



History of participation data for sport and physical recreation in Australia

Over the past 15 years many government initiatives have adopted sport and physical recreation participation estimates as a performance indicator. National participation data at a sport level is a key input to the Australian Sports Commission's (ASC's) national sporting organisation (NSO) Participation Investment Categorisation Framework. The table below summarises the history of participation data for sport and physical recreation in Australia since 2001.

	Exercise, Recreation and Sport Survey (ERASS)	Australian Bureau of Statistics (ABS) Participation in Sport and Physical Recreation survey	AusPlay survey
OVERVIEW			
Purpose	Monitoring, reporting and informing policy	Monitoring, reporting and informing policy	Monitoring, reporting, informing policy, investment, product development and enhancing sport delivery
Reference period	2001-10	2011-12 and 2013-14	2015-18
Funding source	Committee of Australian Sport and Recreation Officials (CASRO)	ABS and CASRO (co-funded)	ASC
Data owner	CASRO	ABS	ASC
Data collector	AC Nielsen (2001-06) and Newspoll (2007-10)	ABS	ORC International
METHODOLOGY			
Data collection period	Four data collection periods each year (February, May, August and November)	Continuous data collection	Continuous data collection
Survey type	Standalone survey	Module of the ABS Multi-Purpose Household Survey (MPHS)*	Standalone survey
Target audience	Adults aged 15+	Adults aged 15+	All ages
Mode of data collection	Computer assisted telephone interview (CATI)	Face-to-face or CATI (depending on sample selection)	CATI with child interviews conducted by parent as a proxy
Sample design	Random survey with quotas set for each state and territory	Random sub-sample of ABS Labour Force Survey (LFS)*	Random survey with quotas set for each state and territory
Sample source	Landline only Random Digital Dialling (RDD) samples	Multi-stage area sampling using the ABS LFS sample frame	Overlapping dual sample frame (landline and mobile RDD samples)
Annual sample size	Adults: 15,124 (2010)	Adults: 15,988 (2013-14)	Adults: 20,000 and children: ~3,600
Question topics	<ul style="list-style-type: none"> > Adult participation behaviours in the 12 months prior to interview > Basic demographics 	<ul style="list-style-type: none"> > Adult participation behaviours in the 12 months prior to interview > Basic demographics > Involvement in sport (every four years) 	<ul style="list-style-type: none"> > Participation behaviours in the 12 months prior to interview > Extensive demographics > Payment for participation > Motivations > Barriers > Switching behaviours > Use of technology (adults only) > Involvement in sport (adults only)

* For more information on the **MPHS** and **LFS** visit the ABS website.

Comparing ERASS, ABS and AusPlay results

It is the nature of surveying that if several surveys examine one topic, results from one survey can differ from those of the others. This is particularly likely where there are differences in interviewee selection, sample design, sample size, questionnaire design and how the survey is conducted. The ERASS, ABS and AusPlay surveys differ in each of these aspects and any comparison of survey data should take these methodological differences into account.

About AusPlay

AusPlay is a key part of the ASC's *Play.Sport.Australia* participation strategy. It is the ASC's first comprehensive national participation survey to better understand sport participation trends in Australia, to inform policy decisions and guide strategy with a strong evidence base. AusPlay fills a major gap in national data following the ABS decision in 2014 to cease funding for all sport and recreation data collection.

AusPlay results

The first AusPlay data will be published in late 2016 through the [Clearinghouse for Sport](#). Data will be added over time, most of which will be publicly available.

Sport Market Insights

Sport Market Insights (SMI) is responsible for managing the ASC's community sport research agenda and conducts sector-wide primary research for the benefit of all Australian sports. Between 2001 and 2014, SMI managed the national surveys (ERASS and ABS) on participation in sport and physical recreation on behalf of the ASC and its partners. SMI developed and launched AusPlay in 2015.

Further information

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- > Website: researchinsport.com.au
- > More information on sport participation is available on the [Clearinghouse for Sport](#). For sport participation visit: clearinghouseforsport.gov.au/knowledge_base/sport_participation

For more sport market insights: researchinsport.com.au