by gender – Kildare vs. National

	Kildare		National	
	Male	Female	Male	Female
Sporting Participation	57.2%	46.0%	51.5%	40.9%
Recreational Walking	58.4%	72.5%	58.0%	70.3%
Walk for Transport	39.3%	38.8%	39.1%	40.9%
Cycle for Transport	12.4%	6.0%	14.6%	5.7%
Highly Active	32.3%	32.3%	29.9%	30.7%
Sedentary	13.7%	10.5%	13.3%	13.0%

2.2 Most Popular Sporting Activities

Figures 2.2 and 2.3a and b shows the most popular sports in Kildare overall and by gender. Only sports with an overall participation level of 2% or greater are shown. Individual sports dominate, accounting for six of the ten most popular activities. This is reflected at a combined level where over three times as many participants take part in individual sports compared to team sports (44.2% and 14.1% respectively). Men are more likely to take part in individual and team sports than women. For team sports, the gap is particularly pronounced with nearly three times as many participants (20.6% and 7.9% respectively); for individual sports the gap is smaller but this significant (47.1% vs. 41.5% respectively). The overall proportion of participants in team and individual sports is higher in Kildare than nationally⁹.

There is little difference in the preferred sports nationally and in the county. Exercise is the number one sport for men and women while running is also particularly popular in the county among both genders. Men are more likely to take part in soccer, cycling, golf, rugby and weights while women are more likely than men to take part in dance, horse riding, pilates and yoga. Interestingly, very little difference is observed between the genders in the participation in both Gaelic codes.

⁹ Participation in individual sports is 40.2% and 11.1% in team sports.

Figure 2.2: Top Participation Sports in Kildare - Overall¹⁰

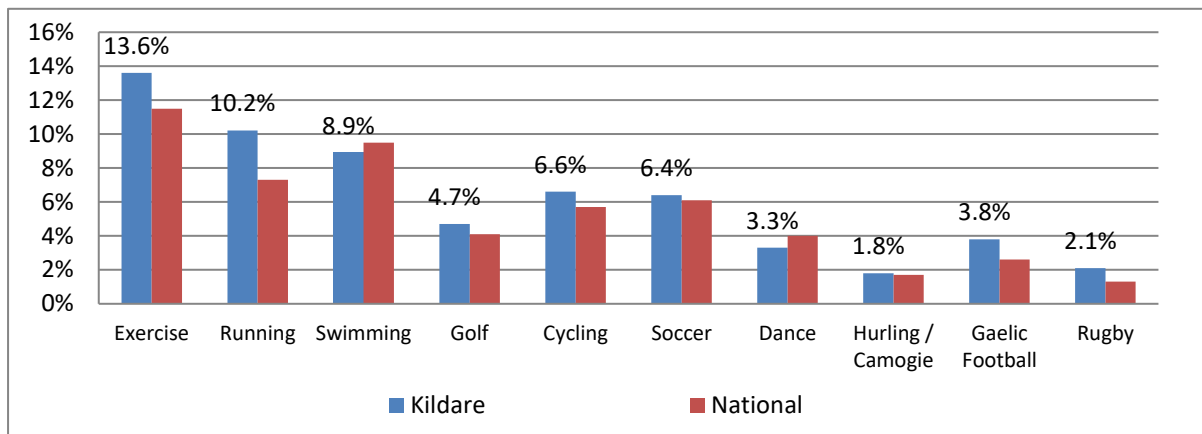


Figure 2.3a: Top Participation Sports in Kildare – Men¹¹

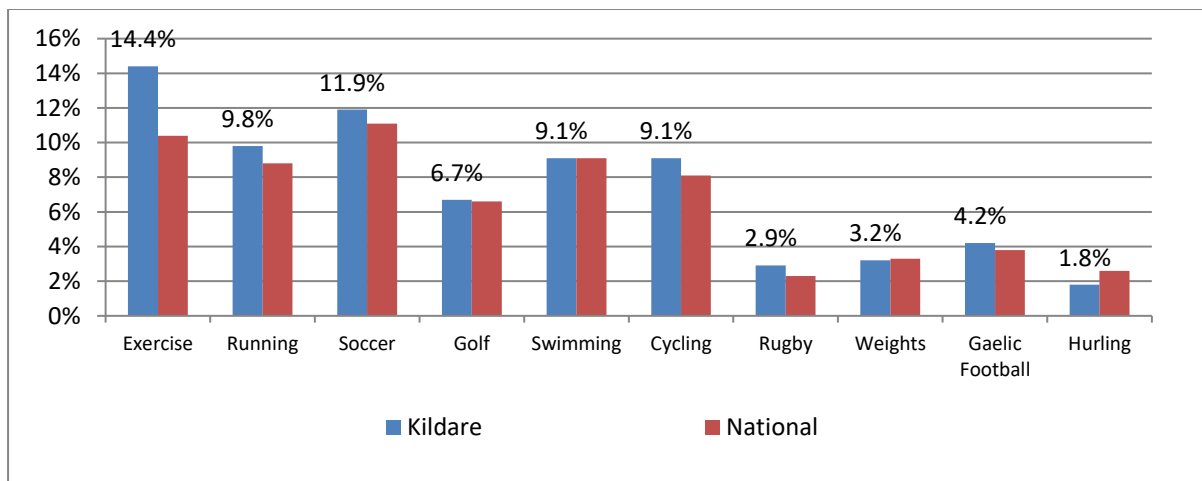
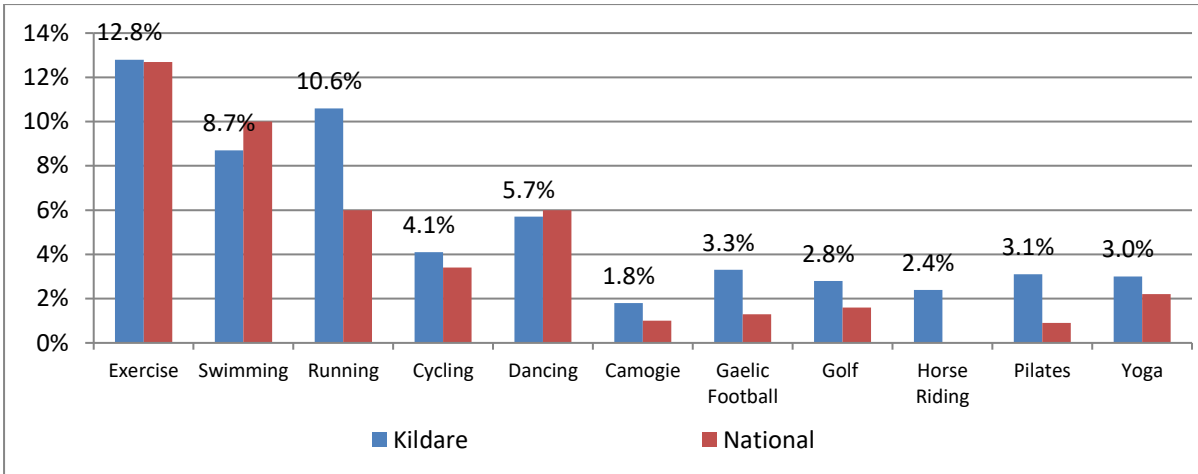


Figure 2.3b: Top Participation Sports in Kildare and nationally - among women¹²

¹⁰ Overall the only sports with participation of between 1-2% are Basketball, Horse Riding, Pilates, Tennis, Weights and Yoga.

