

Trends in women's participation in sport

A trend analysis of Active People survey data from 2007-2011
(AP2-AP5)

Introduction

The Women's Sport and Fitness Foundation support NGBs in understanding more about the women's market for sport. The following slides present trend data on the overall trends in women's participation in sport from 2007-2011 (AP2-AP5).

Overall, the picture is not wholly positive for women's participation. The proportion of women participating in sport and physical activity has declined over the last four years. We hope that these slides will give you insight in to this trend, and help you to identify, through looking at demographic trends, from which groups women are being lost from sport.

If you have any questions about any of this data, please contact lynne@wsff.org.uk

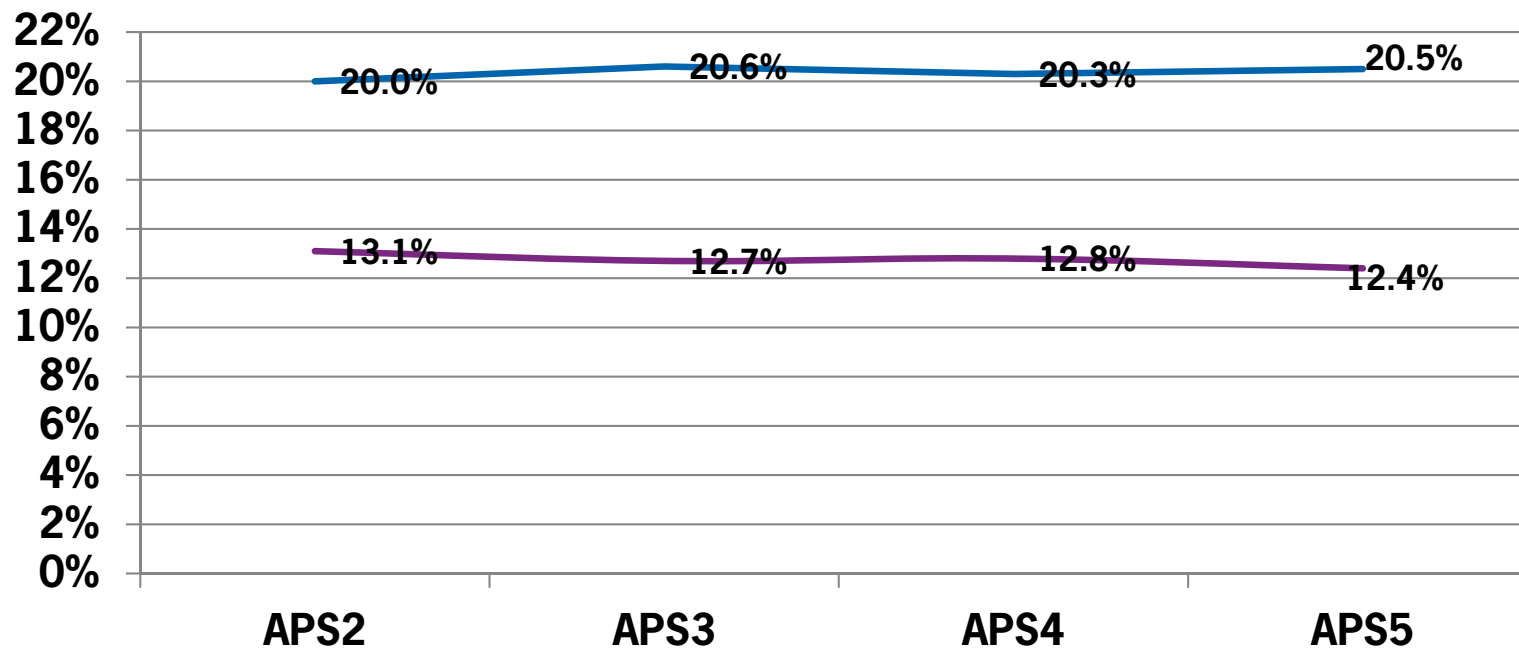
Overall participation trends

Overall trends in 3 x 30 (moderate intensity) participation

Across all sport and physical activity, there has been a 0.5 percentage point rise in male participation in the last four years, but a 0.7 percentage point fall in female participation

% of people participating in 3 sessions of 30 minute exercise per week at a moderate intensity

— Women — Men



93,000 fewer women now participating in 3x30 sessions at moderate intensity each week compared to AP2

There are 1.5 million fewer women than men participating in 3 x 30 sessions of sport of physical activity each week

12.4% of women participate in 3x30 sessions of moderate intensity exercise a week, compared to 20.5% of men

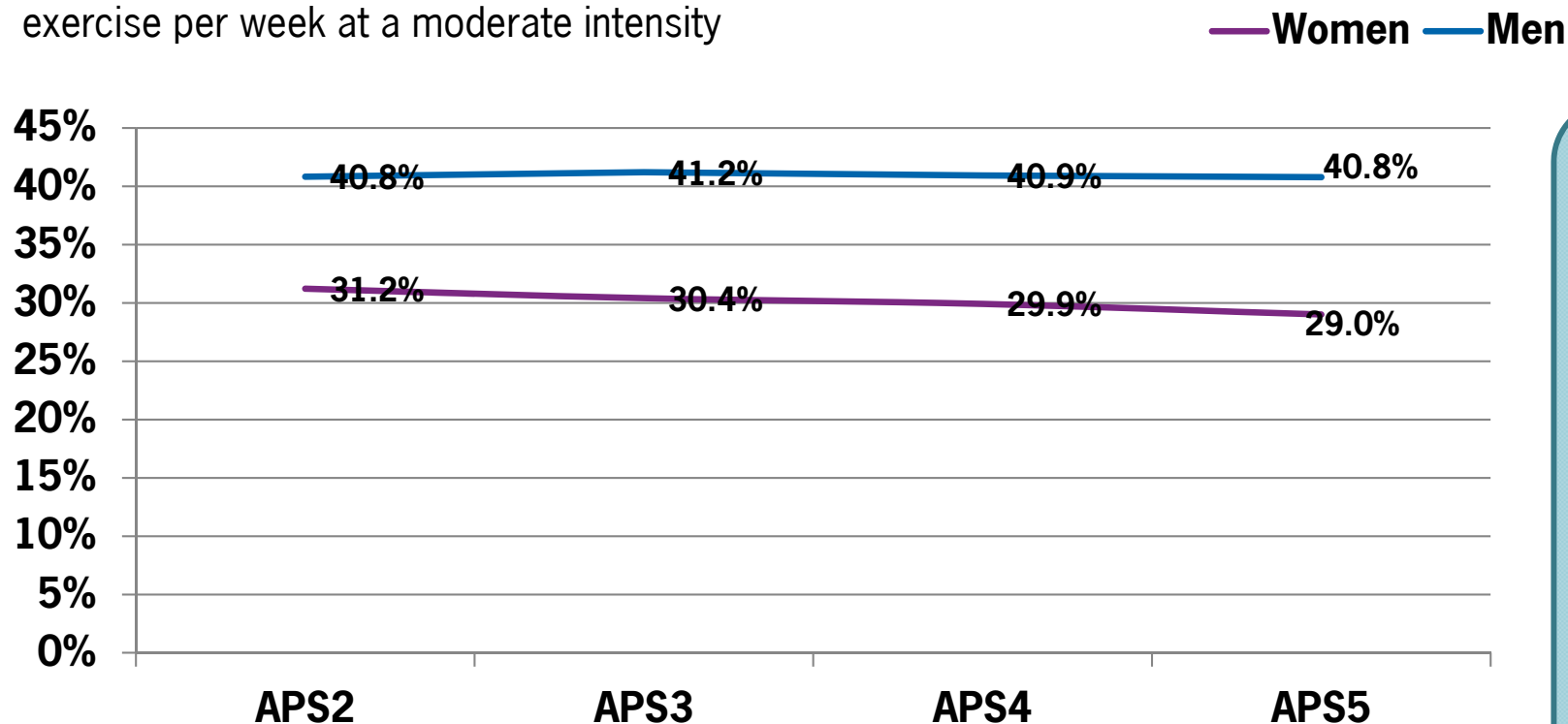


That's 2.7 million women compared to 4.2 million men

Overall trends in once a week (moderate intensity) participation

Across all sport and physical activity, the percentage of men participating at least once a week has stagnated, whilst the percentage of women has fallen 2.2% points

% of people participating in one session of 30 minute exercise per week at a moderate intensity



337,000 fewer women participating now in at least one 30 minute session at moderate intensity each week than AP2

There are 2.2 million fewer women than men participating in at least one session of sport or physical activity each week

29% of women participate in at least one session of exercise a week, compared to 41% of men



That's 6.3 million women compared to 8.5 million men

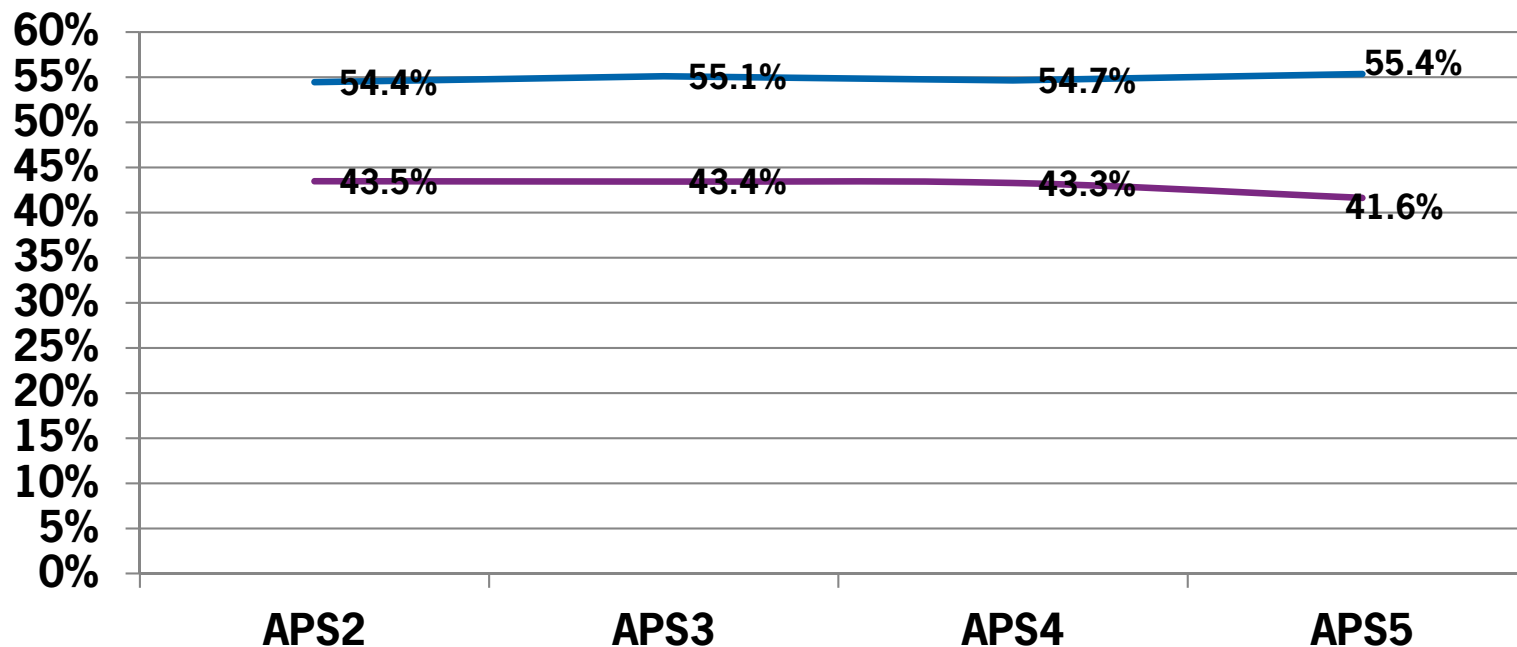
Overall trends in once a month (any intensity) participation



Across all sport and physical activity, the percentage of men participating at least once a month has increased by 1 percentage point, but the percentage of women has decreased by 1.9 percentage points.

% of people participating in any sport, including light intensity, in the last four weeks

— Women — Men



216,000 fewer women participating now in any sport, at any intensity, at least once a month than AP2

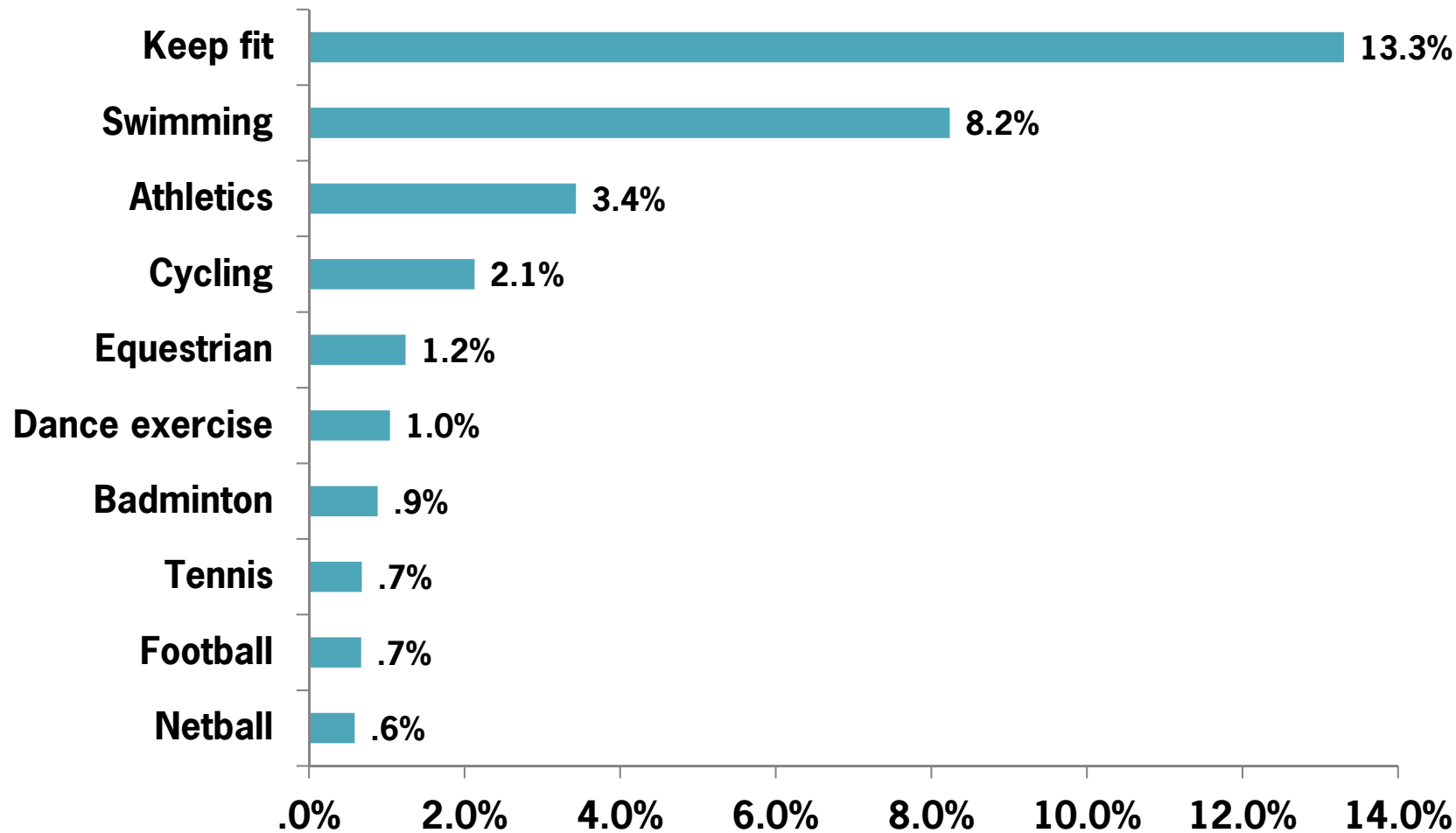
There are 2.5 million fewer women than men participating in at least one session of sport or physical activity at least once a month

