



# The State of Play

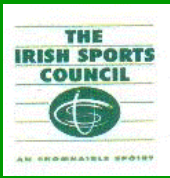
## Myths, Motivations and Messages in Irish Sport

19<sup>th</sup> November 2011

Dr. Pete Lunn, ESRI

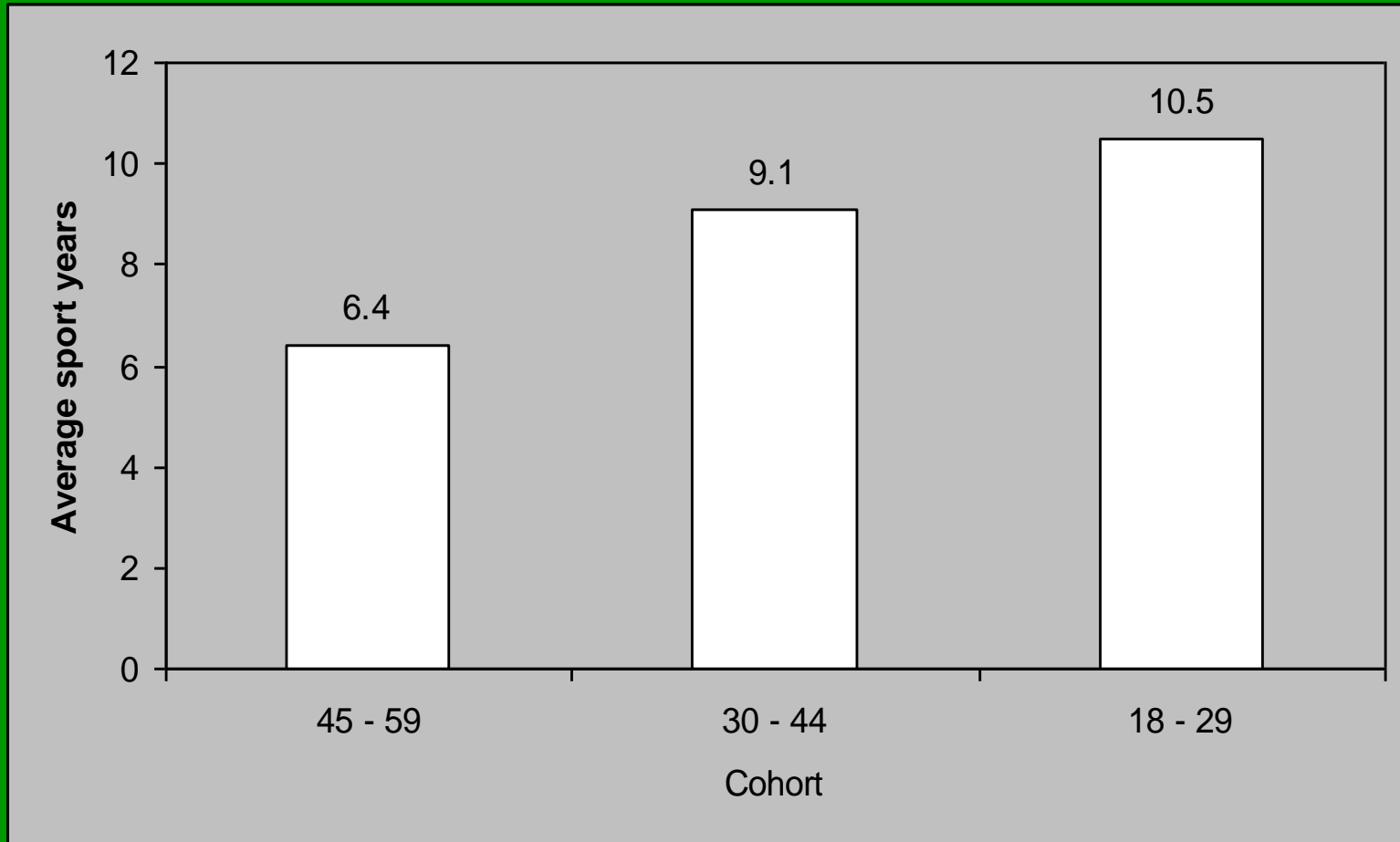


