

## Sport and Leisure Potential Profile

**Report For:** PMP Consultancy

**Defined Area:** Rother District

**Central Point:** N/A

Total Population Aged Over 18                      68200

	Results from area	Results as % of area	Results as % of GB	Index (ave.=100)	Index difference
Angling	4238	6.2%	6.1%	102	2
Cycling	7908	11.6%	14.6%	79	-21
Boats And Yachting	3757	5.5%	3.8%	143	43
Fitness/Health	9918	14.5%	19.7%	74	-26
Football	9874	14.5%	19.7%	74	-26
Golf	8126	11.9%	12.0%	99	-1
Motorcycling	2272	3.3%	4.1%	80	-20
Motor Sport	6379	9.4%	9.7%	97	-3
Riding	2665	3.9%	2.9%	136	36
Rowing	524	0.8%	0.5%	165	65
Rugby	4544	6.7%	8.0%	83	-17
Running/Jogging	2665	3.9%	4.9%	80	-20
Scuba Diving	1354	2.0%	1.7%	118	18
Skiing	1879	2.8%	3.2%	86	-14
Snooker/Pool	6204	9.1%	11.1%	82	-18
Snowboarding	961	1.4%	0.6%	248	148
Squash	1660	2.4%	3.1%	78	-22
Swimming	14942	21.9%	23.0%	95	-5
Tennis	4937	7.2%	5.1%	142	42
Watersports	2272	3.3%	3.0%	110	10
No Sport Interest	28617	42.0%	35.4%	118	18

## Demographic Variables

	Results from area	Results as % of area	Results as % of GB	Index (ave.=100)	Index difference
<b>Number of Children Per Household (aged under 18)</b>					
One	6466	9.5%	13.9%	68	-32
Two	7427	10.9%	14.9%	73	-27
Three	3102	4.5%	4.6%	99	-1
Four	481	0.7%	1.0%	68	-32
Five	87	0.1%	0.2%	62	-38
Six or more	0	0.0%	0.0%	0	-400
No Children	50637	74.2%	65.3%	114	14
<b>Number of Adults Per Household (aged 18 and over)</b>					
One	7646	11.2%	11.8%	95	-5
Two	51991	76.2%	71.4%	107	7
Three	6379	9.4%	12.1%	78	-22
Four	1922	2.8%	4.0%	70	-30
Five	175	0.3%	0.6%	42	-58
Six	87	0.1%	0.1%	116	16
Seven or more	0	0.0%	0.1%	0	-300
<b>Social Class</b>					
AB	27918	40.9%	30.7%	133	33
C1	19224	28.2%	13.2%	213	113
C2	8825	12.9%	14.8%	88	-12
D	2709	4.0%	7.3%	54	-46
E	9524	14.0%	15.1%	93	-7
<b>Cars in Household</b>					
1 car	29622	43.4%	41.9%	104	4
2 cars	20403	29.9%	26.9%	111	11
3 or more cars	4325	6.3%	5.2%	122	22
No cars	13850	20.3%	25.0%	81	-19
<b>Family Income</b>					
Less Than £5k	4719	6.9%	8.1%	85	-15
£5-£10k	10267	15.1%	15.5%	97	-3
£10-£15k	13413	19.7%	16.0%	123	23
£15-£20k	11272	16.5%	14.6%	114	14
£20-£25k	9219	13.5%	13.5%	100	0
£25-£30k	6335	9.3%	11.1%	83	-17
£30-£40k	7427	10.9%	11.0%	99	-1
£40-£50k	3102	4.5%	5.2%	87	-13
£50-£60k	917	1.3%	2.5%	53	-47
Over £60k	1529	2.2%	2.5%	91	-9