41.6% of women participate in sport or physical activity at least once a month, compared to 55.4% of men



That's 9 million women compared to 11.5 million men

Top 10 female participation sports/activities (once a week)



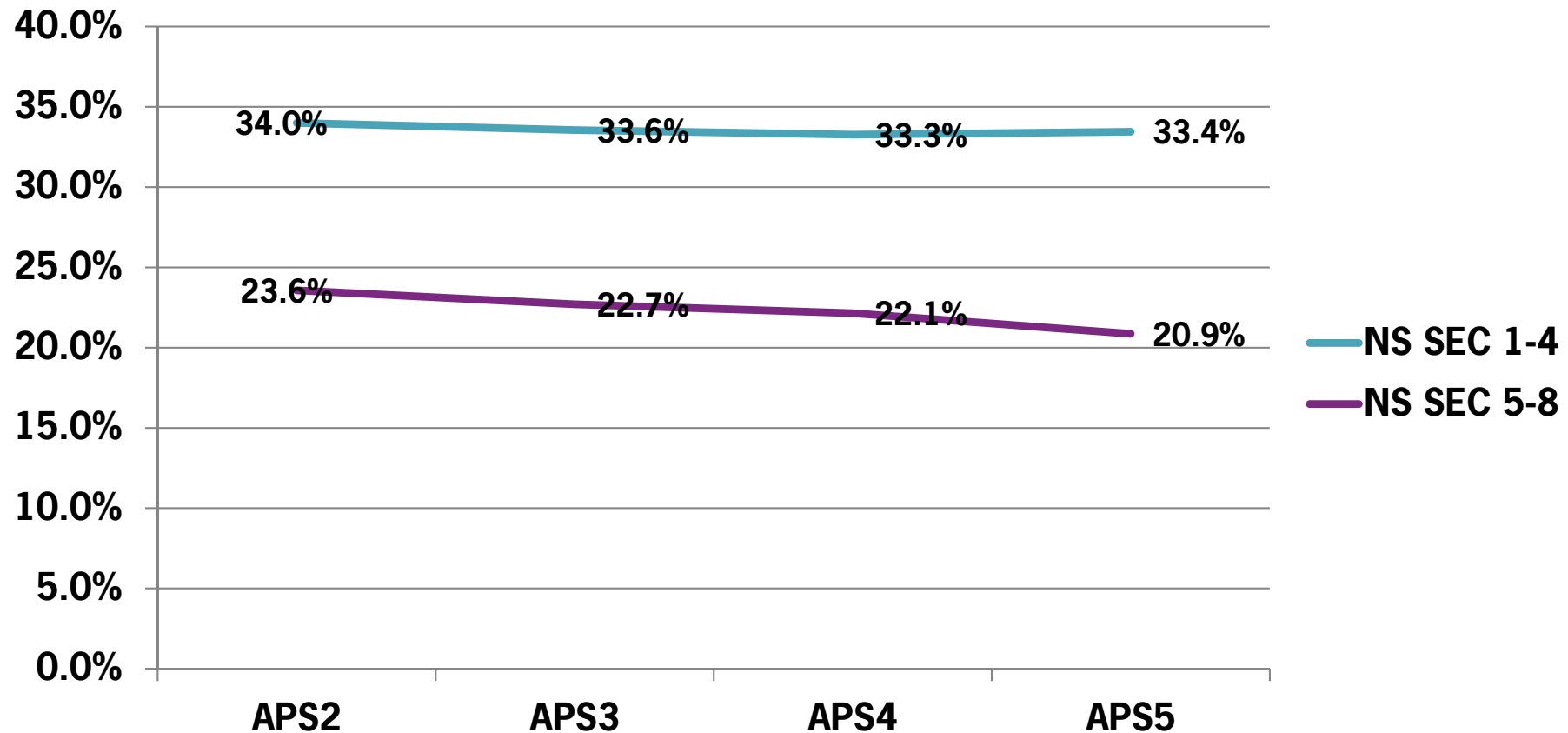
Base: All women

Source: Sport England Active People Survey

Demographic trends

Trends in social grade - women

The proportion of women in lower social grades (5-8) has fallen more than those in higher social grades (1-4)

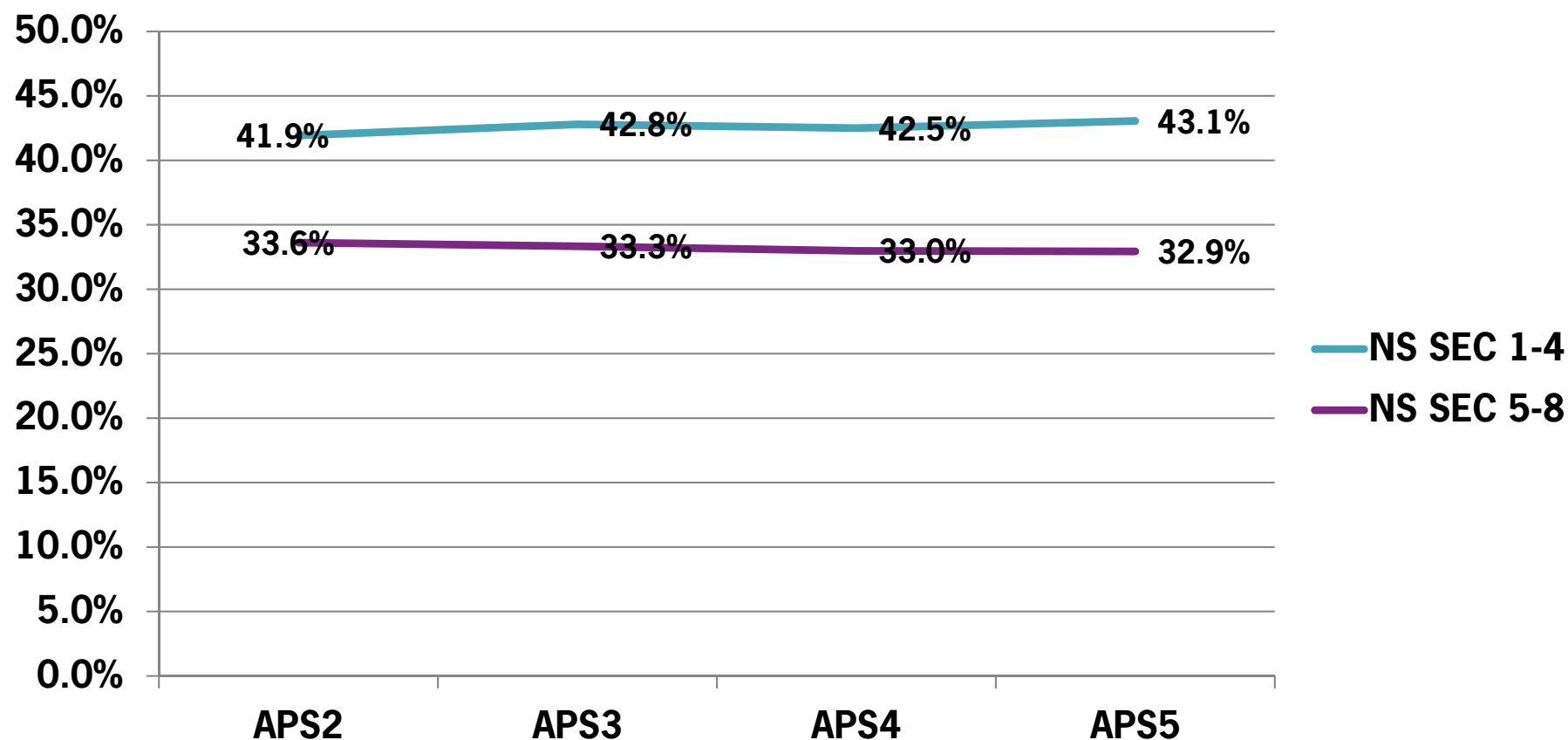


Base: All women

Source: Sport England Active People Survey

Trends in social grade - men

The pattern is similar amongst men - the proportion of men in higher social classes participating at least once a week has increased, and the proportion in lower classes has decreased very slightly.

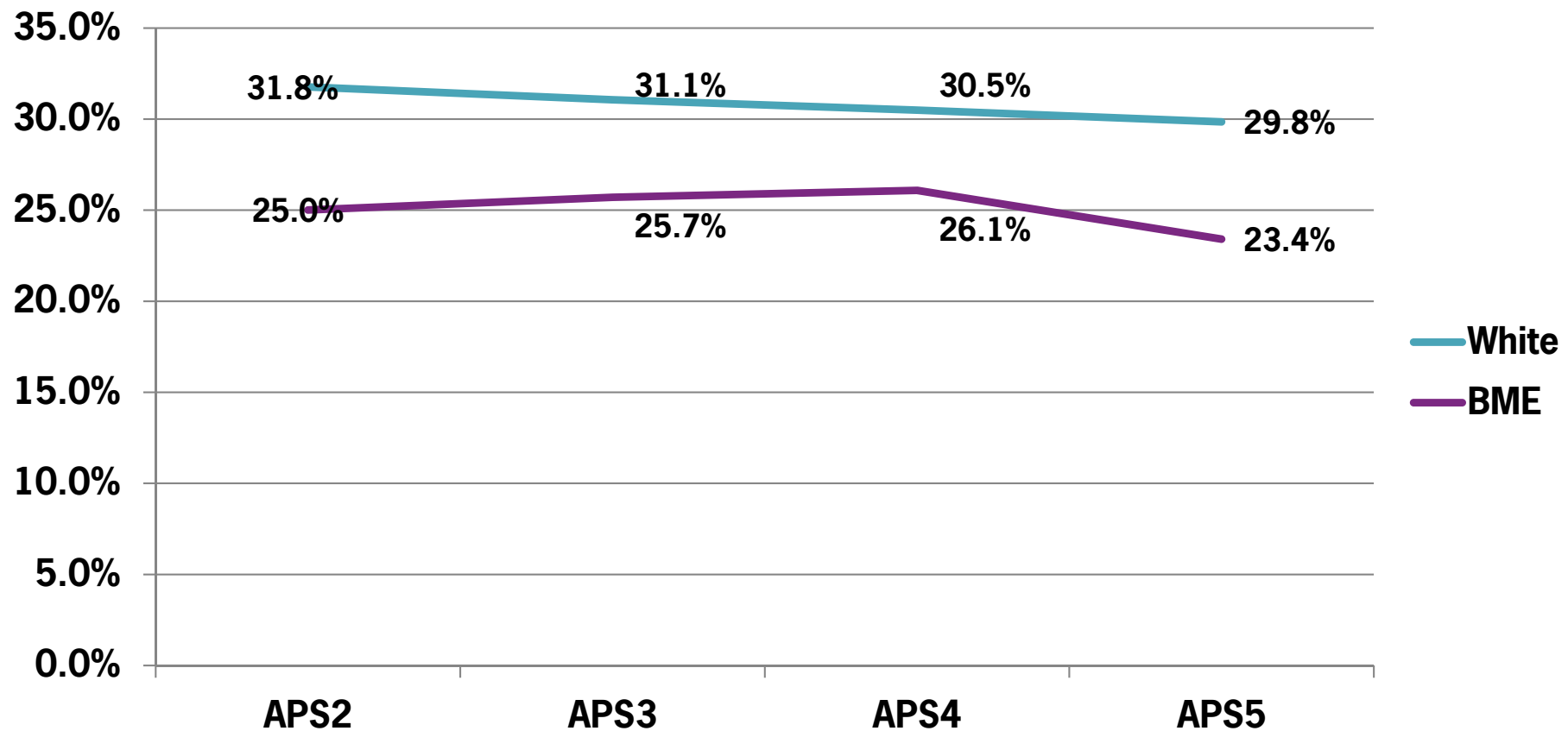


Base: All men

Source: Sport England Active People Survey

Trends in ethnicity - women

The gap between white and BME participation amongst women was closing up to APS4, but has widened again in APS5. More white women have been lost than BME women.

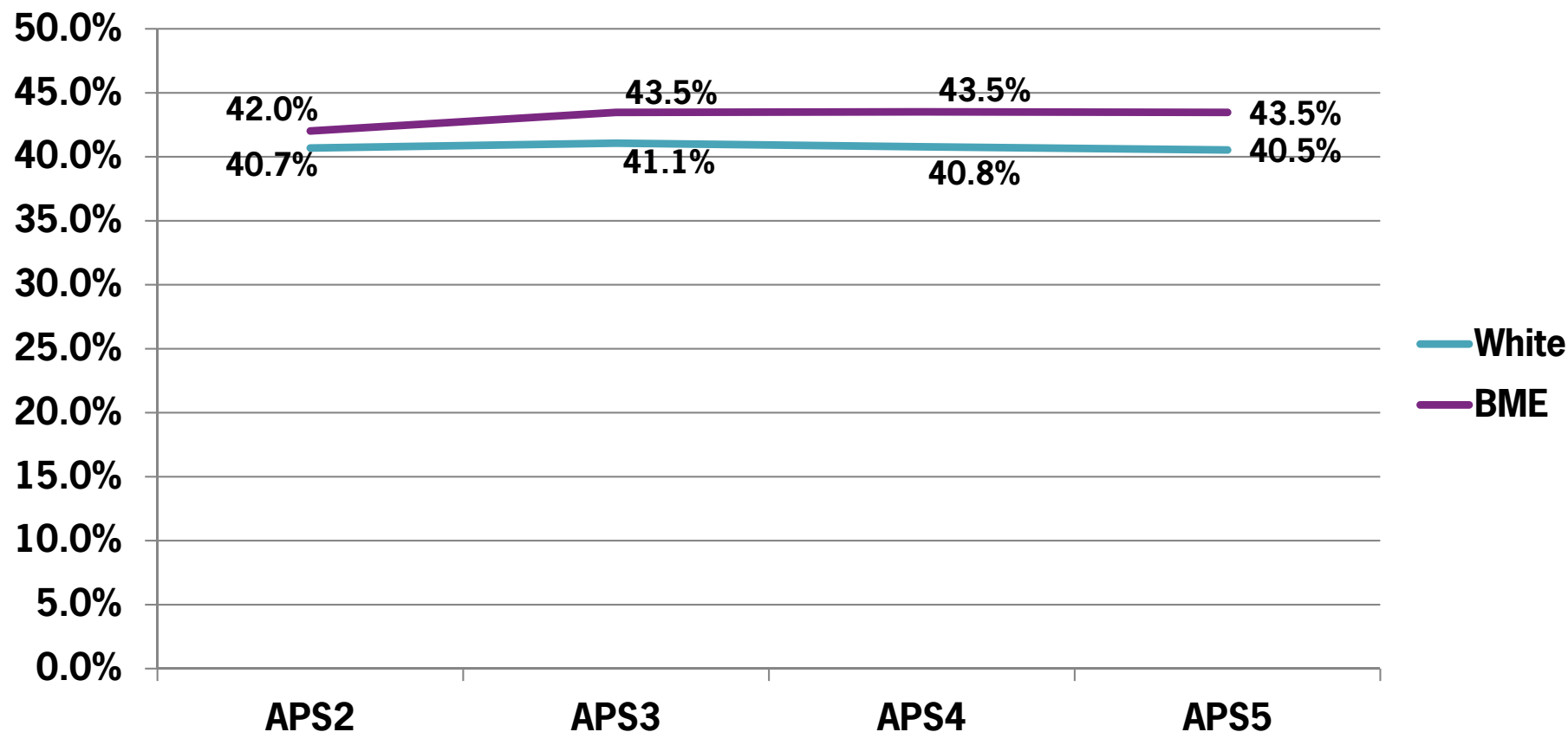


Base: All women

Source: Sport England Active People Survey

Trends in ethnicity - men

The story for men is much different – a higher proportion of BME men participate at least once a week than white men.