# What I'm going to do

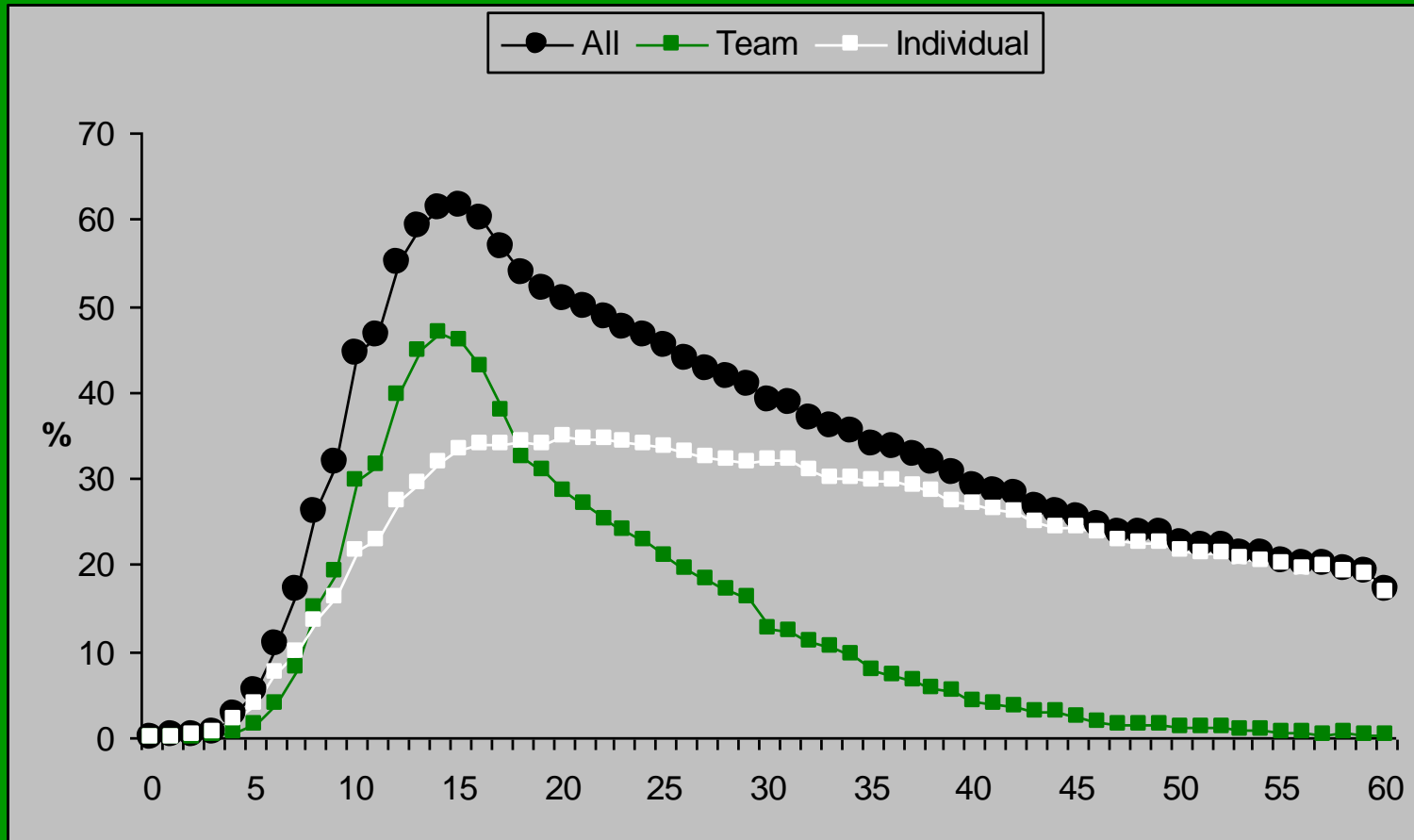


- ESRI / Irish Sports Council research programme
- Data from six large national surveys since 2003
- Strong patterns in participation
- Contain key messages
- Often don't match common perceptions