¹¹ The only sports with among men with participation of between 1-2% are Basketball and Tennis

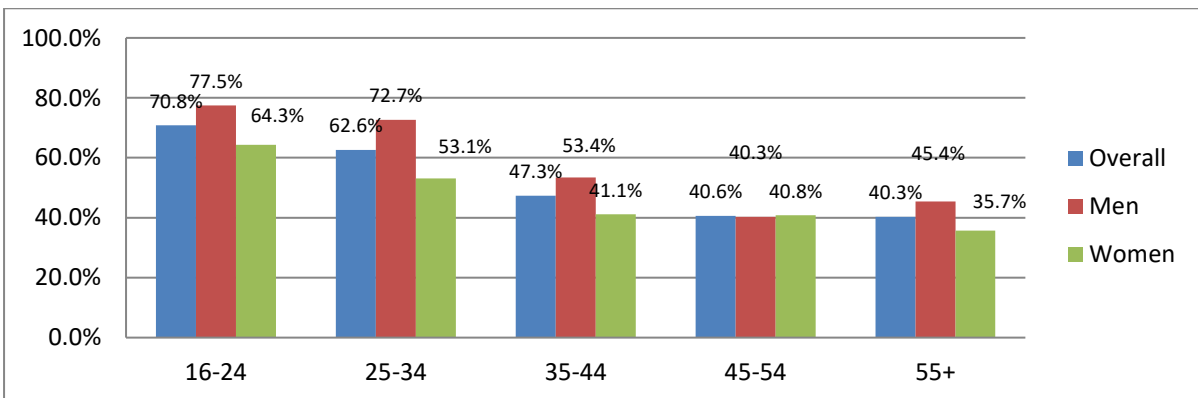
¹² Sports among women with participation between 1-2% are Badminton, Basketball, Rugby and Soccer.



2.3 Participation and Age and Gender

Participation declines among both men and women with age. However, the patterns of participation vary across age groups by type of sport played. Among the youngest age groups (16 – 24) participation by men and women in team sports is very strong. However, there is a very sharp fall off in participation rates among women in the mid 20s whereas among men participation in team sports sustains through the late 20s / early 30s and only begins to fall off sharply from the mid 30s onwards. This explains the increase in the gender gap seen in **Figure 2.4** below from 16 – 24 year olds (13.1%) to 25 – 34 year olds (19.6%). The narrowing of the gender gap thereafter reflects the dominance of individual sports among both genders and the fact that such sports tend to sustain strongly over the life course for men and women.

Figure 2.4: Participation in sport by age groups and gender¹³



¹³

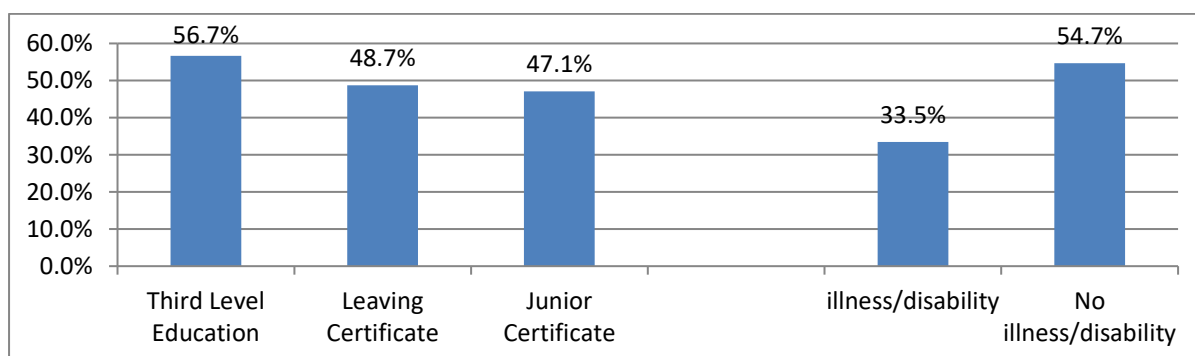
The sample sizes for most groups by gender are less than 100.

2.4 Participation and Social Gradients

The available evidence suggests that the social gradients around active participation in sport in Kildare are as strong as elsewhere in the country. **Figure 2.5** compares participation rates by highest level of education attainment and by disability status. In relation to the gap in participation by education, it is likely that this is partly due to the influence of childhood on participation patterns. Those with a third level education were significantly more likely to play sport as children than those with a Junior Certificate or less (77.9% and 64.6% respectively). As has been reported elsewhere¹⁴, the social gradients in sports participation tend to originate in adolescence and grow throughout adulthood. Kildare appears to be no exception in this regard.

The ISM asks respondents whether they have any long-term illness, health problem or disability that limits their daily activities. Those who answer “yes” to this question are also asked whether this problem prevents their participation in sport or exercise. 14.5% of Kildare based respondents answered yes to the first question with 11.2% of these also answering yes to the second question¹⁵. 33.5% of those with an illness/disability take part in sport compared to 54.7% without an illness/disability.

Figure 2.5: Participation by Educational Attainment and illness/disability



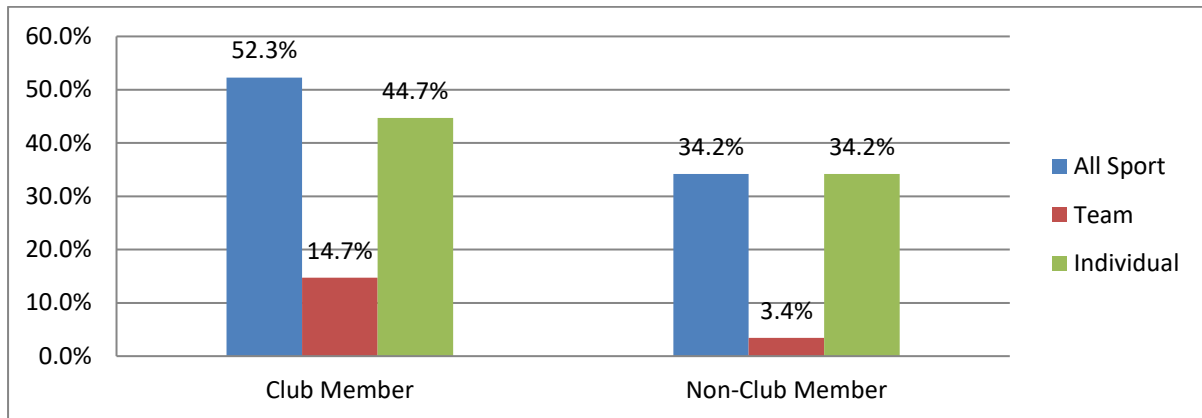
2.5 Club Membership and Sports Participation

As we will see when we come to look at social participation in sport, club membership is highly gendered with men being significantly more likely to be members of a sports club than women, particularly so in the case of team sports. This disparity in membership also translates into active participation where participation in both team and individual sports is strongly associated with club membership as seen in **Figure 2.6** below.