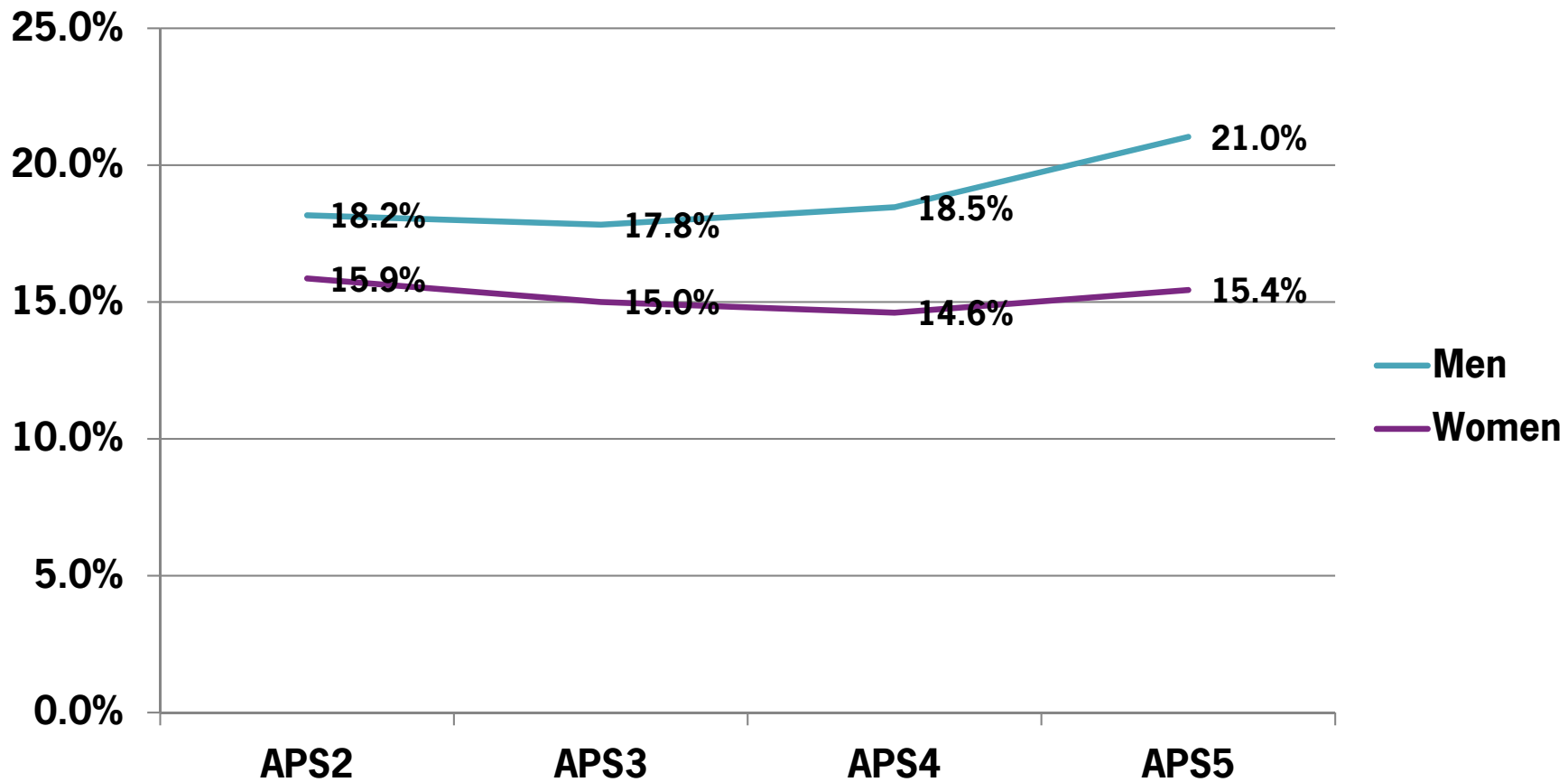


Base: All men

Source: Sport England Active People Survey

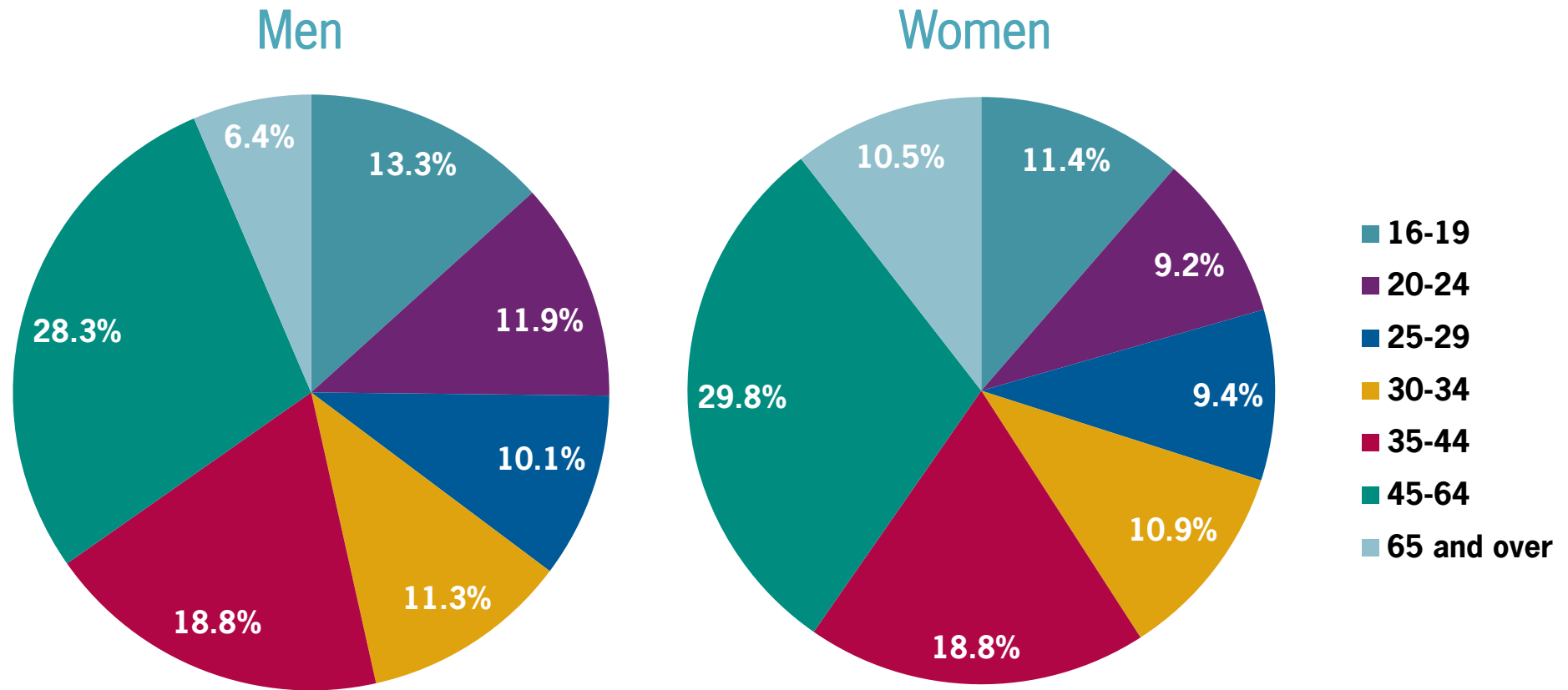
Trends in disability sport

The proportion of men with a limiting disability who have participated at least once a week has increased, whereas the proportion of women has decreased.



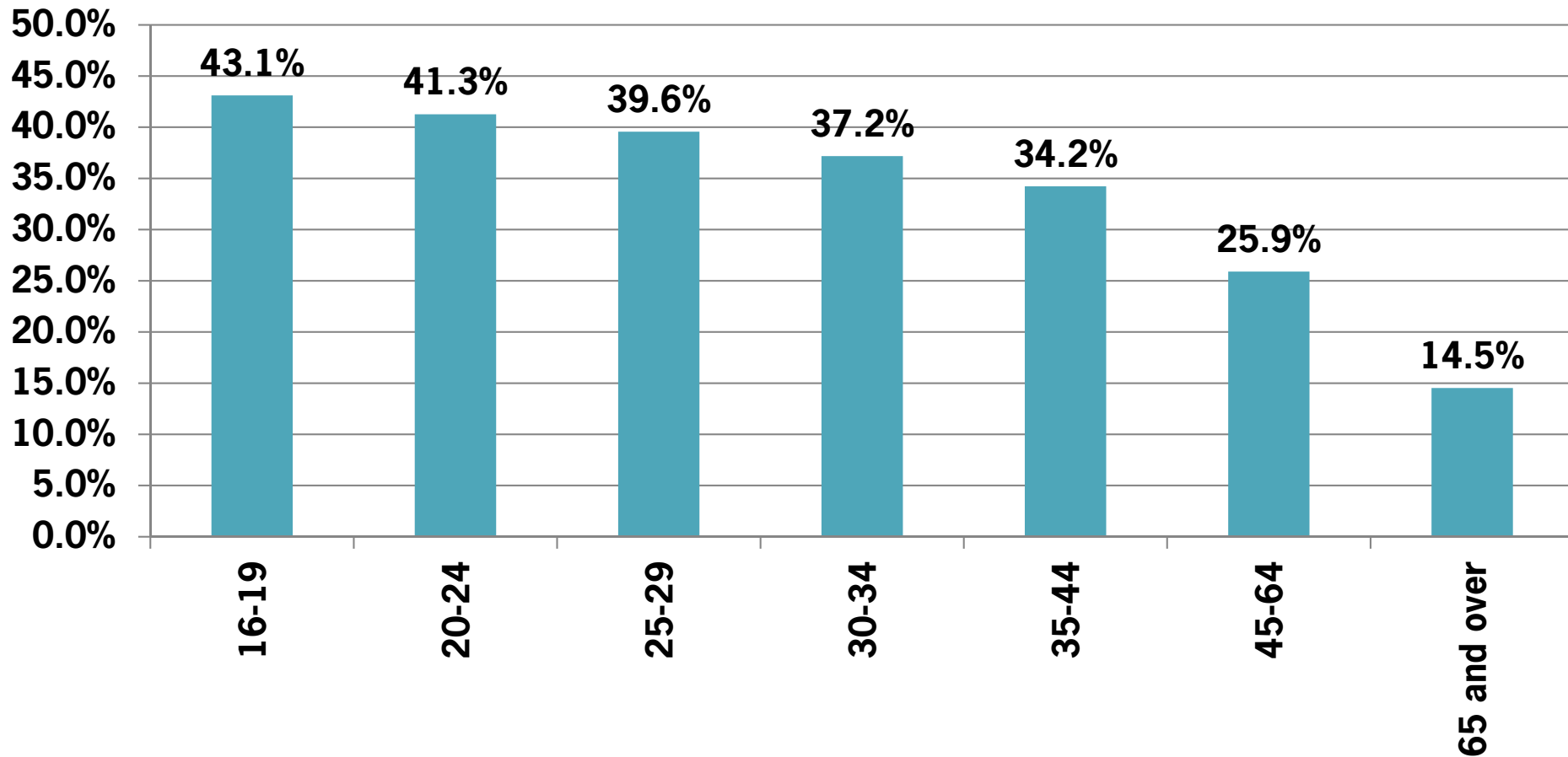
Once a week participation – age profile

The age profile of men and women participating at least once a week is similar for both men and women – women’s is slightly older than men



Proportion of each age group participating at least once a week

There is a higher proportion of women in younger age groups participating in sport at least once a week – the proportion decreases as the age group increases.

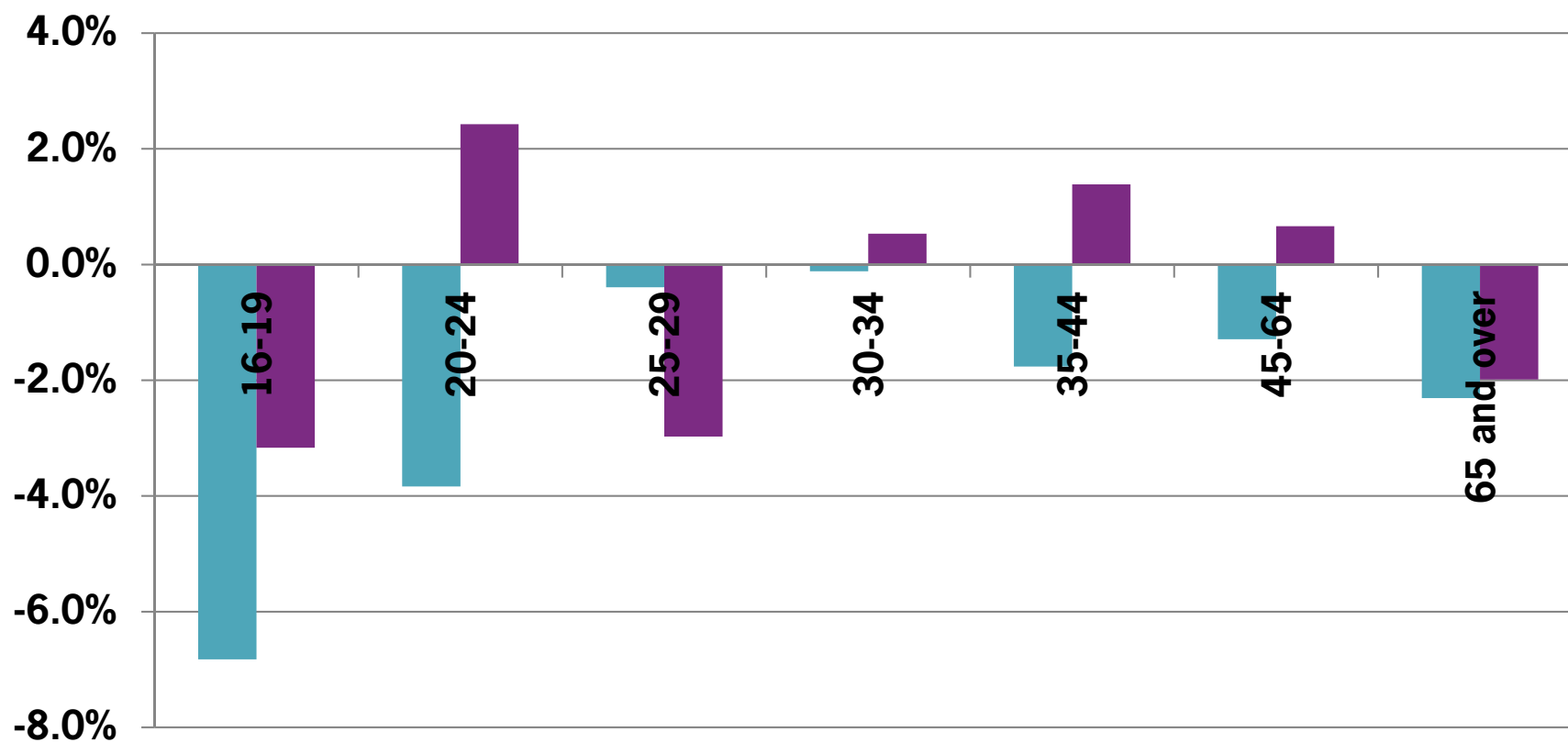


Base: All women

Sources: Sport England Active People Survey

Difference in participation levels against baseline, by age-group

There has been a big loss amongst younger women – the same has not happened amongst younger men. Men have lost a higher proportion from the 25-29 age-group.