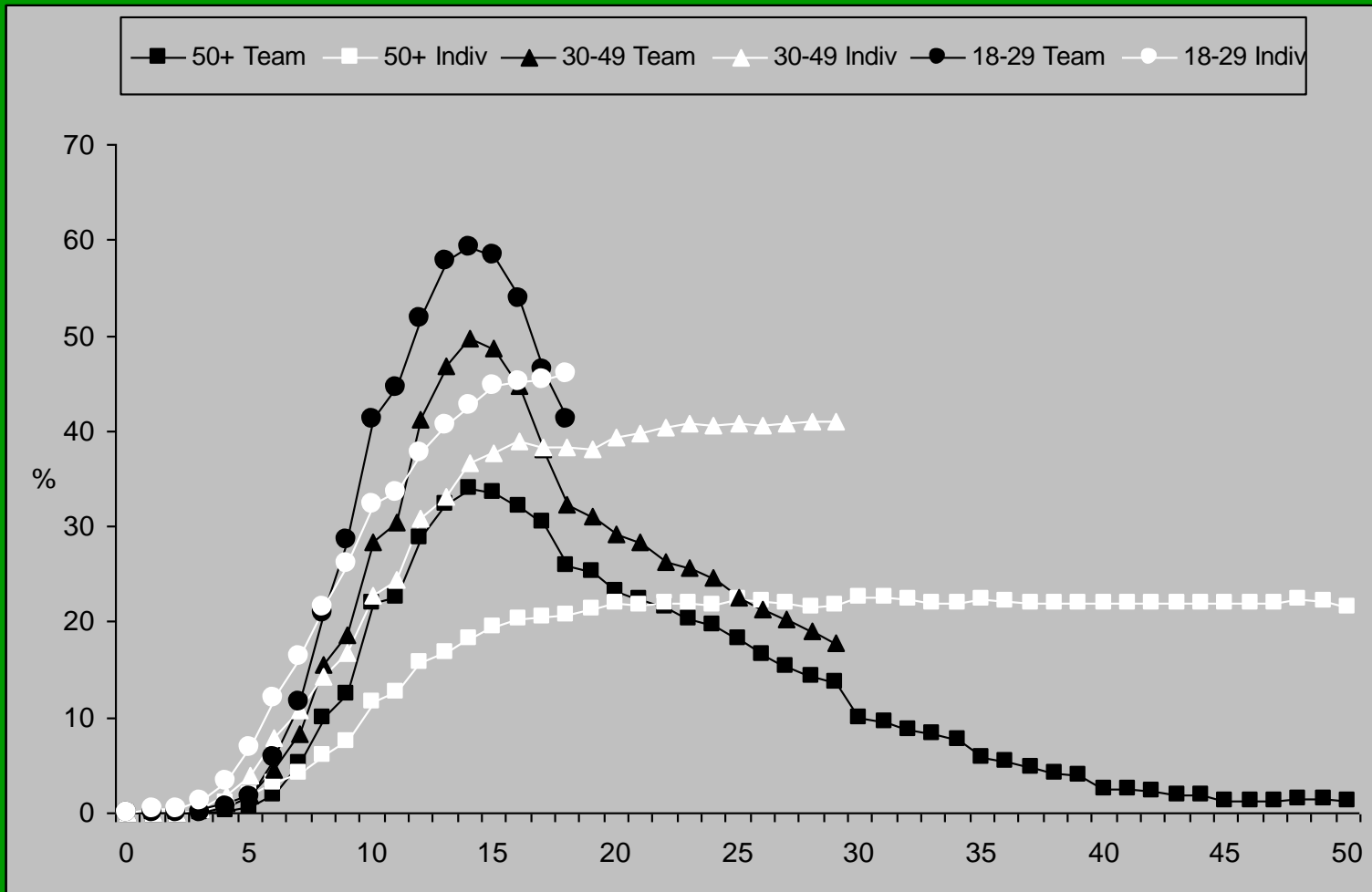
# Kids these days...