¹⁴ http://www.irishsportsCouncil.ie/Research/Sporting_Lives_An_Analysis_of_a_Lifetime_of_Irish_2008_/Sporting_Lives.pdf

¹⁵ Nationally the ISM reported that 18.3% had an illness/disability with 13.7% of the population indicating that this prevented participation.

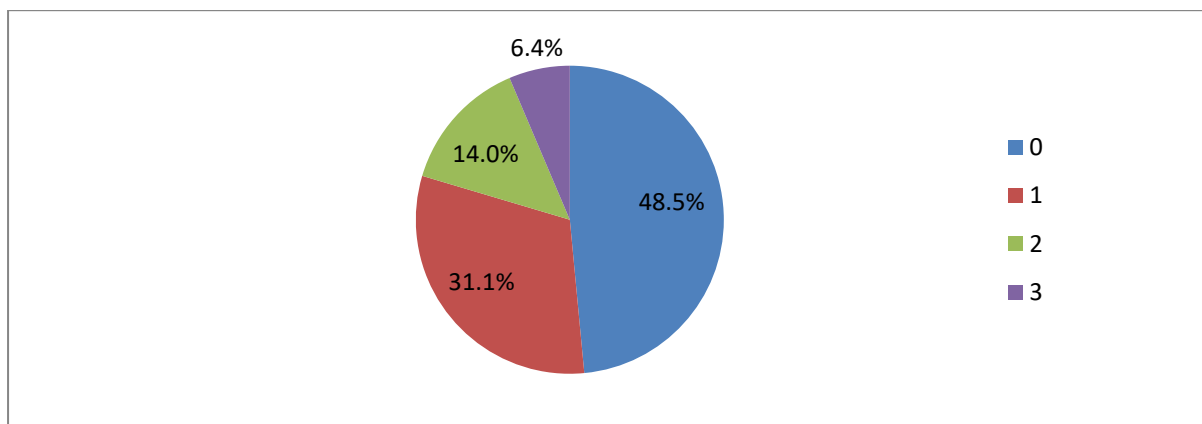
Figure 2.6: Participation in team and individual sport by club membership



2.6 FITT Analysis

The ISM asks respondents questions about how often they play sport, for how long, at what intensity and in what context. This allows us to conduct an F (Frequency), I (Intensity), T (Time) and T (Type) analysis on participation patterns. The frequency of participation is partly a function of the number of sports played the distribution of which we show in **Figure 2.7** below. A fifth of adults in Kildare played two or more sports in the previous 7 days with 6% playing three or more sports.

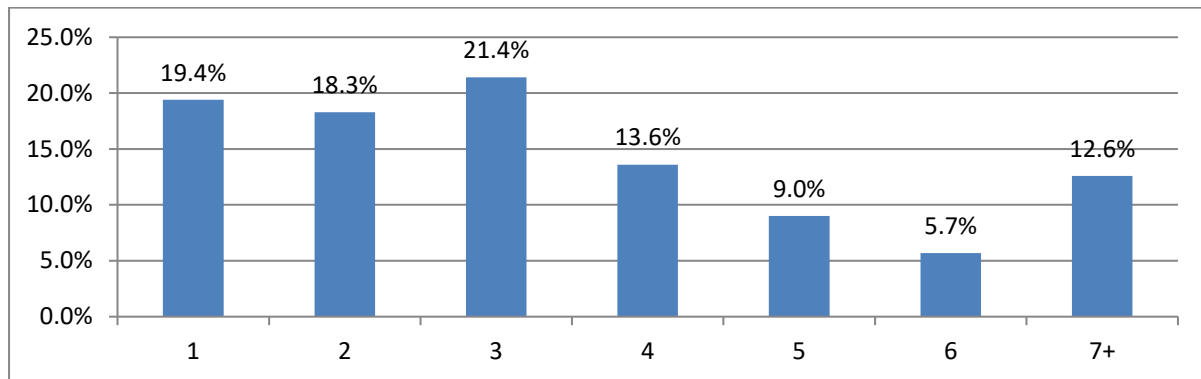
Figure 2.7: Proportion playing none, one, two and three sports



In **Figures 2.8 – 2.11** we look at the FITT of participation. Figure 2.8 shows that over 80% of all sports participants took part in more than one sporting session in the previous week. On average participants take part in 3.6 sessions per week and, as can be seen in the graph below, over one in four play sport

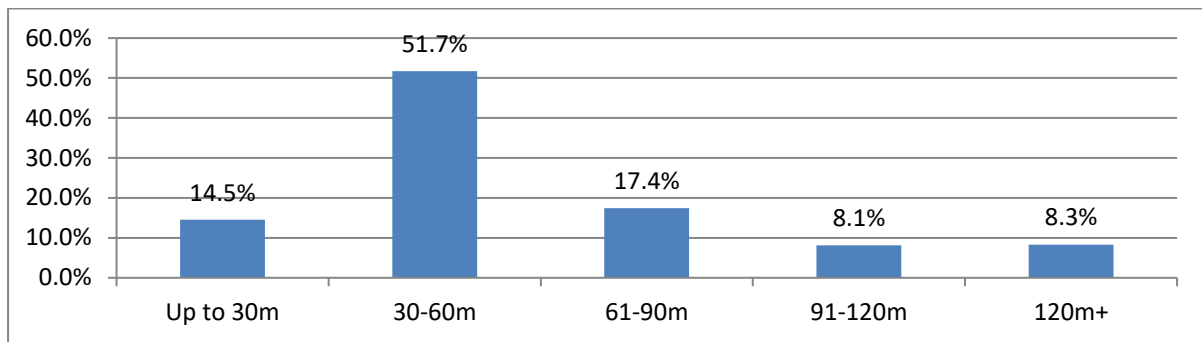
on five or more days. There is little difference in the number of sporting sessions between men and women or between urban and rural residents¹⁶.

Figure 2.8: Number of sporting sessions of participants in previous 7 days



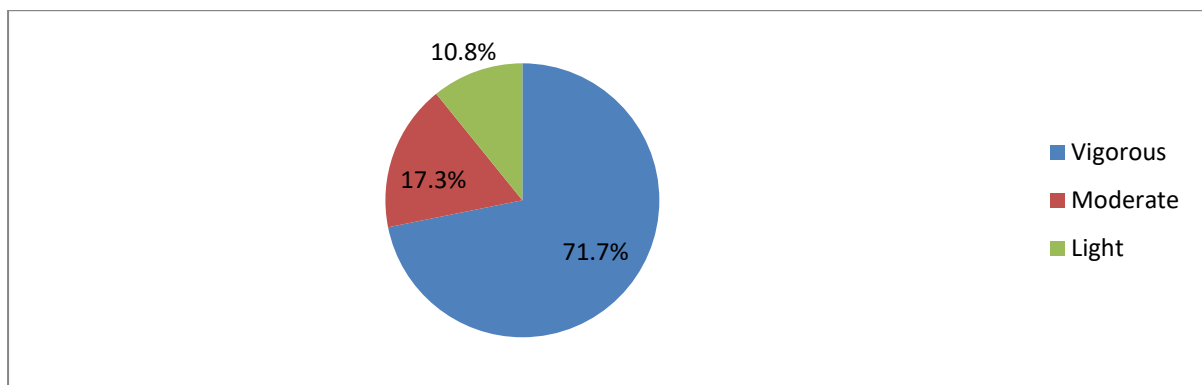
¹⁶ Men take part in 3.7 sessions and women take part in 3.5 days, urban residents take part in 3.5 sessions while rural residents take part in 3.7 sessions per week.