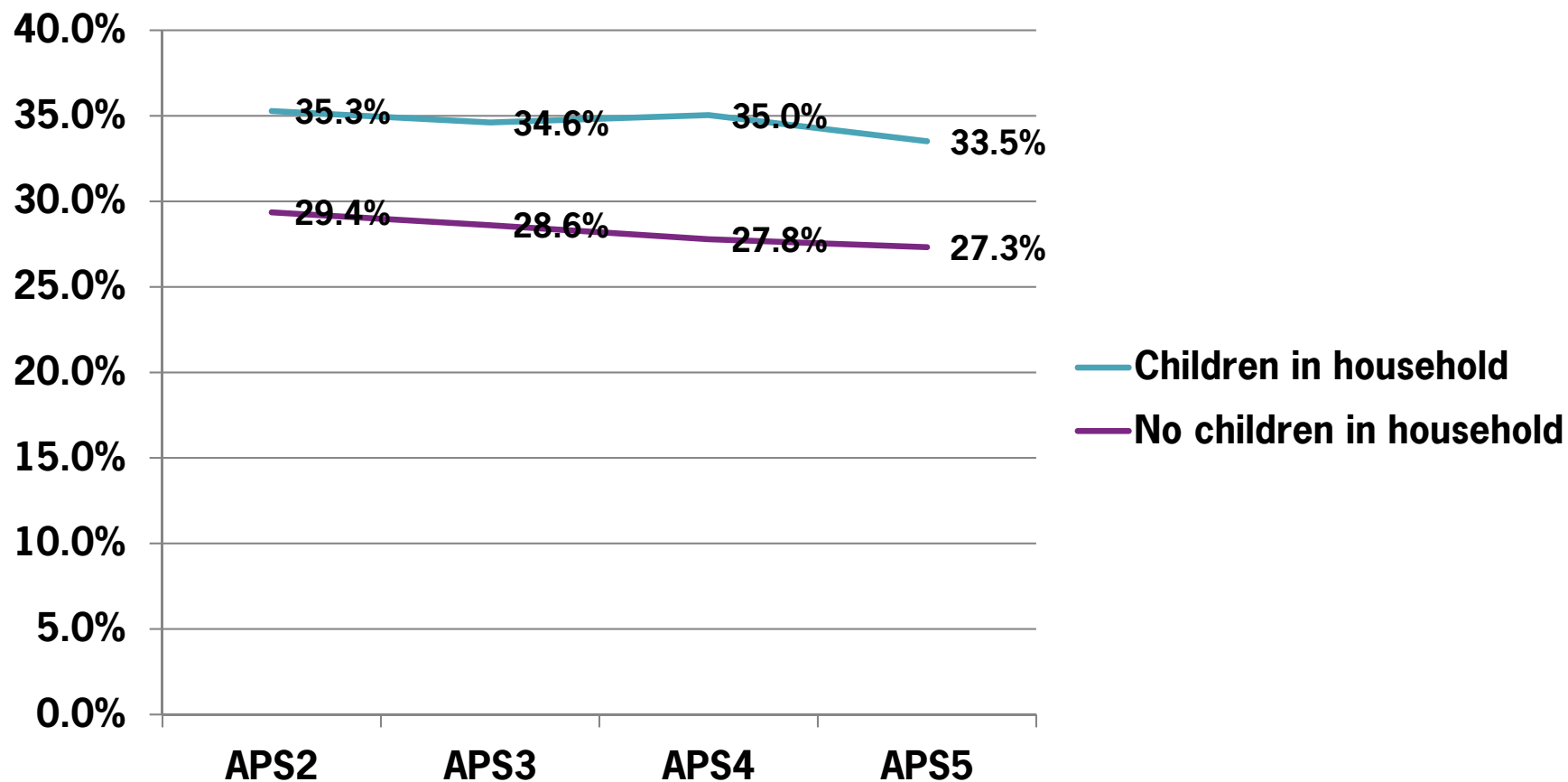


Base: All respondents

Sources: Sport England Active People Survey

Trends in mothers

There has been a similar drop in participation from both women with children at home, and those without.

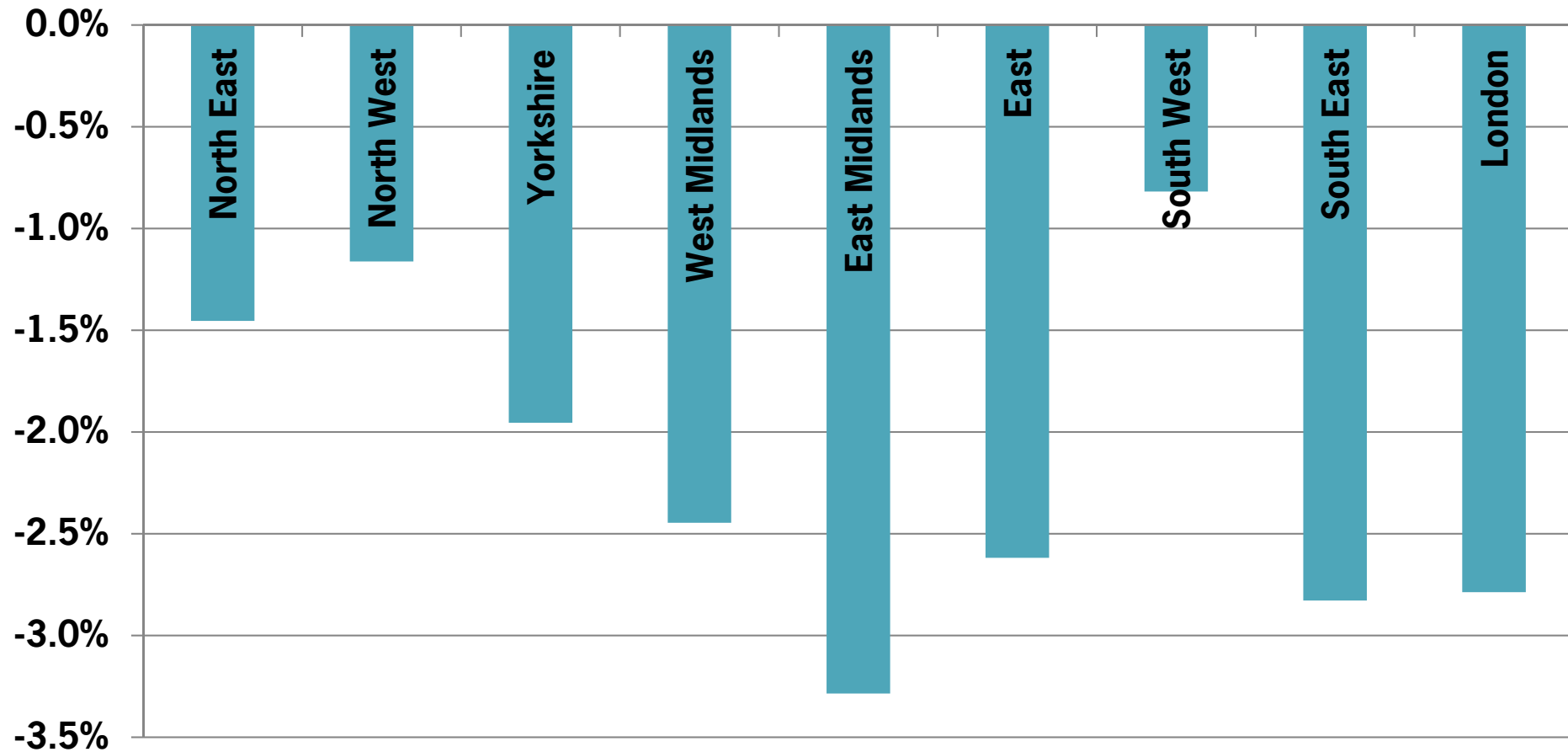


Base: All women

Source: Sport England Active People Survey

Drop in regional participation

The biggest loss in female participants has been in the South East, whilst the smallest loss has been in the South West. All regions have lost, rather than gained, female participants.



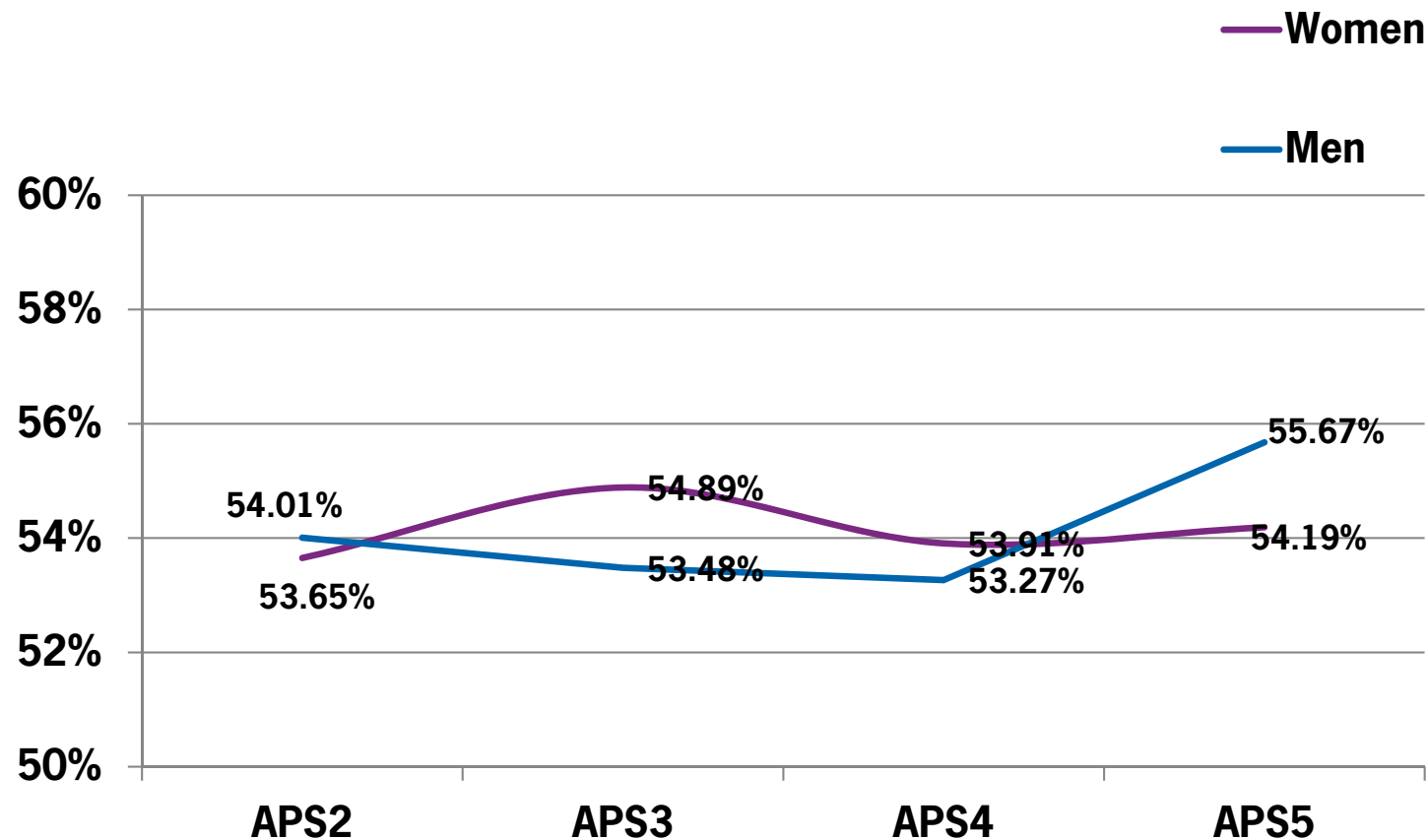
Base: All women

Sources: Sport England Active People Survey

Latent demand

Latent demand for any sport

Over half of men and women would like to do more sport / physical activity



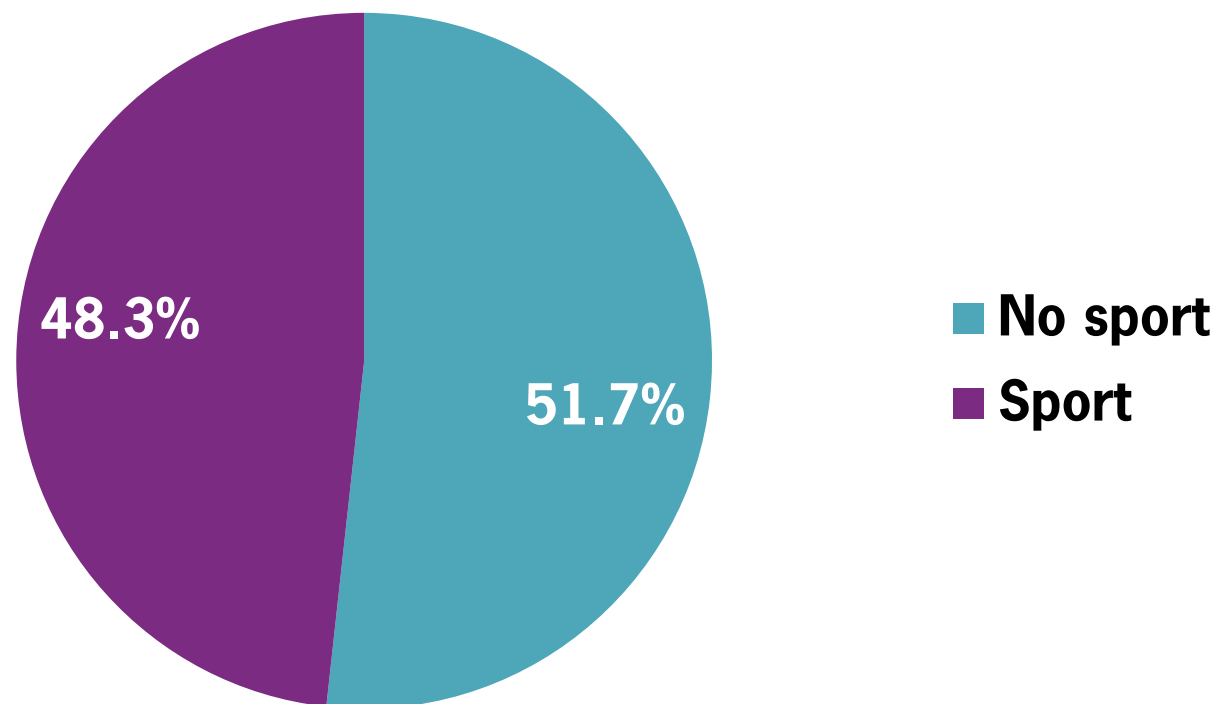
11,986,000
women would
like to do more
sport