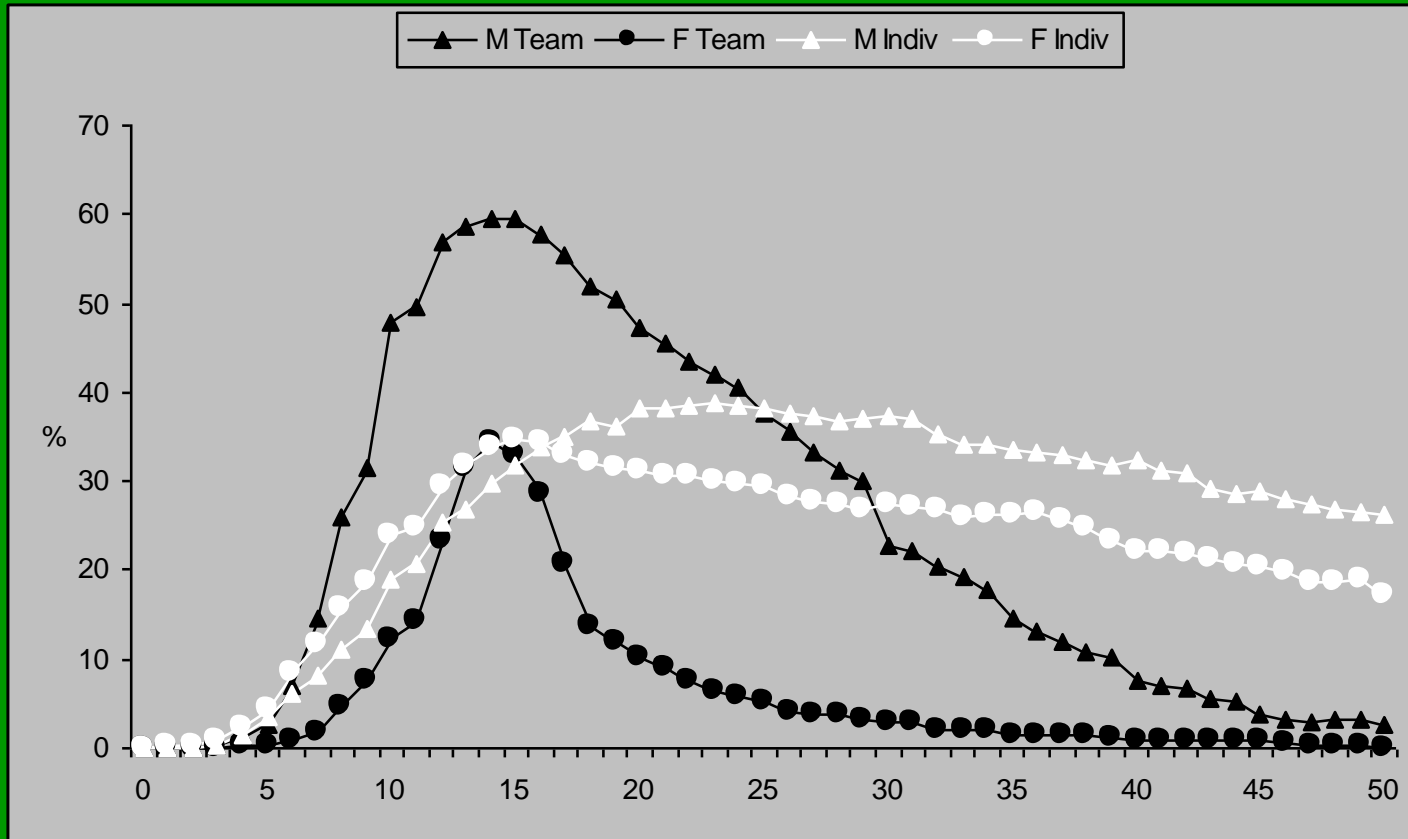
# The "sport hill"