Figure 2.9: Duration of sporting sessions in previous 7 days



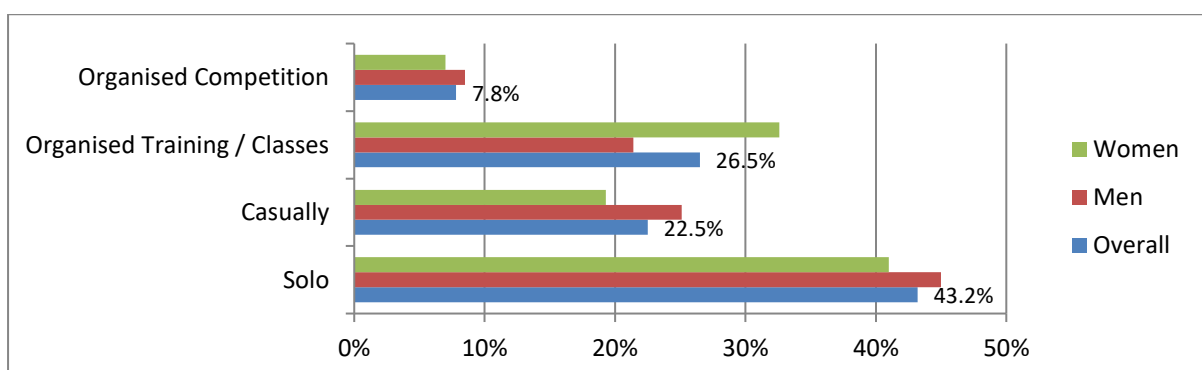
The majority of sessions last between 30 and 60 minutes reflecting the growing popularity of individual activities such as running, swimming and exercise which can be fitted around other time commitments. The average session lasts over an hour with men spending slightly longer playing sport than women.

Figure 2.10: Intensity of sporting sessions of participants in previous 7 days



As shown in **Figure 2.10** the vast majority of participants reported that their efforts in a typical sporting session were sufficient to raise their breathing rate noticeably (moderate intensity) or be out of breath or sweating (vigorous) with only one in nine participants (10.8%) reporting otherwise.

Figure 2.11: Context of sporting sessions



In **Figure 2.11** we see that just over one third of all sporting sessions took place in an organised context with the majority of those involving training sessions and classes¹⁷ rather than competition. Most adult sport now takes place in a solo context reflecting the growth of sports such as running, swimming, exercise, and cycling in recent years. Men and women prefer playing unstructured sport (solo + casually with friends or family) rather than structured sport (training + competition) with approximately 66% playing in the former context. Interestingly women are more likely to take part in structured sport than men due to their high participation levels in organised training / classes.

Research has shown that the biggest disparity in health status is between those who participate in no sport or physical activity and those who are active to any extent, rather than between those who are active to differing degrees (Fahey et al., 2004; Lunn and Layte, 2008). In keeping with this, national policy places particular emphasis on getting people, who do not actively participate in sport and exercise, to take up some form of activity.

The analysis presented above supports this as an appropriate goal for policy. What it shows is that once an individual is engaged in a sport or exercise activity, there is a good chance they will participate more than once a week, for longer than half-an-hour and that they will do so sufficiently to get out of breath or sweat. Thus, most participants are likely to be getting some degree of health benefit from their participation. The key issue remains whether they are an active participant in the first place.

Nevertheless, the findings with respect to the context of participation are also noteworthy as regards policy that aims to increase participation. The majority of sporting activity is occurring outside of formal sporting structures suggesting that policy mechanisms that rely on pre-existing sporting bodies are less likely to be successful unless those bodies can reach out beyond the existing sporting and social networks with which they currently engage.

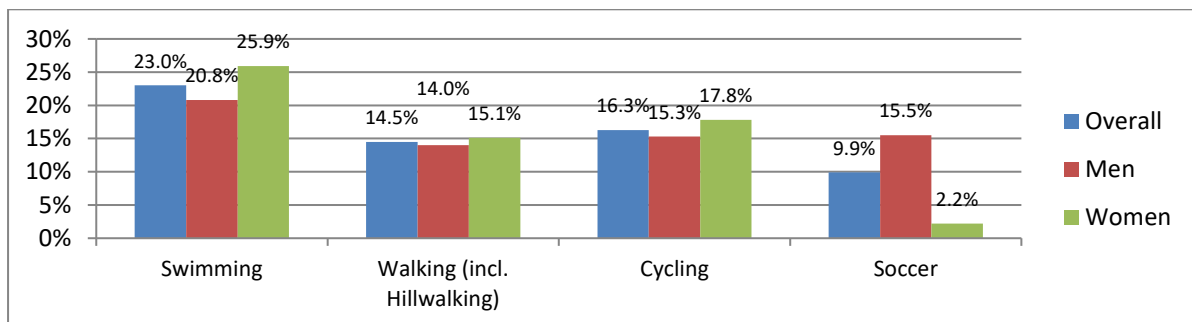
As regards the social benefits of sport, the fact that 43% of activity is undertaken by people on their own is striking. Previous research has identified that the primary reason cited by non-participants for not playing sport is lack of time (Fahey et al., 2004; CSO, 2007). The solo activities identified are highly efficient forms of exercise, which take up relatively little time and do not require much in the way of coordination between people. There may therefore be a trade off between the health benefits that such solo exercise activities bring and the social benefits that accompany other types of participation.

¹⁷ Many of those training / class sessions involve exercise and gym-based activities

2.6 Interest in doing more sports

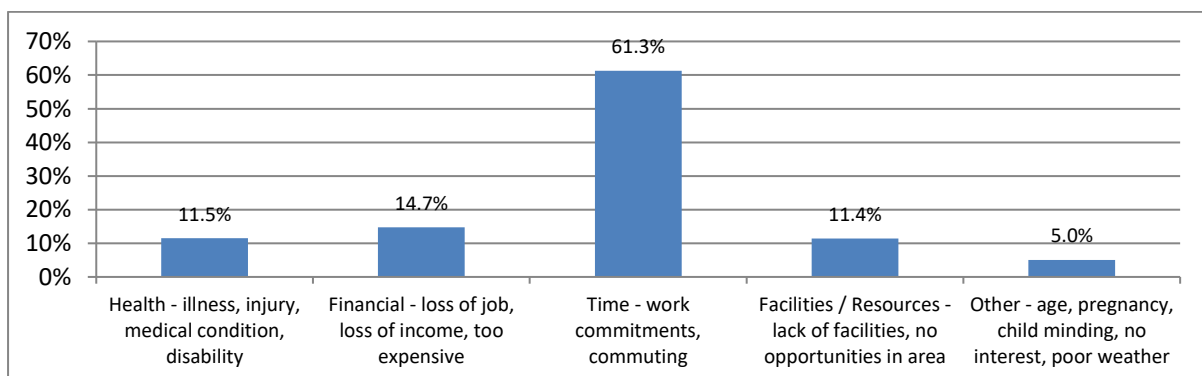
In 2011 ISM respondents were asked whether or not they were interested in doing more sport or exercise and if so which sport they would like to do more of and, if not, what were the reasons preventing them from engaging in more activity. Encouragingly over half (64%) of survey respondents in Kildare expressed an interest in increasing their sporting activity. **Figure 2.12** displays the preferred sports in Kildare which are broadly similar to those reported at national level. Preferences are similar by gender with the exception of soccer.