Base: All respondents

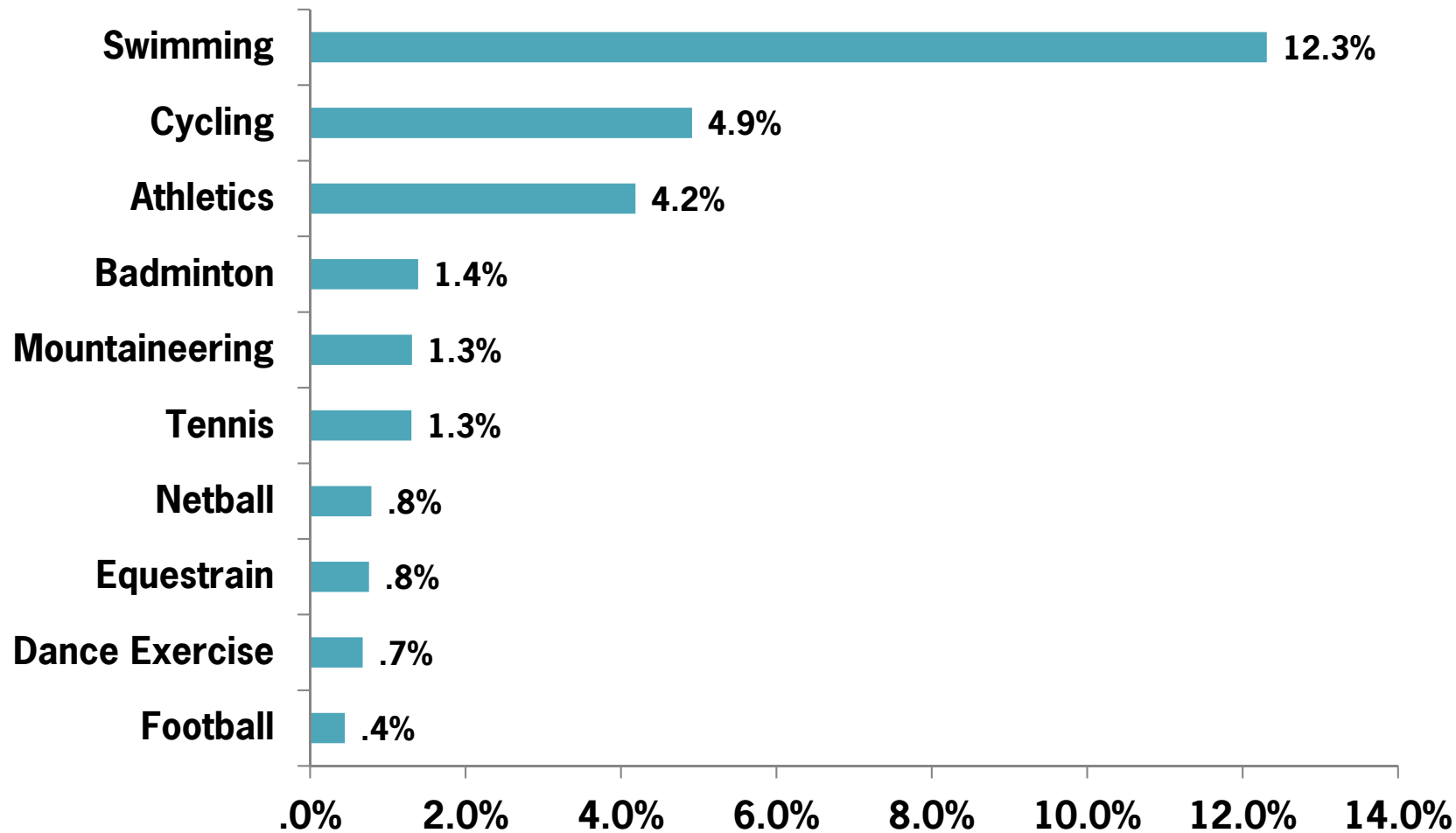
Sources: Sport England Active People Survey, Office for National Statistics Population Estimates

Latent demand – proportion who want to “do more”

When latent demand is broken down, we can see that just over half of women with latent demand for sport are not currently participating in sport, whilst just under half already participate in sport to some degree.



Top 10 sports with latent demand amongst women

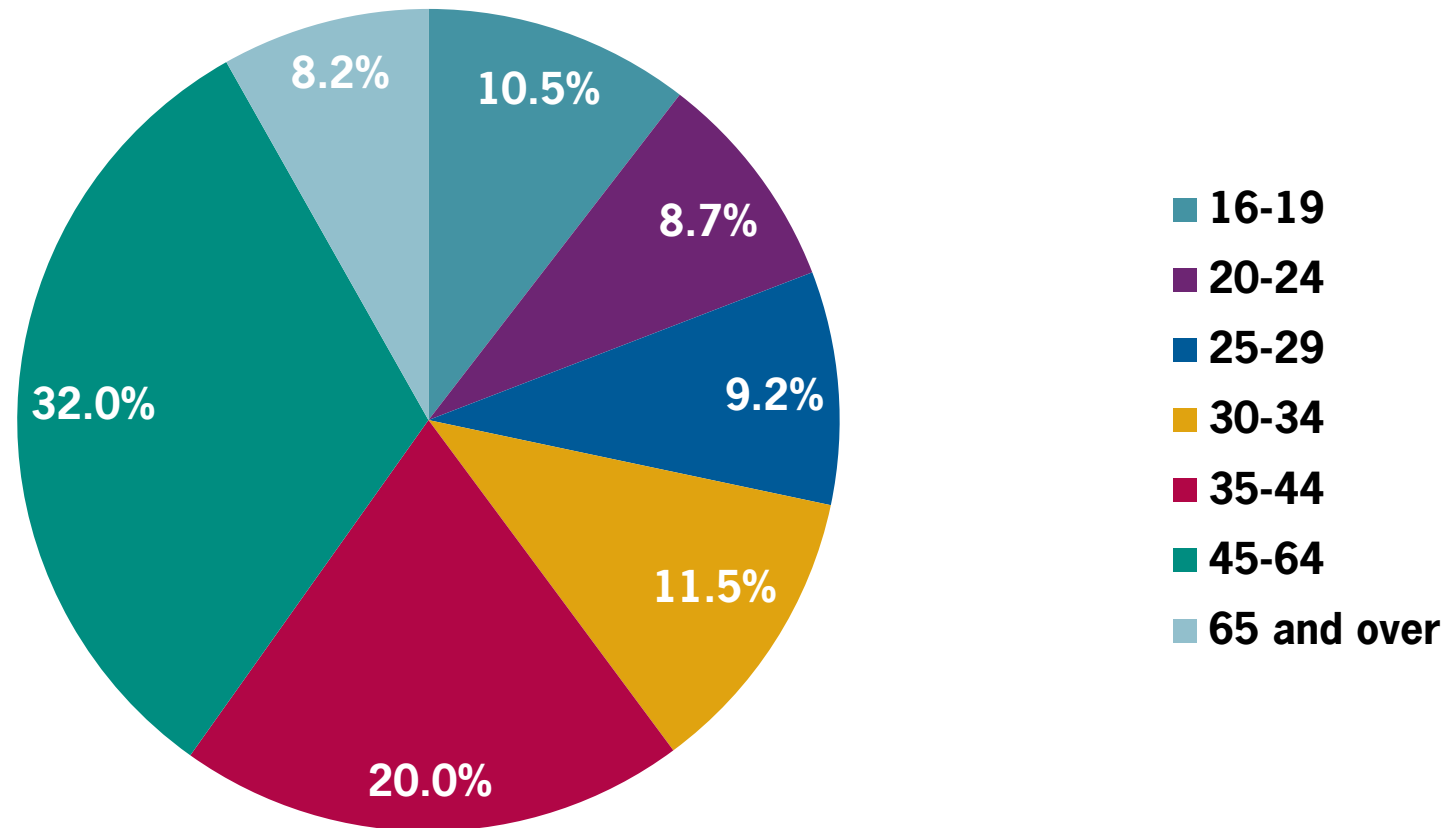


Base: All women

Source: Sport England Active People Survey

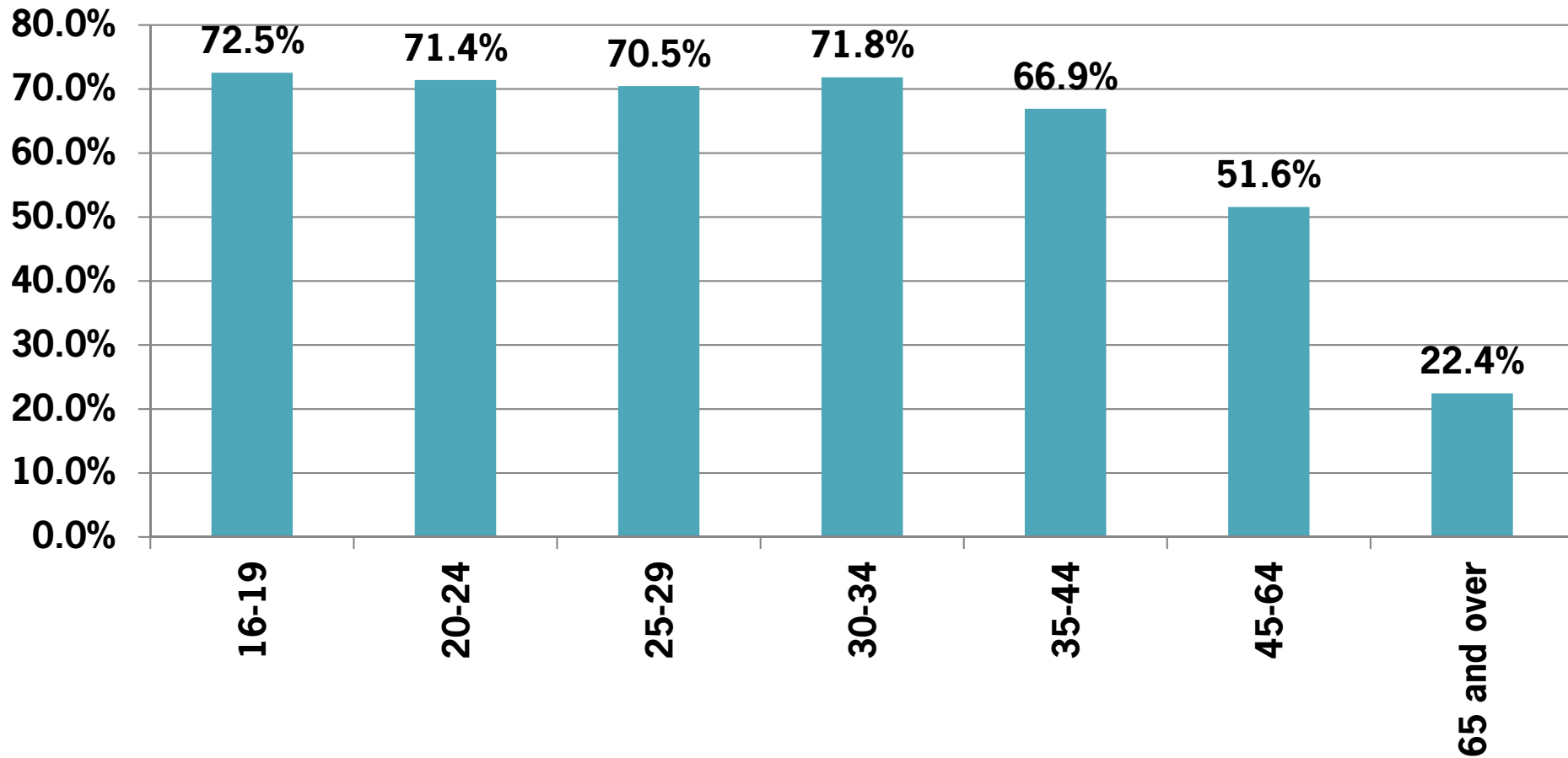
Latent demand – age profile (2011)

60% of women with latent demand for sport are aged 35 and over.



Proportion of each age group with latent demand

Latent demand is most prevalent amongst younger age groups



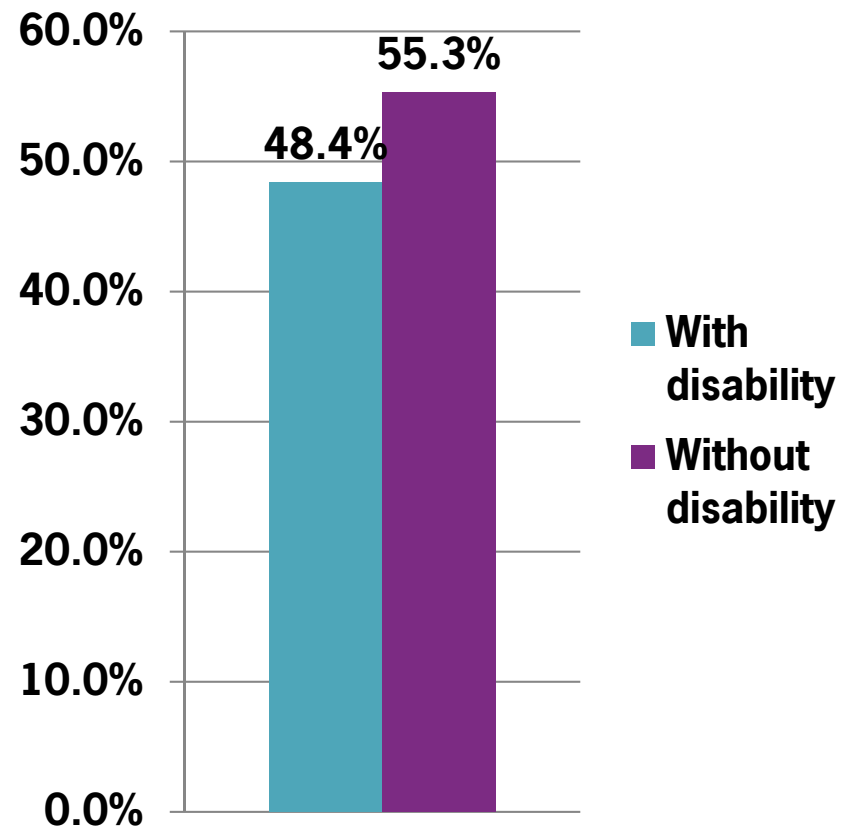
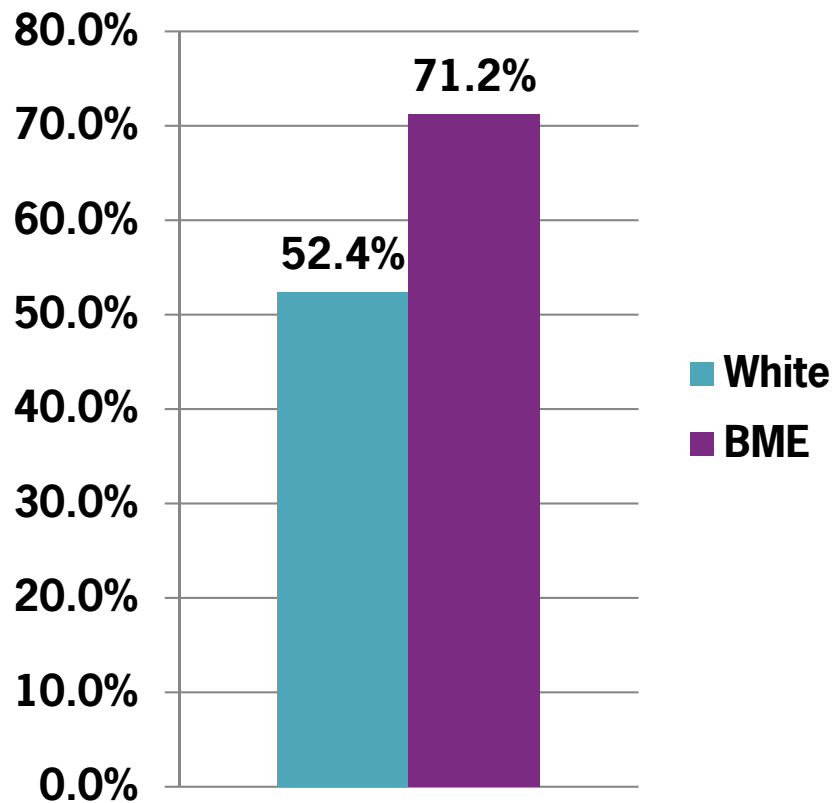
Base: All women

Sources: Sport England Active People Survey

Latent demand – ethnicity and disability

A higher proportion of BME women have latent demand for sport.