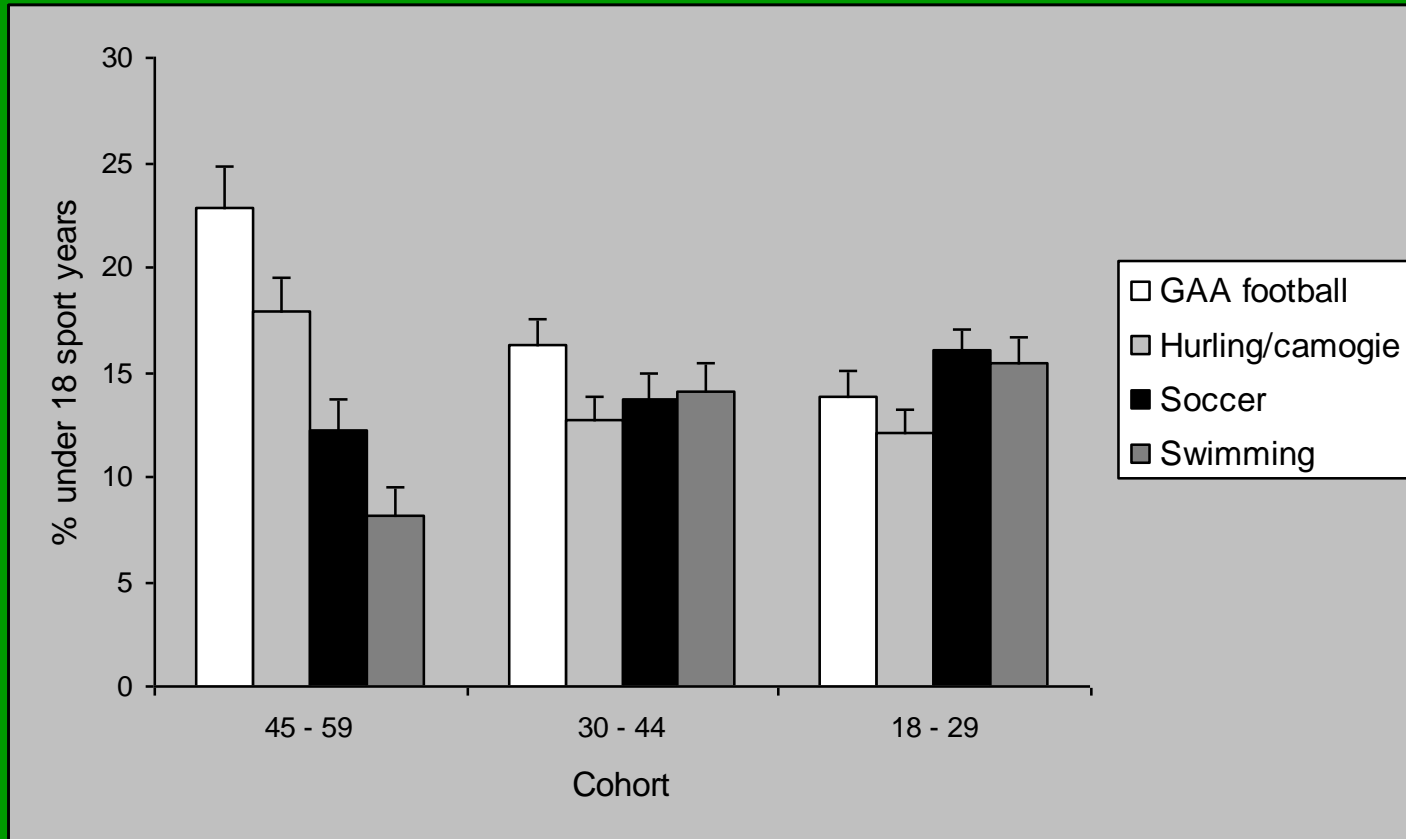
# Team and individual sport hills by cohort