Figure 2.12 Interest in doing more sport – by sport (Base: All interested in doing more sport)



When it comes to barriers to increasing participation, time is overwhelmingly the most commonly cited factor overall while for those with an illness or disability, health is the most common barrier. In comparison to time pressures, neither financial issues nor lack of facilities feature particularly strongly as barriers to increasing participation. This echoes previous research findings (Fahey et al 2004, CSO 2007). Among the “other” category in **Figure 2.13** below, pregnancy and child minding responsibilities feature prominently. Overall, the analysis suggests that the major factors limiting people’s ability to participate in (more) sport lie outside their immediate control but may be capable of being influenced by the provision of more convenient, accessible offerings which they can fit into their otherwise time-pressed lives.

Figure 2.13: Barriers to increasing participation (Base: Those not interested in increasing their participation)



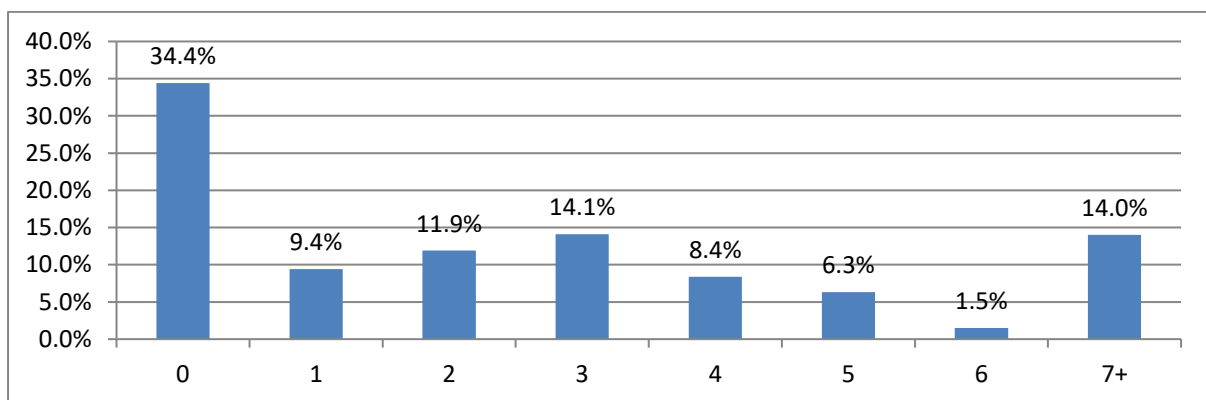
3. Broader Physical Activity

As well as looking at participation in sport and exercise, the ISM also looks at participation in broader physical activity including recreational walking, and walking and cycling for transport. This section looks at these issues and the extent to which ISM respondents meet the National Physical Activity Guidelines through their participation in sport and recreational walking. Sedentarism is also examined.

3.1 Recreational Walking

Recreational walking is an important source of physical activity for the majority of adults. It can be particularly beneficial in providing health and other benefits to older age groups. As a low load-bearing activity that can be undertaken at various intensities, it overcomes one of the main disadvantages identified by older people to physical activity, namely that it is easier to injure yourself.¹⁸ The ISM records information about the recreational walking habits of Irish adults including the number, duration and usual walking pace. Walking is the most popular activity with almost 66% of Kildare adults taking part at least once a week (**Figure 3.1**). Walking is significantly more popular among women (73%) than men (58%). It is highly popular across all age groups.

Figure 3.1: Recreational walking by number of walks in the previous 7 days



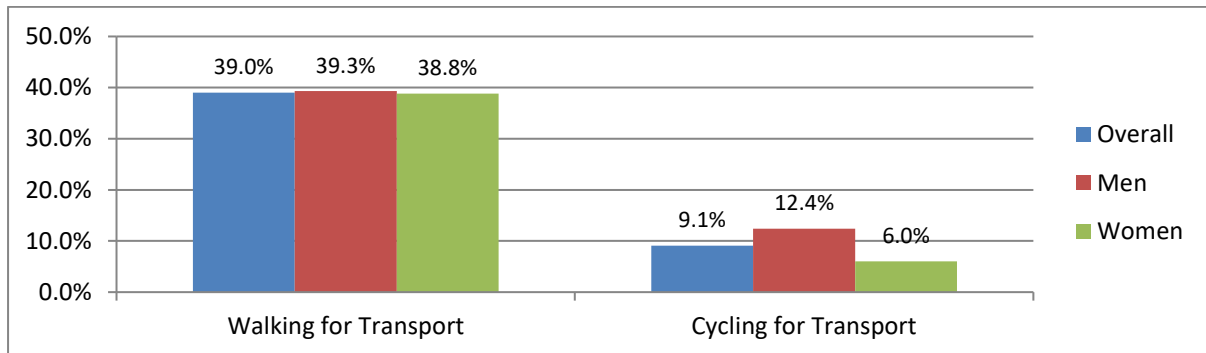
On average, participants take four walks a week lasting just less than $\frac{3}{4}$ of an hour. The majority of walkers maintain a fairly brisk pace. Given the nature of the activity it is not surprising that walking has a broader appeal than sport as it is an affordable, relatively easy form of exercise. It appeals to every age group and to participants of various socioeconomic groups and abilities.

¹⁸ Physical Activity and Sport: Participation and Attitudes of Older People in Ireland, Ipsos MORI September 2009

3.2 Walking and Cycling for Transport

The ISM asks respondents if they have walked or cycled for transport in the previous 7 days. While walking for transport is equally appealing to men and women, men are twice as likely to cycle for transport – see **Figure 3.2** below. Previous research has suggested that this may be due to safety concerns among women¹⁹.

Figure 3.2: Walking and cycling for transport by gender and overall



3.3 Overall Activity Levels

The ISM allows an approximate²⁰ analysis of adult activity levels against the National Physical Activity Guidelines based on a four-category classification system shown in **Figure 3.3**. The system is bookended by “sedentary” and “highly active” categories which are the main focus of this section.

Figure 3.3: Activity Spectrum Categories and Definitions

Highly active	Participate in 30 minutes moderate ¹ physical activity at least five times during the previous seven days (i.e. meet the National Physical Activity Guidelines)
Fairly Active	Participated in 30 minutes physical activity at least twice during the previous seven days
Just active	Participated in a sporting activity or recreational walking for 20 minutes at least once during the previous seven days, or regularly walks or cycles for transport (at least once a week)
Sedentary	Did not participate (20 minutes) in sporting activity or recreational walking during the previous seven days and does not cycle or walk regularly for transport.