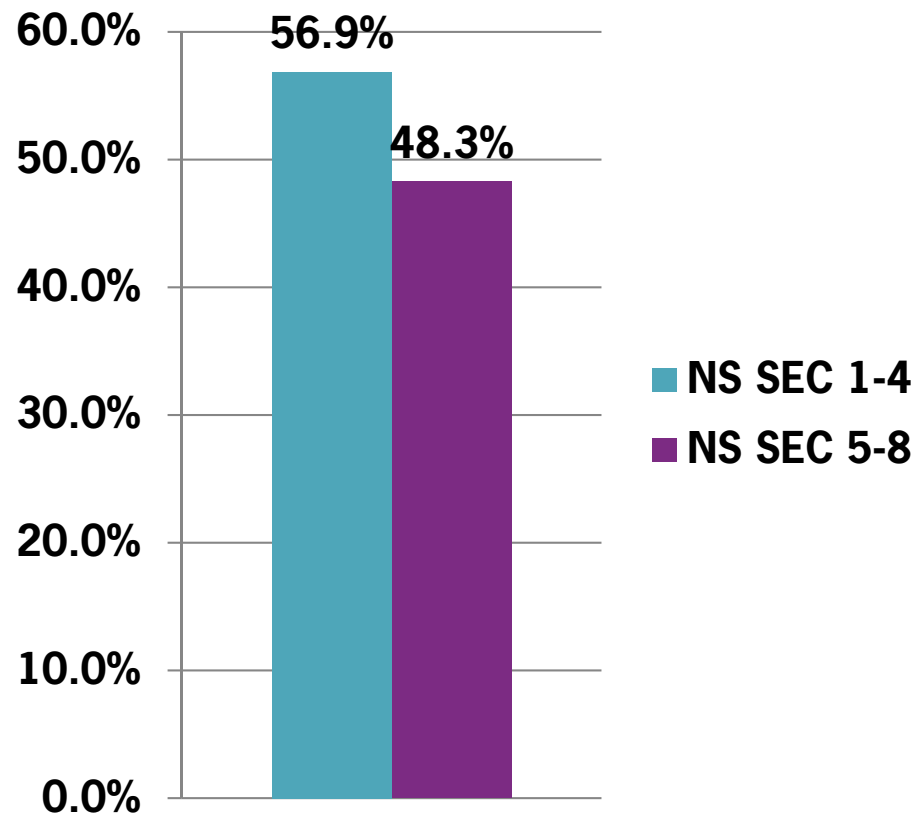
Almost half of women with a limiting illness or disability have latent demand for sport.



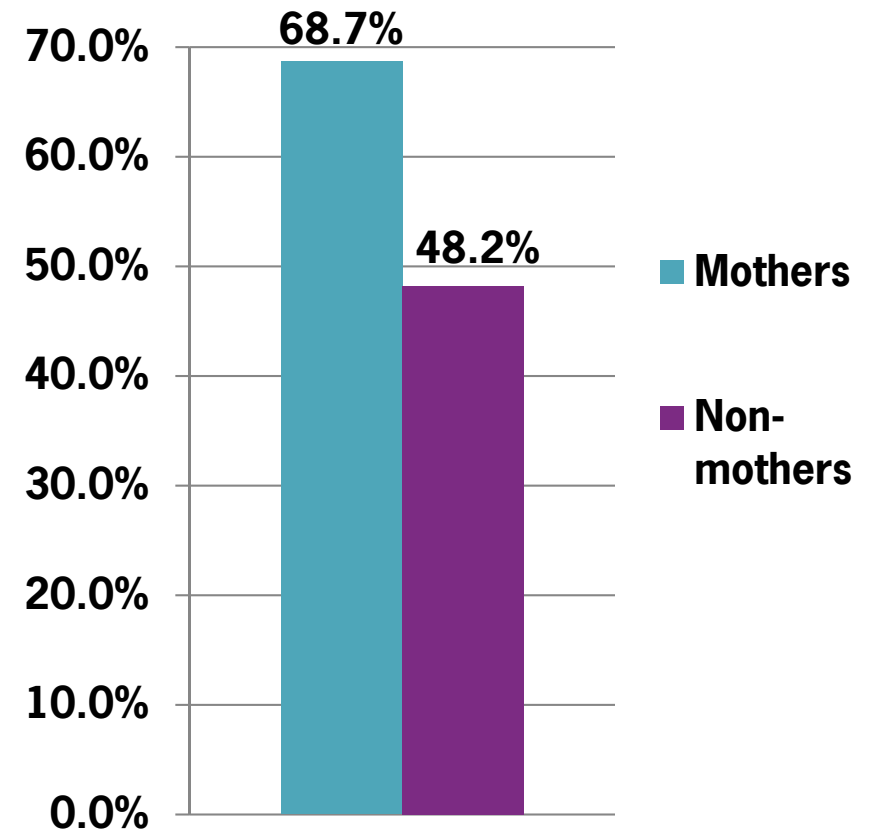
Base: All women with latent demand for sport
Sources: Sport England Active People Survey

Latent demand – social class and mothers

A higher proportion of women in higher social grades have latent demand for sport.



A higher proportion of women with children at home have latent demand for sport than women without children at home.



Focus point: young women

14-24 year olds

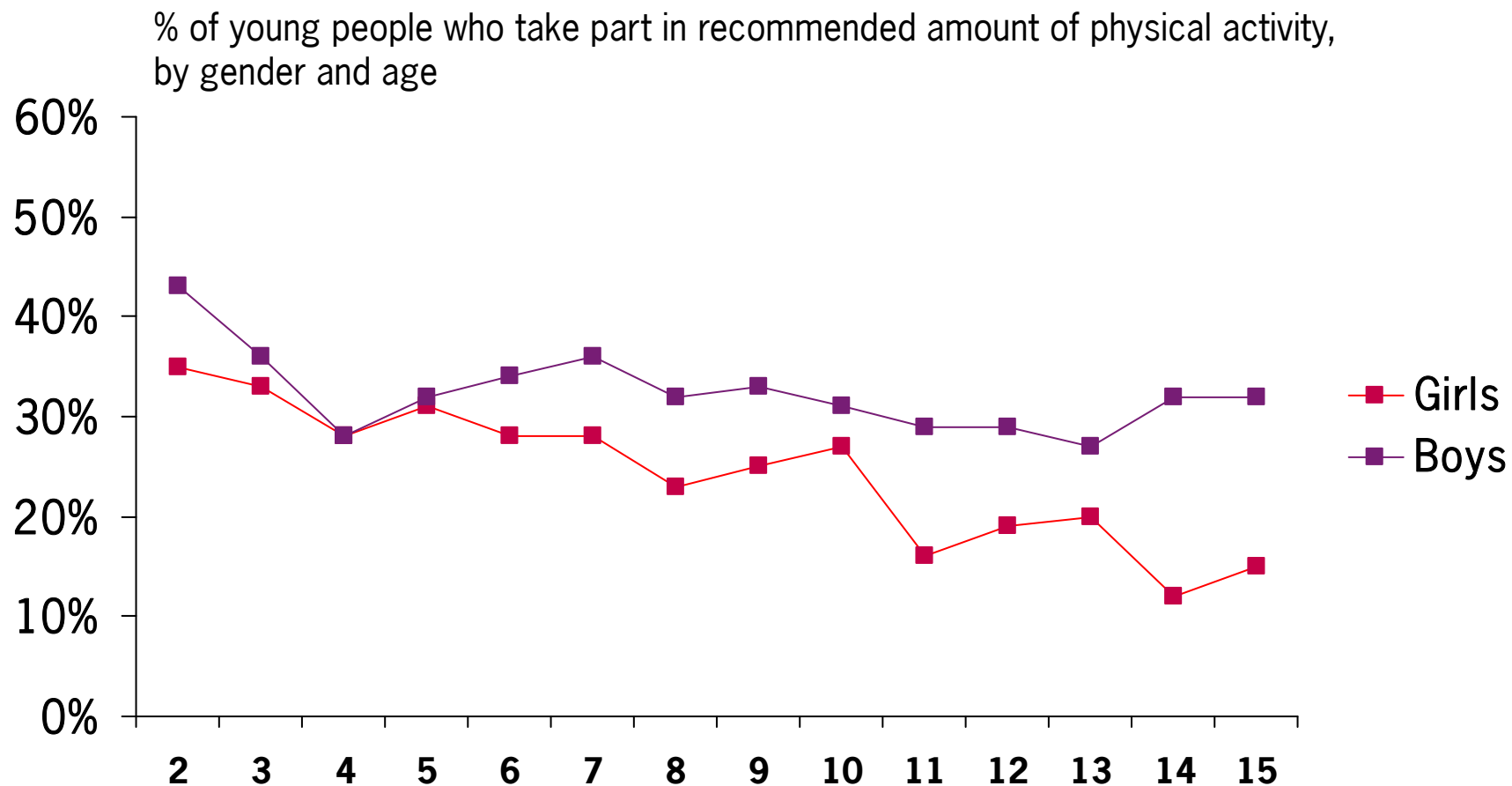
The Government and Sport England have recently announced their intention to focus on increasing sports participation amongst 14-24 year olds (<http://is.gd/xyOg1S>).

This new focus is understandable - its clear from the results of Active People and other surveys that falling participation amongst children and young adults represents a significant challenge to the sector. Our latest analysis shows that the problem amongst young women and girls is significantly bigger than it is for boys.

These slides demonstrate the scale of the challenges ahead, and begin to identify priorities for further research and areas where sports deliverers should focus on.

Girls leaving school are only half as likely to meet recommended levels of physical activity as boys

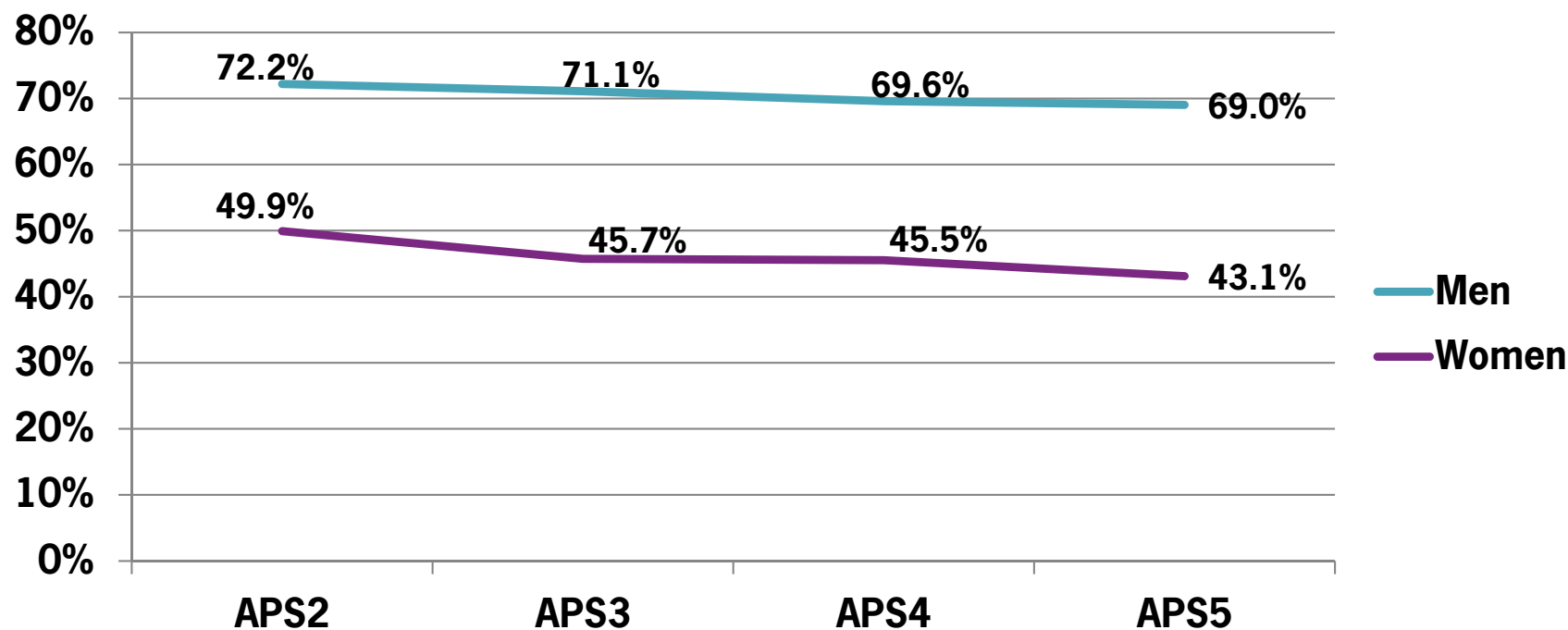
The Health Survey for England shows the gap in the proportion of girls and boys who met recommended levels of physical activity widens as they get older. By age 15, half as many girls as boys are participating in recommended levels of physical activity.