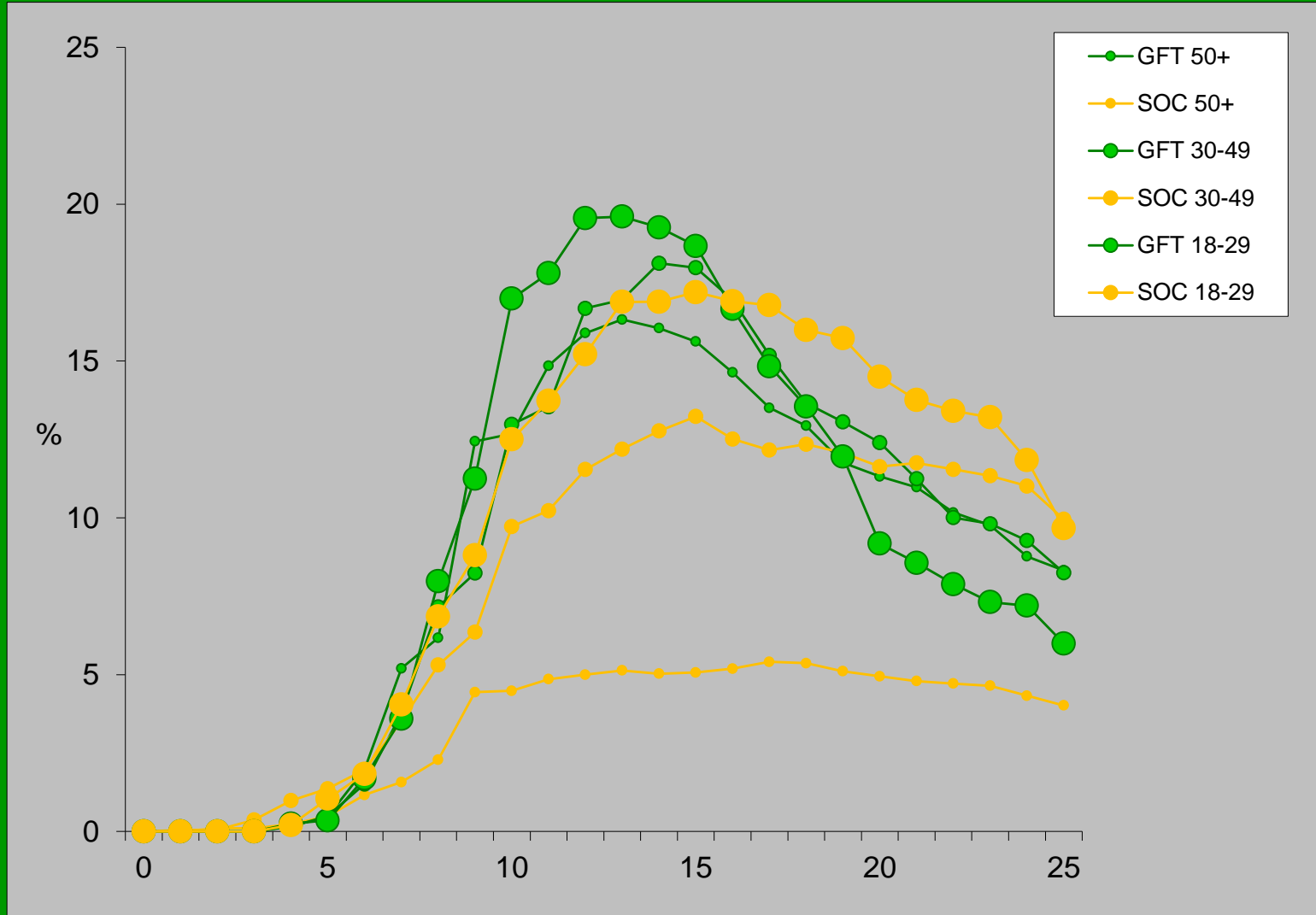
# Sport hills by gender



# Four most popular children's sports

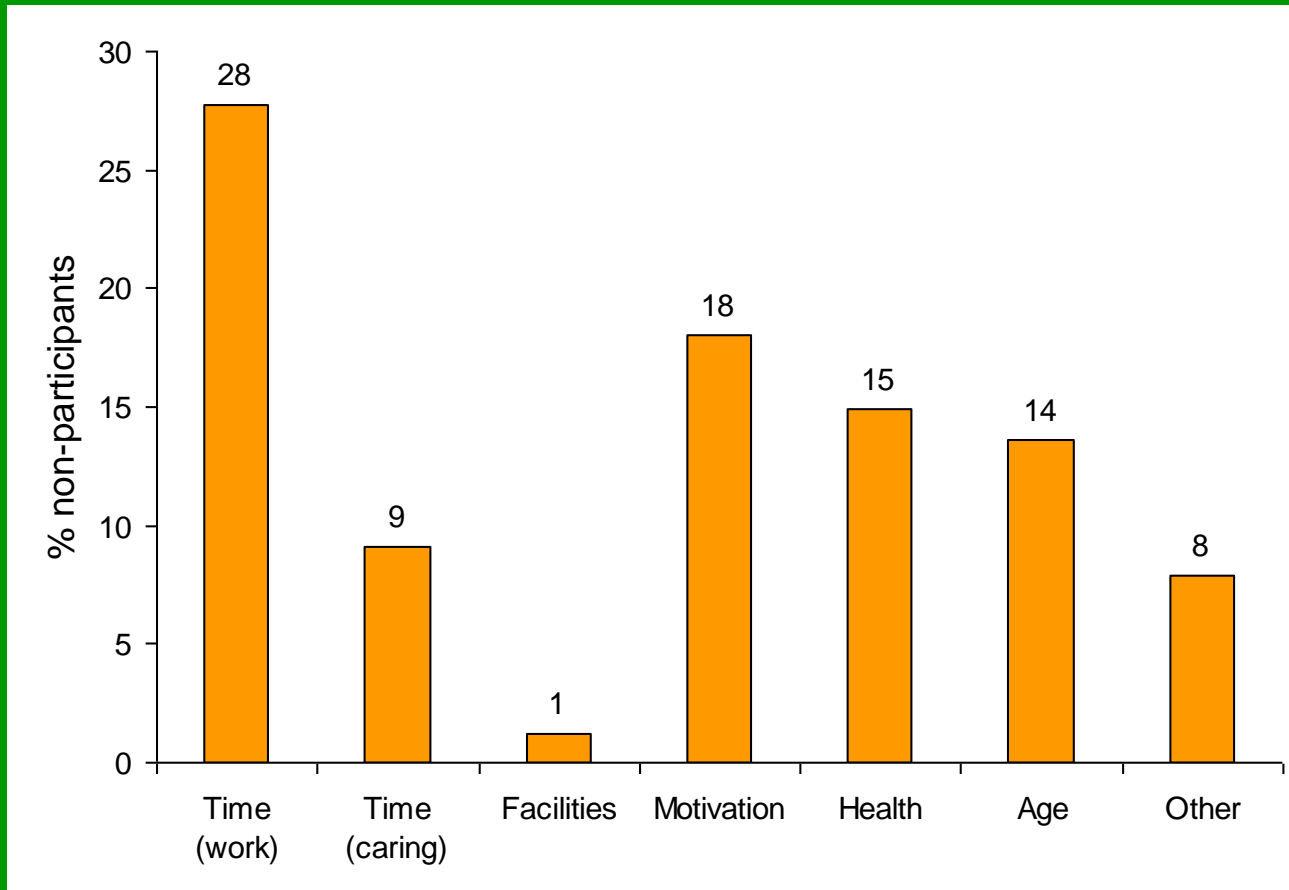


# A tale of two footballs

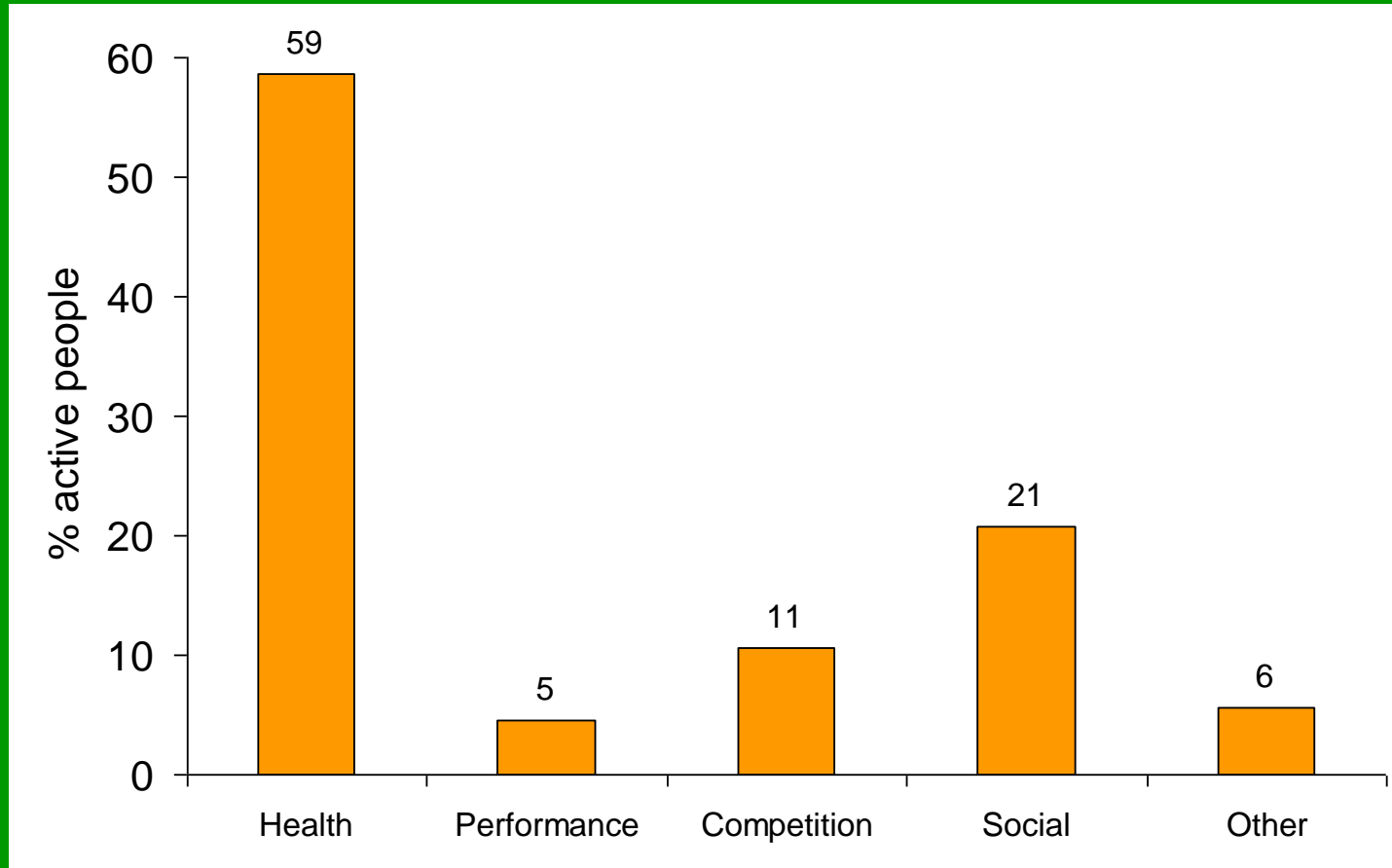




# Reasons for adult non-participation



# Main motivation of participants