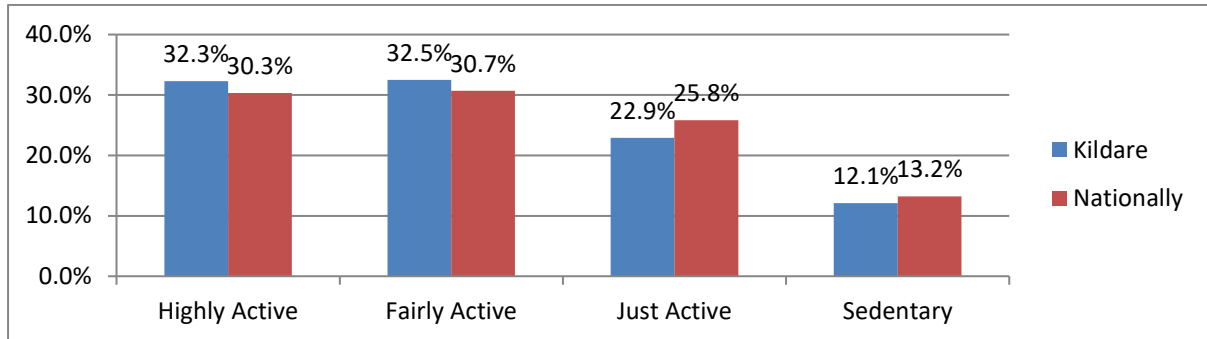
Activity levels are fairly well in line with the national picture as shown in **Figure 3.4**. Given that most sporting and recreational walking sessions last at least half an hour, encouraging existing participants

¹⁹ Promoting transportation cycling for women: The role of bicycle infrastructure (2007)

²⁰ This analysis can only be regarded as approximate as it does not take account of physical activity undertaken in the workplace or in the home.

to increase the number of weekly sessions may help those in the “Fairly Active” category to become “Highly Active” and achieve the guidelines.

Figure 3.4: Activity category in Kildare and Nationally



Those who are sedentary stand to gain the most health benefits from activity and should be prioritised in policy initiatives. Those with lower levels of educational attainment, those with an illness/disability and older individuals are of concern in this regard as seen in **Figures 3.5 and 3.6**.

Figure 3.5 Levels of sedentarism in Kildare by level of education and illness/disability status

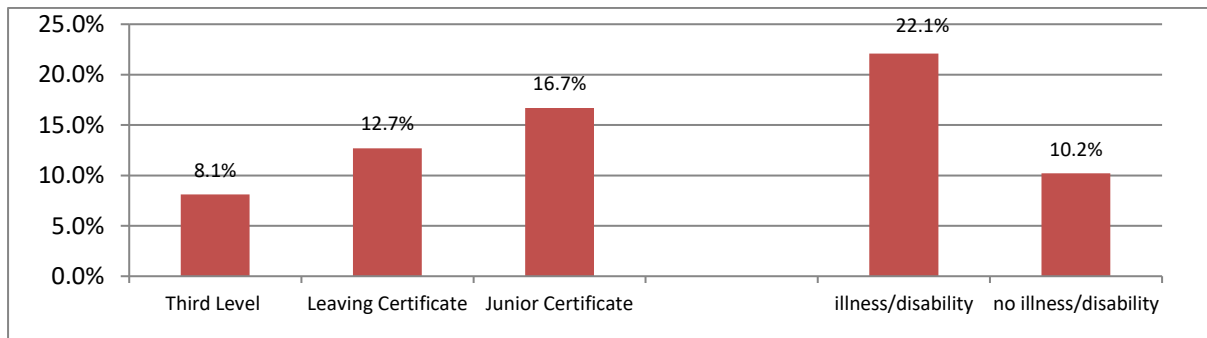
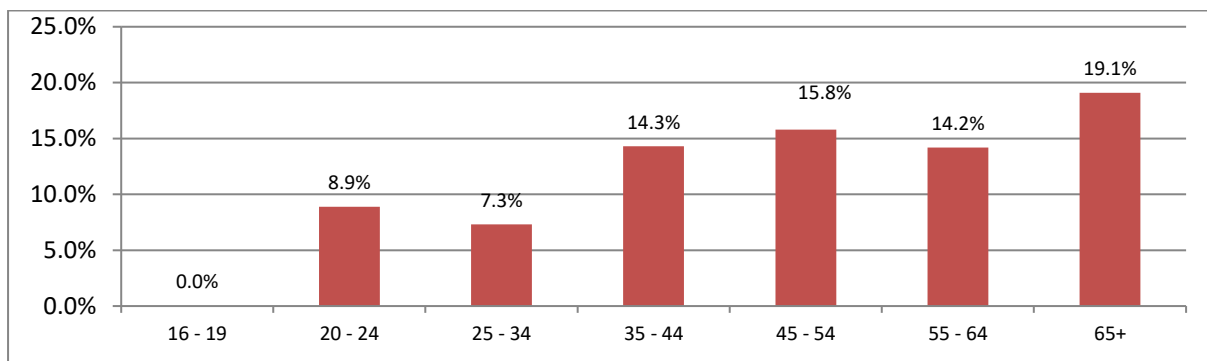


Figure 3.6 Levels of sedentarism in Kildare by age range



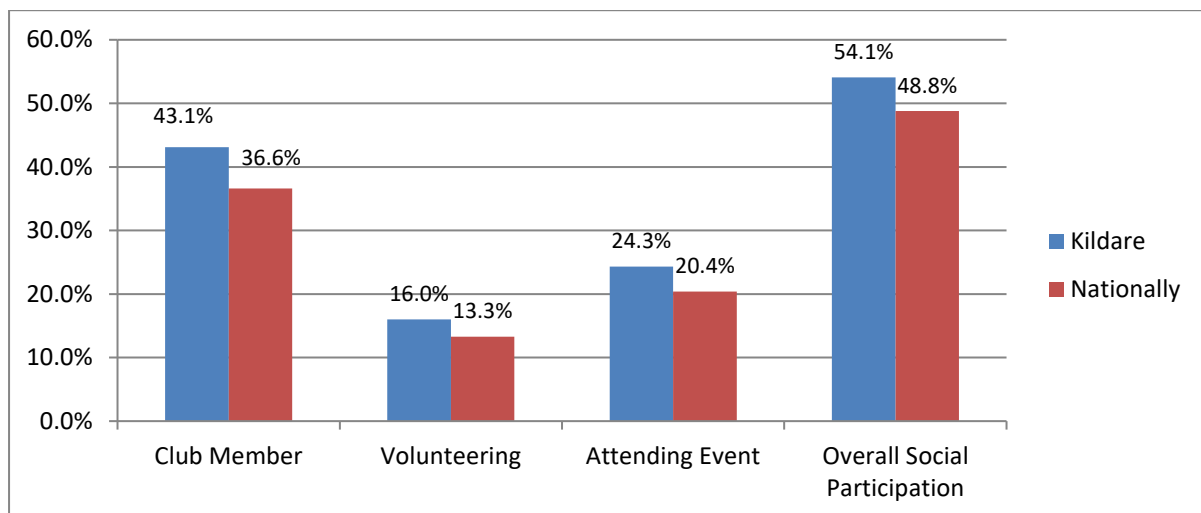
4. Social Participation

4.1 Overall

ISM respondents are asked about their social participation in sport through club membership, volunteering or attendance at sports events²¹. In 2013 it also looked at perceptions around gender and sports administration locally and nationally as well as the reasons for participating in sport outside the club environment. These issues are examined in depth in the 2013 ISM Annual Report to which the reader is referred for further detail. That report also examines the demographics of social participation in some detail. This chapter therefore concentrates on the main headlines around social participation in Kildare.