Far fewer 16-19 year old women participate in sport or physical activity at least once a week than 16-19 year old men

...And what is more is that the gap is growing

% of 16-19 year olds participating in 30 minutes of sport or physical activity, at a moderate intensity, at least once a week (by gender)



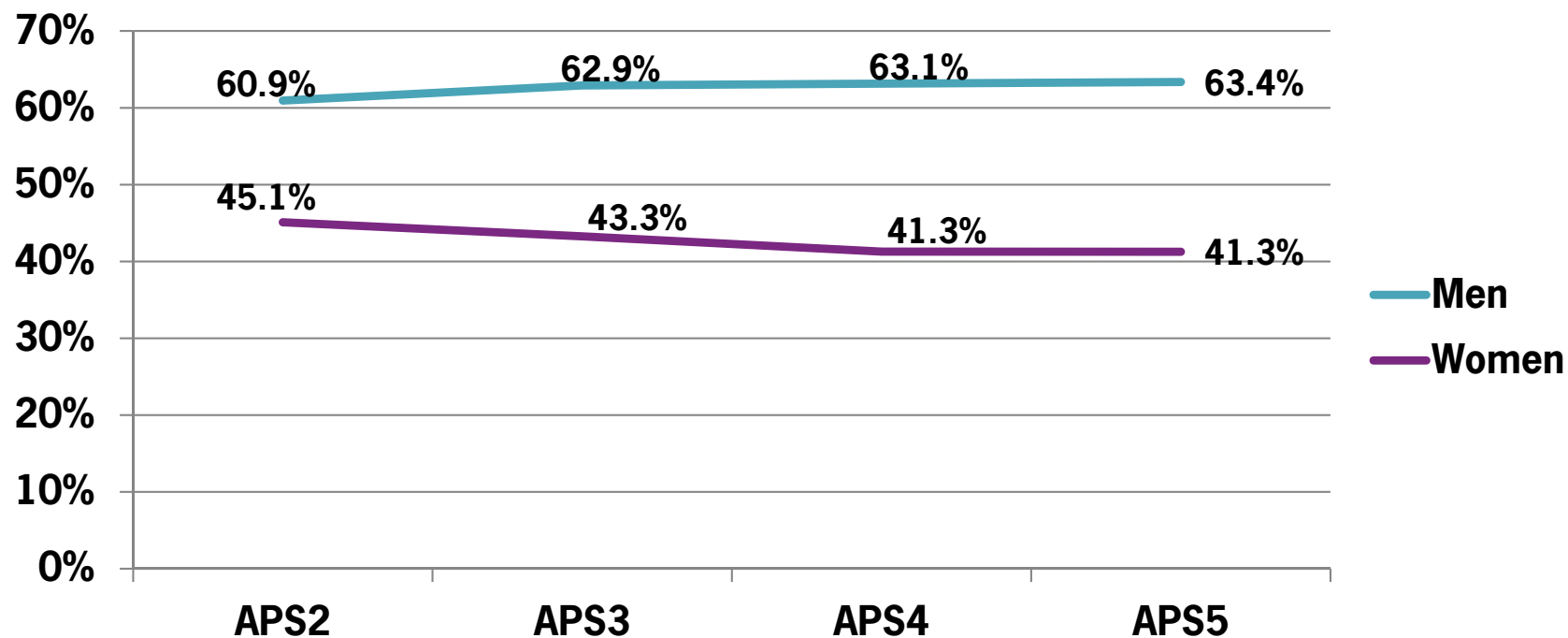
Base: Respondents aged 16-19

Sources: Sport England Active People Survey

The same pattern can be seen amongst the 20-24 age group

Fewer 20-24 year old women participate in sport or physical activity at least once a week as 20-24 year old men, and again the gap is widening

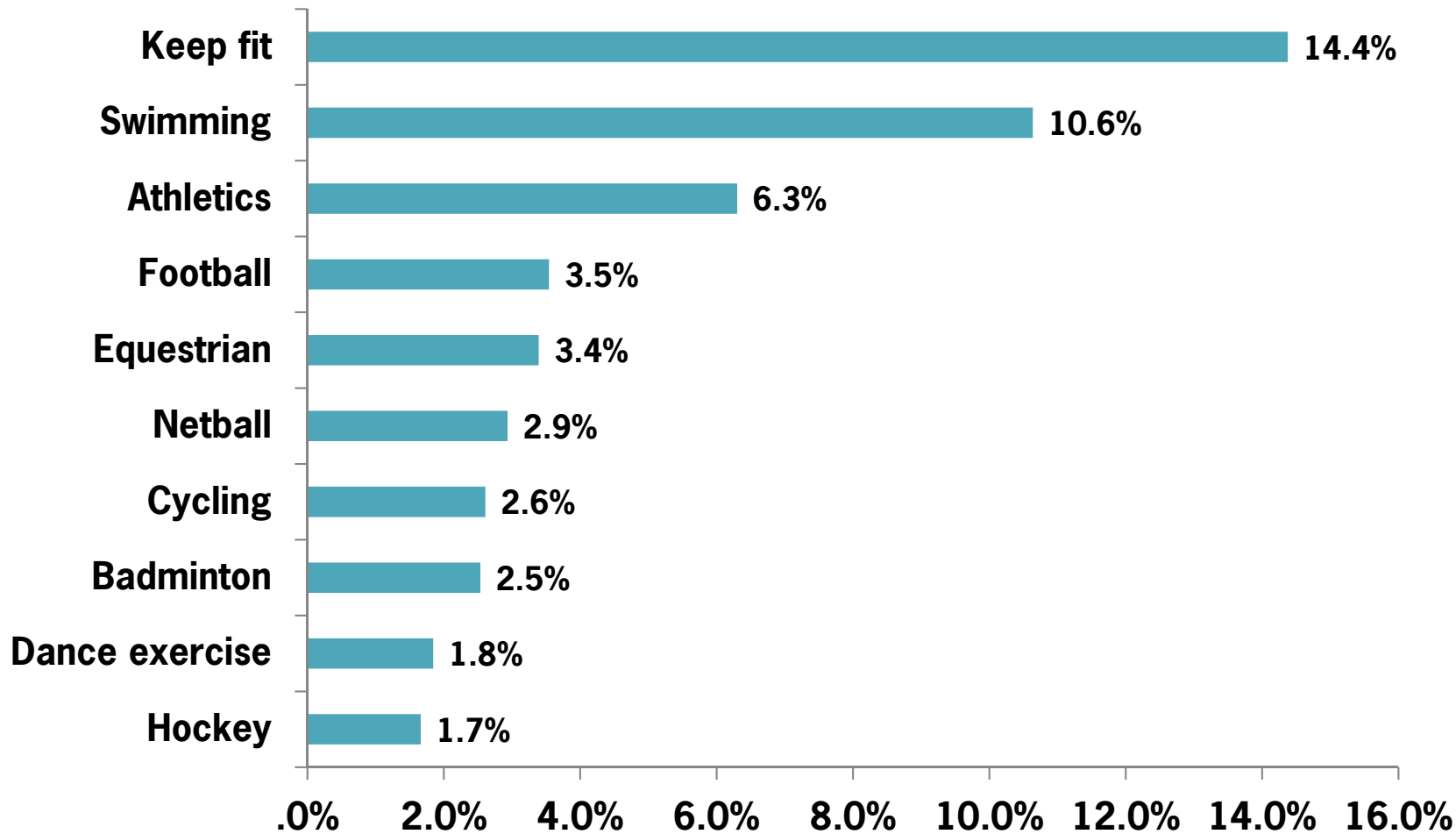
% of 20-24 year olds participating in 30 minutes of sport or physical activity, at a moderate intensity, at least once a week (by gender)



Base: Respondents aged 20-24

Sources: Sport England Active People Survey

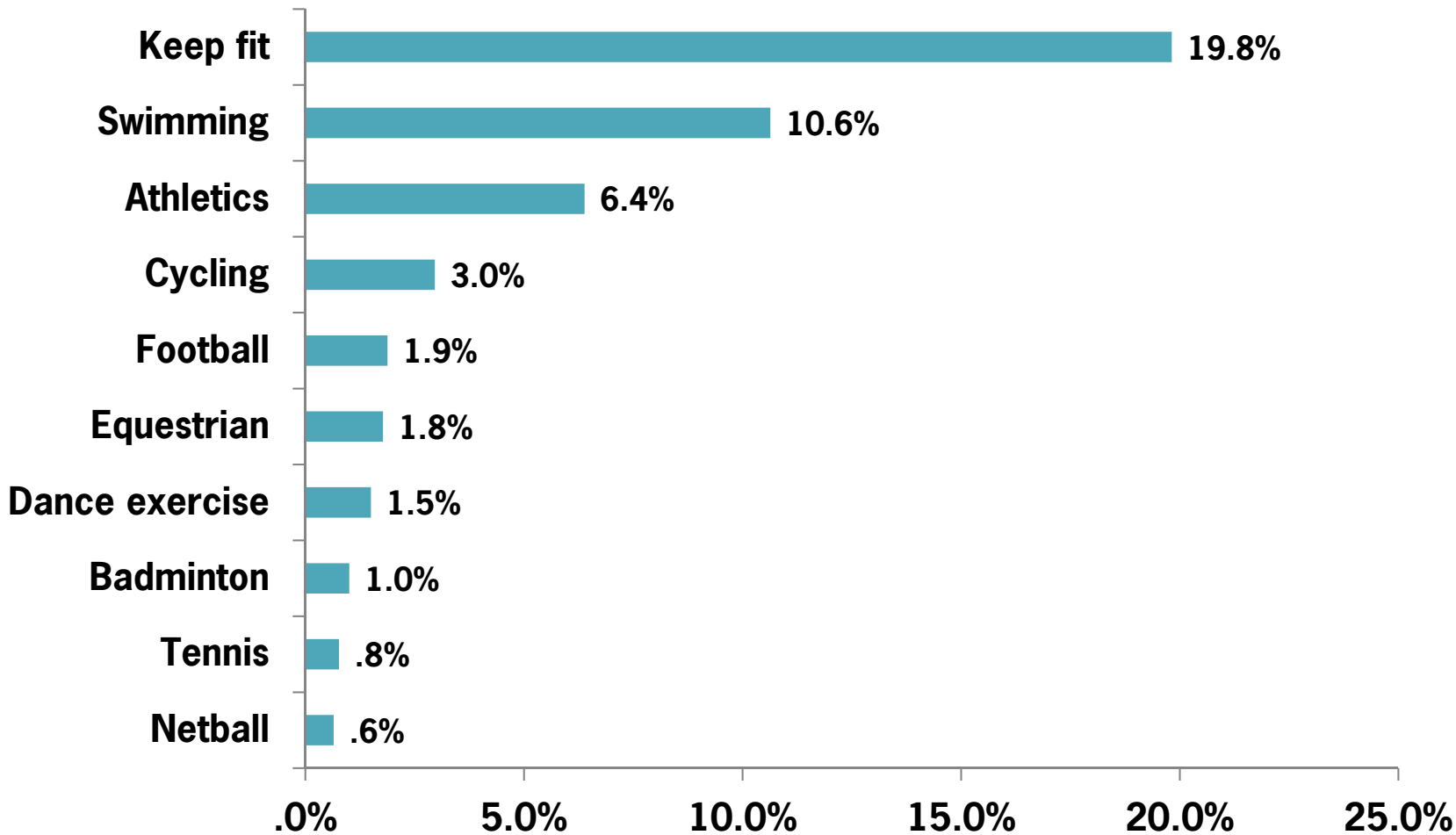
Top 10 participation sports/activities for 16-19 year old women (once a week)



Base: All 16-19 year old women

Source: Sport England Active People Survey

Top 10 participation sports/activities for 20–24 year old women (once a week)



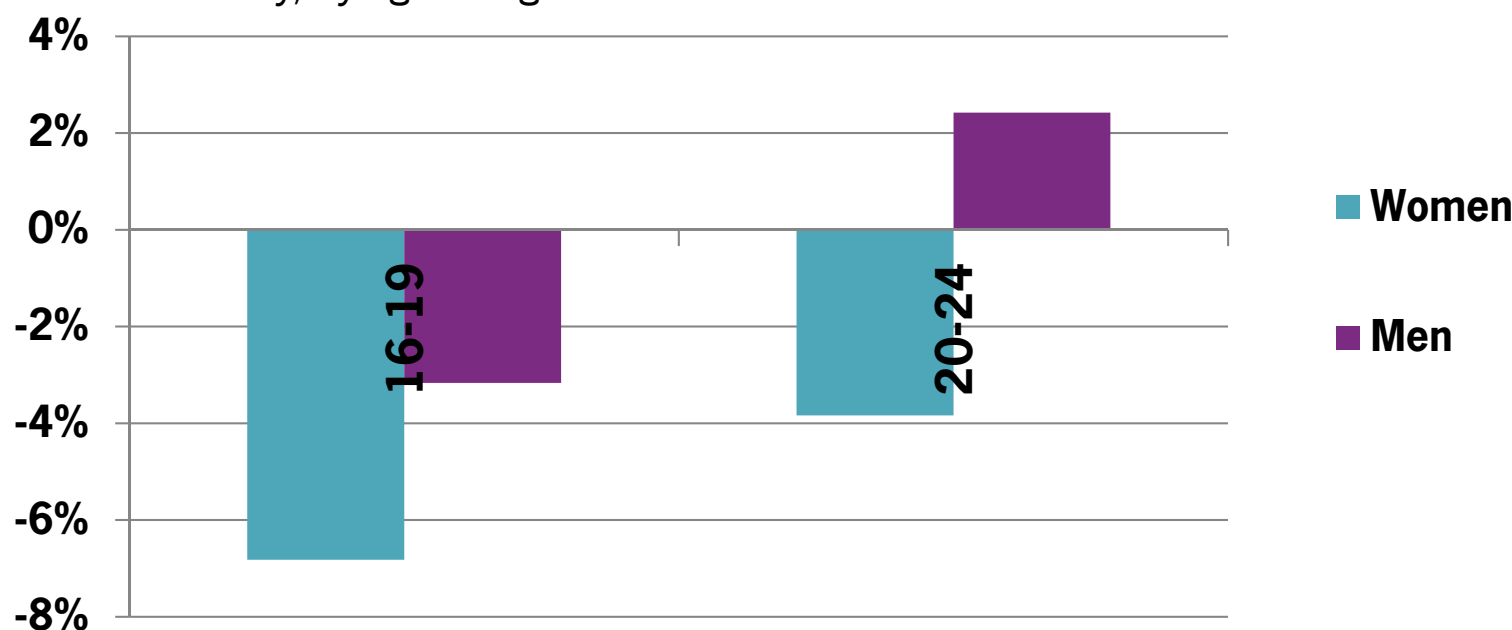
Base: All 20-24 year old women

Source: Sport England Active People Survey

Female participation levels dropping faster than men's

The latest Active People survey shows that since AP2, women's participation in sport and physical activity at least once a week has fallen in both age groups. Men have seen growth in the 20-24 age group.

