

# A guide to Active People Interactive

<http://activepeople.sportengland.org>

## The Active People Survey

The Active People Survey (APS) is the largest survey of sports participation in the world (probably!) The survey, which started in 2005, involves 160,000 interviews each year and enables us to track the number of people taking part in sport in England. APS data is an important source of information, and is instrumental in providing insight and improving decision making among our partners and those working in community sport. For more information on the survey, visit <https://www.sportengland.org/research/about-our-research/what-is-the-active-people-survey/>

## What is Active People Interactive?

Active People Interactive is a tool enabling quick and easy analysis of APS data. It includes data from all survey years (from 2005), and will be updated quickly after Sport England publishes survey results (twice a year). The tool widens access to the data, and provides a deeper level of data than provided in Sport England's published material. Active People Interactive is a unique and extremely valuable resource for the sport sector, unlocking the potential of APS data, which allows better understanding of sporting participation behaviours across the sector and more informed decision making.

## Scope of the tool

The tool enables users to analyse the data, by defining the results they want to see, based on five areas:



**Measures:** participation frequency and change, other behaviours including club, coaching and demand



**Time series:** APS 1 to most recent data



**Geographies:** National, regional, county sport partnerships and local authorities



**Sports:** 50 sports, plus disciplines and groups



**Demographics:** Including gender, age, disability, ethnicity and work status

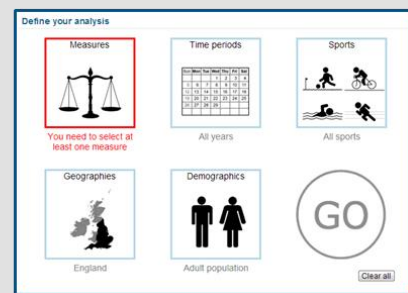
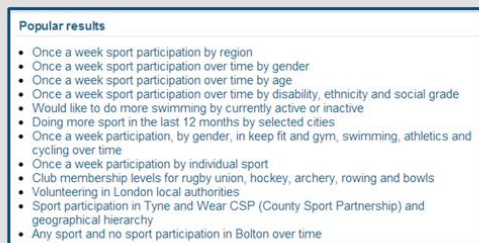
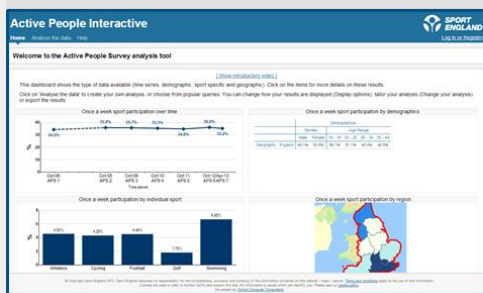
## Using the tool

There are three ways to access results:

**The Dashboard**  
(home page)

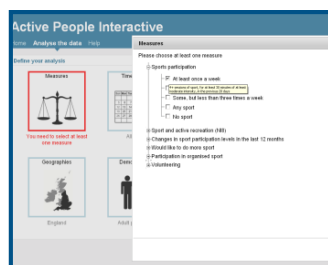
**Popular results**  
(analyse the data tab)

**Define your own analysis**  
(analyse the data tab)

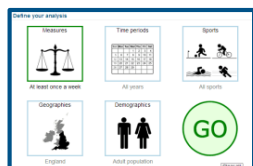


## Defining your own analysis – an example

You would like to know how the rate of at least once a week sport participation in England has changed over time. To do this, choose 'at least once a week' from **Measures**. The default **Time Period** is all years and the default **Geography** is England so you do not need to change these.



Hover tips help explain the selections you're making.



Click on the green GO to get your results.

If you wanted to look at results for individual sports or sports groups you would choose these from **Sports** or if you wanted to look demographics (e.g. gender, age) from **Demographics**.

## The Results

You can view your results as tables, charts or maps.



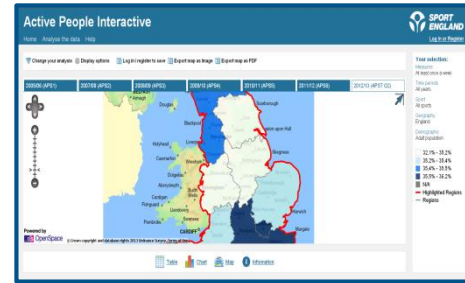
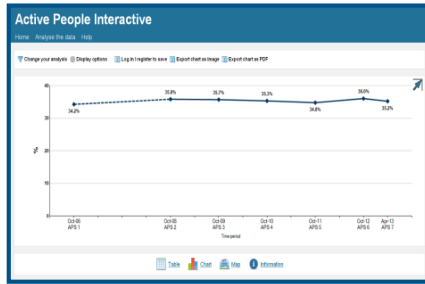
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Change your analysis Display options Log in/register to save Export table as CSV

	Time period						
	2006/06 (APS1)	2007/06 (APS2)	2008/06 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)
Exercise	34.2%	35.0%	35.7%	35.2%	34.9%	35.0%	35.2%

Table Chart Map Information



Click on **Information** to view information on the definitions of the elements that have been selected.

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Information

Geography Measure Time period

County Sports Partnerships (CSPs)  
Networks of local agencies committed to working together to increase participation in sport and physical activity. They are led by a central team of people whose job it is to provide leadership and co-ordination of the network (nearest neighbours)  
Uses the CIPFA nearest neighbour model which adopts a scientific approach to measuring the similarity between authorities. For full details please visit <http://www.cipfa.gov.uk/resources/cipfa-nearest-neighbours/>

Hierarchy  
Hierarchy provides other geographies related to the selected area - for example, selecting a region and hierarchy will provide results for England, the region itself and the county sport partnerships within the region, selecting a local authority and hierarchy will provide results for England, the local authority itself and the county sport partnership and region the selected authority is in.

East London North West Yorkshire

Within the map view the red area highlights your selected area and you can zoom in and out of the map.

### 1. Change your analysis

If you want to change the query you have run, for example, to change one of the dimensions or to add something, you can click on 'change your analysis' and select what you require.

### 2. Display options

This enables you to change how the results are displayed, e.g. look at population numbers rather than percentages, or switch what is shown in the columns/rows of the results table.

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### 3. Save your analysis

If you register with the site, you save your favourite queries, and can then log in and view your saved analysis, saving time in not having to re-run your analysis.

### 4. Export results

You can export your results (tables, charts and maps) by clicking on 'export'.

## Useful hints

- Within **Geographies**, there are two shortcuts to select comparative areas:
  - You can see the results of the **nearest neighbours** (CIPFA model) of the local authority you have selected.
  - **Hierarchy** allows you to see the component and/or parent areas of the geography you have selected, for example if you select a local authority, choosing hierarchy will also give results for the corresponding county, region, and for England.
- **Two demographic categories** can be shown separately (e.g. male, 16-25) or together (e.g. males aged 16-25) – you can change between these within display options.
- There are some scenarios where the tool will not generate results (denoted by \*), for example:
  - Data from previous survey waves is not available because the questions were not asked, or have changed over time (for example the volunteering question changed at the start of APS5).
  - There is insufficient data to show a result, e.g. smaller sports for specific geographic areas, or combined demographics at a local authority level

In these circumstances, you could consider choosing a larger geographic area, a sport group (rather than an individual sport), or a wider measure ('any sport' rather than 'once a week') to widen the sample.

## Help Section

The help tab provides training videos, a useful FAQ section and a contact address should you have any technical or general enquiries regarding the tool. Please also provide your feedback on the tool as this will help shape future developments.

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