Before looking at each of the different forms of social participation in turn we compare the overall levels of social participation in the region with the national situation in **Figure 4.1** below. What we see is that **social participation levels are above the national average under all categories of participation**. Overall, over half of adults report their involvement in some form of regular social participation in sport underscoring the importance of sport in contributing to Kildare's social capital.

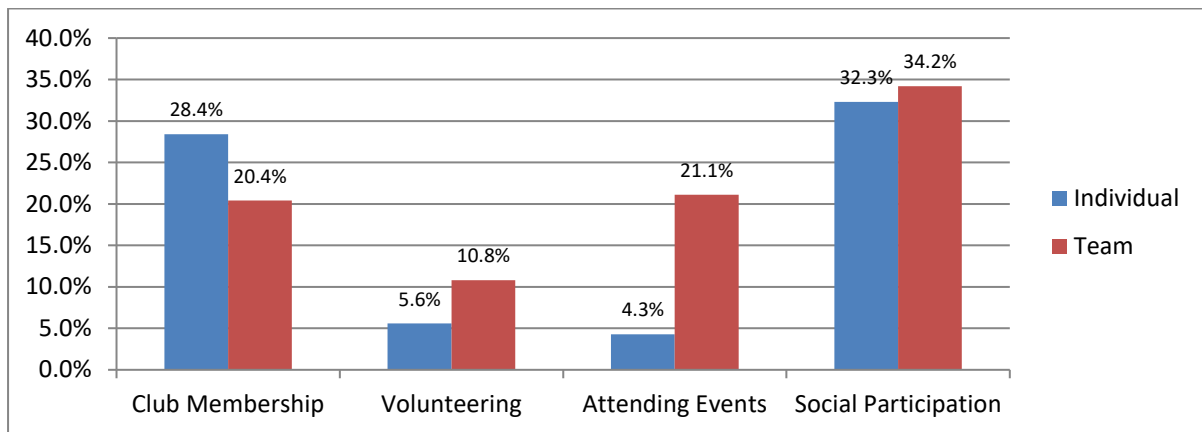
Figure 4.1: Levels of social participation in Kildare and nationally



While active participation is dominated by individual sporting activities the situation is more mixed when it comes to social participation as we can see from **Figure 4.2** overleaf. Most of the volunteering and attendance at sporting events is associated with team sports, much of it connected with children's participation. On the other hand, club membership favours individual sports.

²¹ These can range from large scale international events to local events involving children

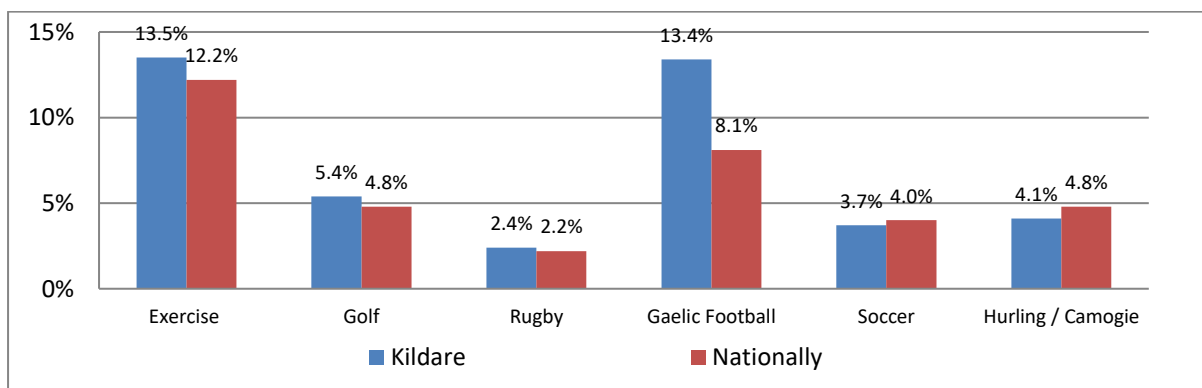
Figure 4.2: Social Participation in Sport by type of sport



4.2 Club Membership

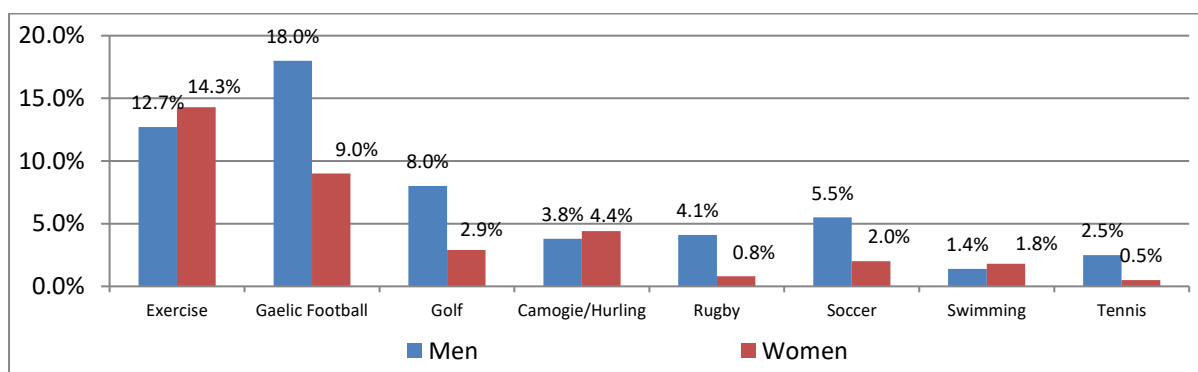
Four of the six most popular types of clubs cater for team sports as seen in **Figure 4.3** below. Gyms / exercise and gaelic football clubs are the most popular sports clubs in Kildare with membership of the latter type of club being particularly strong compared to nationally. Club membership levels peak among the youngest age group, decline sharply among individuals in their 20s / early 30s as family and other commitments kick in and stabilise thereafter. While individual and team sports lose similar numbers of members in their 20s, from then on the decline in membership is most pronounced in team sports similar to the decline in active participation.

Figure 4.3: Club Membership by sport



Men are more likely to belong to a sports club than women (52% and 34% respectively) as seen in **Figure 4.4** below. As with active participation men are much more likely to belong to a team-based sports club than women. Apart from the influence of gender, younger age groups, those with a 3rd level education and individuals without a disability / illness are more likely to be club members.