% change between AP2 and AP5 in the proportion of young people participating in 30 minutes of sport or physical activity, at moderate intensity, by age and gender

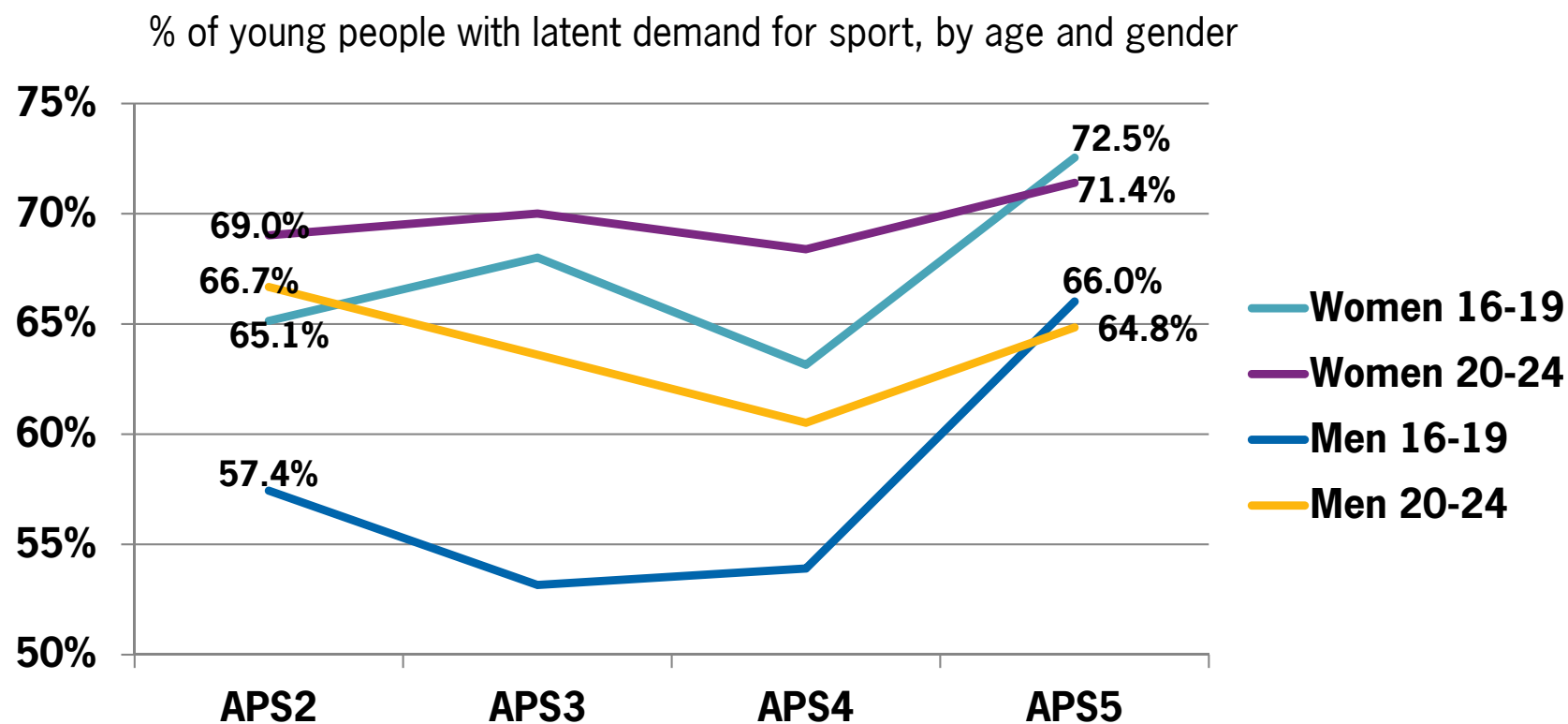


Base: Respondents aged 16-24

Sources: Sport England Active People Survey 5

More positively, young women have higher latent demand for sport than young men

A higher proportion of 16-19 and 20-24 women have latent demand to do more sport and physical activity than men of the same age, and the proportion of women with latent demand has increased over the last four years.

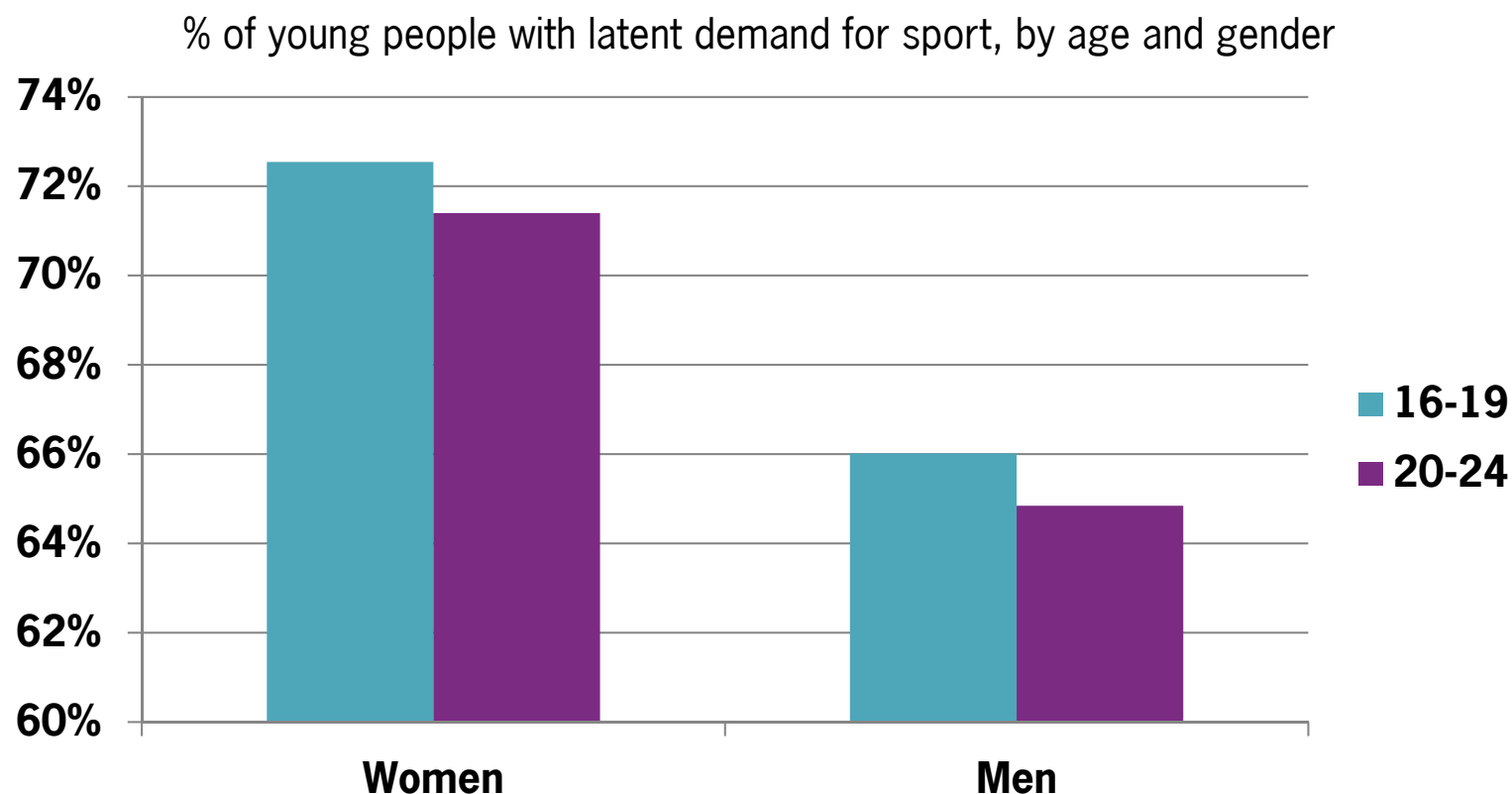


Base: Respondents aged 16-24

Sources: Sport England Active People Survey

Young women have higher latent demand for sport than young men

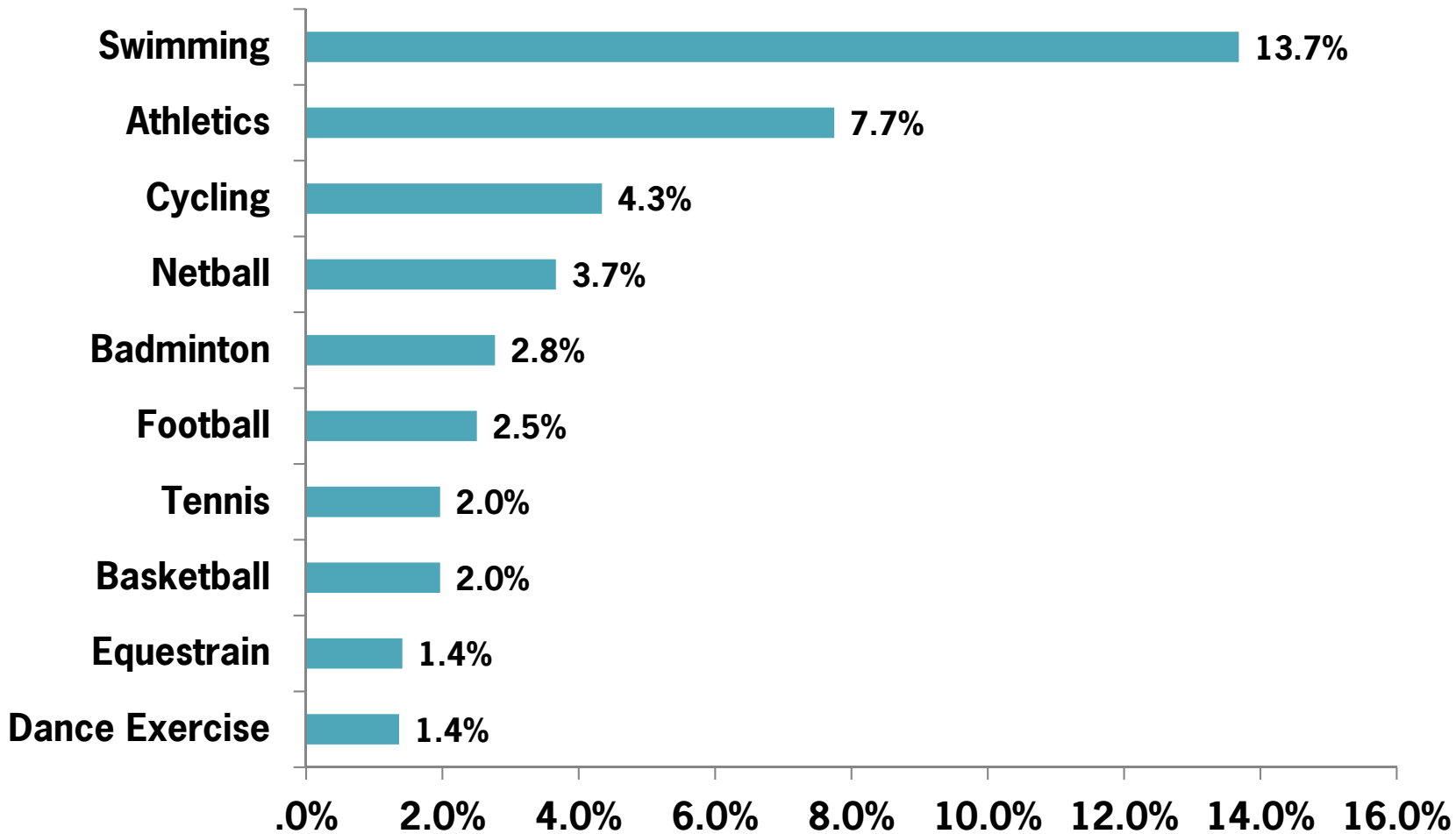
Active People 5 shows clearly that latent demand to do more sport and activity is stronger amongst young women than young men. This represents a clear opportunity for sports deliverers



Base: Respondents aged 16-24

Sources: Sport England Active People Survey 5

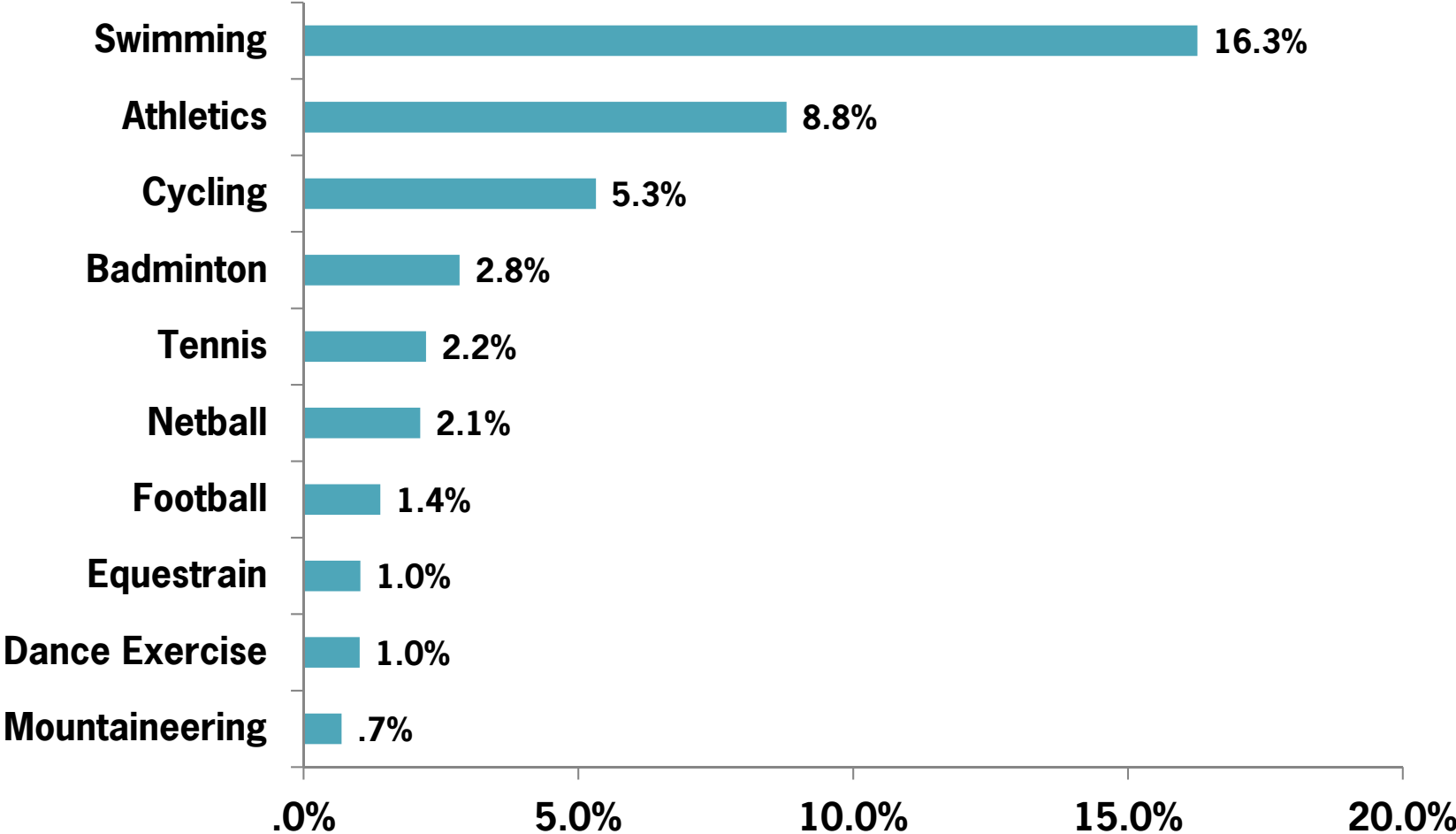
Top 10 sports with latent demand amongst 16-19 year old women



Base: All 16-19 year old women

Source: Sport England Active People Survey

Top 10 sports with latent demand amongst 20-24 year old women



Base: All 20-24 year old women
Source: Sport England Active People Survey

72.5% of 16-19 year old women have latent demand for sport

That's 931,800 16-19 year old women.

71.4% of 20-24 year old women have latent demand for sport

That's 1,251,300 20-24 year old women

Any questions?

If you have any questions or comments about this data,
please contact lynne@wsff.org.uk

Women's
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FOUNDATION