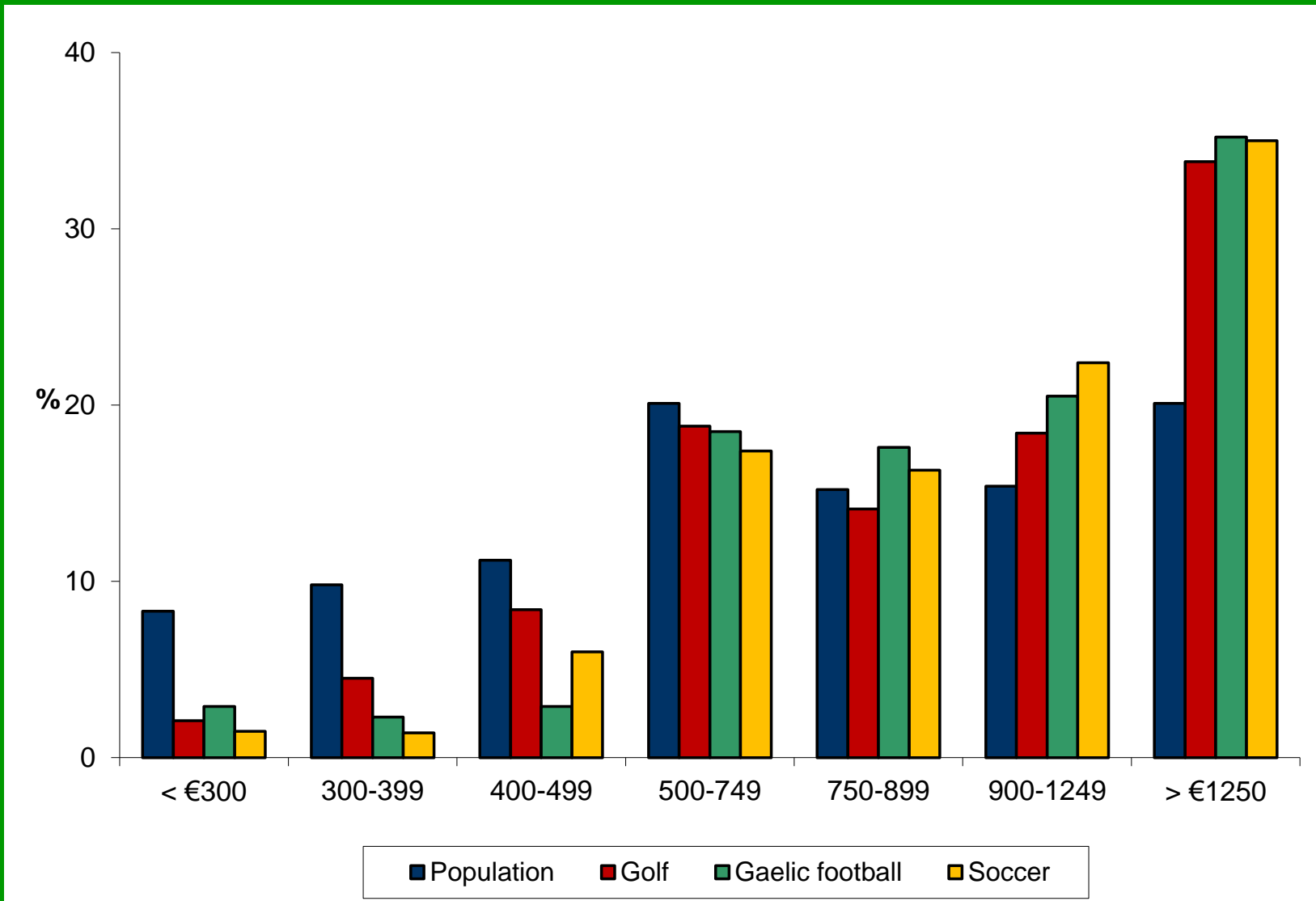


# Health impacts

We estimate that playing regular sport is equivalent in health terms to being **14** years younger

Playing a high level of sport in the past is equivalent to being **3** years younger

# One you may not forget...



# Take Home Messages

- More kids and adults than ever participate
- Large majority play as kids, but many drop out
  - especially from team sports
  - especially women
  - especially the less well-off
- Reasons people play change: health, social scene and time come to dominate

# It all starts so well...