Figure 4.4: Club Membership by sport by gender

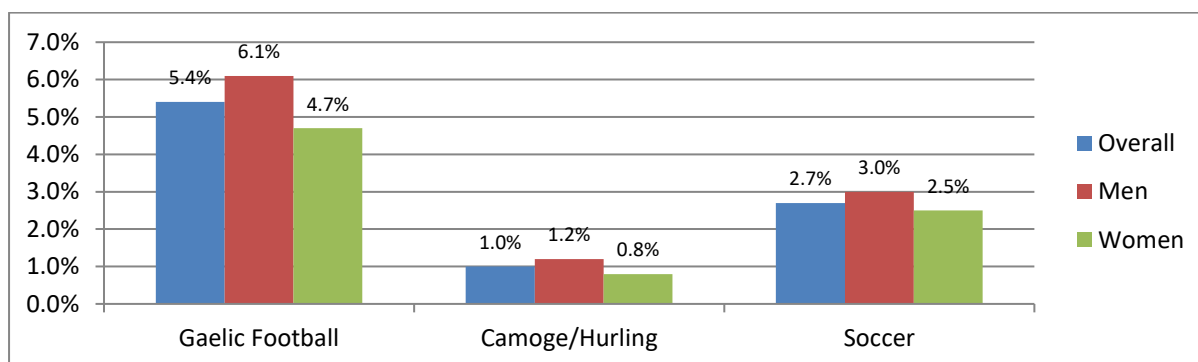


4.3 Volunteering

Without volunteering, much of sporting activity particularly that involving children would simply not occur. It is a key component of organised sport in Ireland and, according to official sources, sport features as the single activity involving the greatest amount of volunteering. The 2006 Census of Population²² identified that 33% of all volunteers were involved in sport.

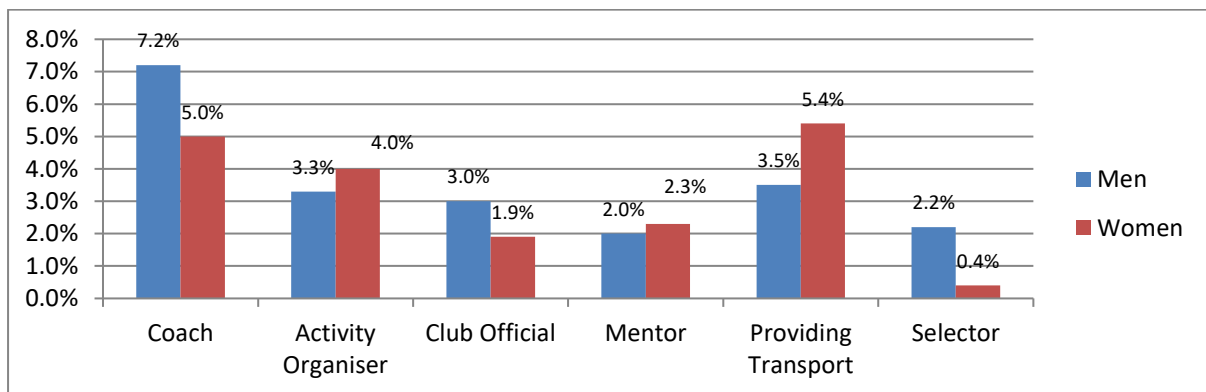
The picture for volunteering in Kildare is similar to that nationally. One in six volunteered at least once in the previous 7 days with both no significant difference between men and women in this regard (17.9% and 14.1% respectively). Volunteering is strongly associated with children's participation in sport with parents more likely to volunteer than non-parents (18.9% and 11.3% respectively). Perhaps reflecting this, those aged between 35-44 years volunteer regularly as do those who are married, the employed and students. Team sports dominate the volunteer space as seen in **Figure 4.5** below.

Figure 4.5: Volunteering by sport by gender



Volunteers spend almost 5 hours per week on average volunteering with no significant difference between men and women in this regard. However, the type of volunteering roles carried out varies considerably by gender as can be seen from **Figure 4.6** with men being more likely to volunteer for the influential roles of coach, club official and selector while women are more likely to be involved in providing transport and organising activities. **The nature of these roles tends to reinforce the highly gendered nature in the administration of Irish sport as perceived by the ISM respondents during 2013 – the reader is referred to the ISM Annual Report in this regard.**

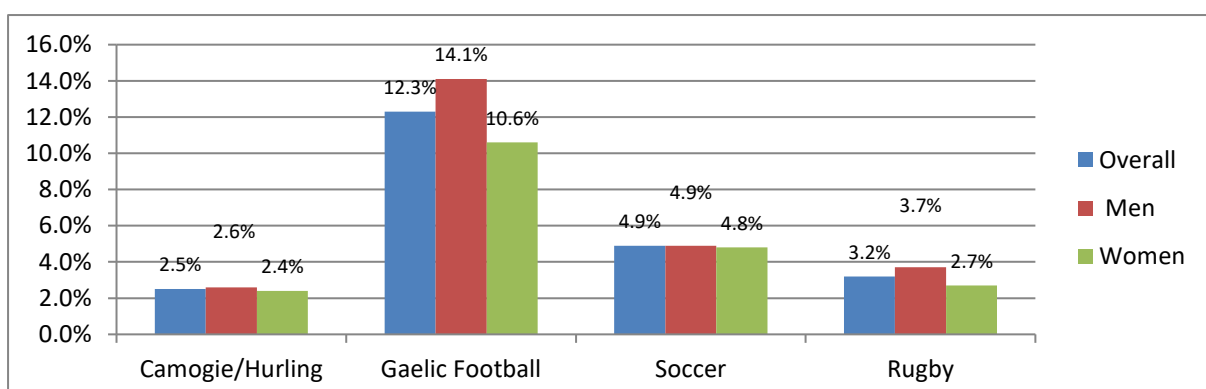
Figure 4.6: Volunteering Roles by gender



4.4 Attendance at Sporting Events

Nearly one in four adults in Kildare regularly attends some form of sporting event whether involving adults or children. Even more than volunteering, attendance is dominated by team sports with five times as many attendees of such events as attends events involving individual activities. This reflects the importance of children’s activities to attendance; parents are more likely to attend an event than non-parents (28% and 19% respectively). **Figure 4.7** shows attendance by main sport by gender.

Figure 4.7: Attendance at sporting events by sport by gender



5. Policy Implications

Appendix 1 – Demography of ISM Sample for Kildare compared to Census 2011

	2011 Census	2011+2013 ISM combined Weighted	2011+2013 ISM combined Unweighted
Gender	16 years plus	16 years plus	16 years plus
Male	49.2%	49.1%	48.8%
Female	50.8%	50.9%	51.2%
Age			
16-19	6.8%	6.7%	7.0%
20-24	8.4%	8.3%	5.7%
25-34	22.5%	22.4%	11.1%
35-44	22.6%	22.4%	21.4%
45-54	16.8%	17.0%	18.8%
55-64	12.2%	12.3%	20.5%
65+	10.6%	10.8%	15.5%
Working Status (Census 2011 includes those under 16)			
Employee/Self Employed	55.8%	53.8%	51.6%
Unemployed	8.8%	10.7%	7.4%
Retired	12.5%	10.6%	18.6%
Homemaker	9.0%	9.9%	9.8%
Student	11.4%	11.2%	9.6%
Unemployed- illness/disabled	2.5%	3.8%	3%

