

STATS PACK FOR MEDIA

LAST UPDATED – JUNE 2016



ABOUT THIS DOCUMENT

This document is intended to provide headline statistics on women's sport for use by the media. New versions will be made available whenever new research is published at www.womeninsport.org. Full versions of the reports listed below (except Sport England Active People Survey) are also available from www.womeninsport.org.

The Women in Sport media team is available 24/7 to verify data. Contact details are available at the end of this document.

ABOUT WOMEN IN SPORT

Women in Sport (formerly The Women's Sport and Fitness Foundation) is the leading charity dedicated to transforming sport for the benefit of every woman and girl in the UK.

With over 30 years' experience of working in the sport sector, Women in Sport draws on its unique insight to champion the right of every woman and girl in the UK to take part in, and benefit from, sport: from the field of play to the boardroom, from early years and throughout her life.

PARTICIPATION

Unless otherwise noted, all participation statistics are drawn from Sport England's biannual *Active People Survey* data. Statistics for individual sports and for other demographic groups are available where data samples are representative. The latest statistics are from *Active People Survey 9 (October 2014- September)*.

PARTICIPATION

Unless otherwise noted, all participation statistics are drawn from Sport England's biannual *Active People Survey* data. The latest statistics are from *Active People Survey 10 Q2 (April 15-March 16)*.

Sports Participation – At least once a week (Aged 16+, England)

Male: 8,716,500 (40.7%)

Female: 7,117,800 (31.7%)

Participation Gap: 1,598,700

Sports Participation – At least once a week (Aged 14+, England)

Male: 9,216,100 (41.6%)

Female: 7,504,800 (32.5%)

Participation Gap: 1,711,300

Sports Participation - At least once a month (Aged 16+, England)

Male: 11,218,700 (52.3%)

Female: 9,315,800 (41.5%)

Participation Gap: 1,902,900

Sports Participation - At least once a month (Aged 14+, England)

Male: 11,780,800 (53.2%)

Female: 9,789,500 (42.3%)

Participation Gap: 1,991,300

21% of boys and 16% of girls meet the guidelines for physical activity of at least one hour of moderately intensive physical activity per day. *Health Survey for England (2012) Health and Social Care Information Centre*

LEADERSHIP & WORKFORCE

We believe in working with sports bodies in order to achieve at least 30% representation of women on their boards by 2017. We annually audit the gender make-up of boards and research the key triggers and barriers to women achieving senior leadership roles in sport.

Leadership statistics are drawn from Women in Sport's annual *Trophy Women?* report. The 2015 report, *Trophy Women? 2015: No More Board Games* includes data from Sport England funded NGBs, UK Sport funded NGBs and other UK Sport funded sport bodies. This year's report also included findings from 22 in-depth interview with senior female and male executives to explore.

The full report is [available for download here](#).

- Overall female representation in NGB boardrooms has finally reached an average of 30% (an increase of 3% against 2014 figures)
- 43% of executive leadership positions in sport are held by women
- There are 10 female Chief Executives and 10 female Chairs in sport's boardrooms
- Just 11 performance directors are female

COMMERCIAL INVESTMENT & MEDIA COVERAGE

Commercial Investment & Media Coverage statistics are taken from Women in Sport's 2014 report *Women's Sport: Say Yes to Success*. (Last updated: March 2014)

Women in Sport is working with [Dentsu Aegis Network UK](#) to share refreshed and revised figures in Summer 2016.

Media Coverage

- Women's Sport makes up 7% of all sports media coverage in the UK
- Just over 10% of televised sports coverage is dedicated to women's sport
- 2% of national newspaper sports coverage is dedicated to women's sport
- 5% of radio sports coverage is dedicated to women's sport
- 4% of online sports coverage is dedicated to women's sport

Commercial Investment

- Between September 2011 and December 2013, women's sport received just 0.4% of reported UK sponsorship deals in sport
- Between September 2011 and December 2013, women's sport sponsorship deals accounted for 5.4% of the total number of sponsorship deals recorded
- The most valuable women's sport deal recorded in the World Sponsorship Monitor in 2013 totalled £450,000 (Continental // FA Women's Superleague)
- The most valuable men's sport deal recorded in the World Sponsorship Monitor in 2013 totalled £280,000,000 (Adidas // Chelsea FC)

ACTIVATION OF INSIGHT

Women in Sport deliver an extensive research programme to unlock new insights to help transform sport for the benefit of women and girls in the UK. All research reports can be found on our [resources page](#) and more detailed information can be found below on three current reports we are applying in the sector:

1. **What Sways Women to Play Sport? Using Influencers to Unlock Opportunities that Positively Impact Women's Sporting Behaviours, 2015**

A landmark new research report, funded by Sport England and based on research conducted by *The Behavioural Architects* uses a behaviour change model to identify opportunities for sport to better make use of influencing figures.

2. **Understanding Women's Lives: Re-designing and Re-positioning Sport and Physical Activity to Engage Women, 2013**

A ground-breaking study, funded by Sport England and based on fieldwork conducted by research agency 2CV, used an innovative semi-ethnographic approach to unlock new insight around:

- Women's Lives in modern Britain and what's important to them;
- Women's perceptions of sport versus fitness and how we need to re-position sport to women; and,

- How we can tap into women's values in order to activate behaviour change towards increased levels of physical activity.

3. **Changing the Game for Girls – Policy Report, 2012**

- Released in May 2012 under our former name, Women's Sport and Fitness Foundation, this report is part of the Changing the Game for Girls resource set, exploring the gender gap between boys and girls in sport. This report is based on research carried out by the Institute of Youth Sport at Loughborough University.
- The actioning results report will be published by Women in Sport in April 2016.

WOMEN IN SPORT SPOKESPEOPLE & INTERVIEWS

Women in Sport spokespeople are available for comment on issues relating to women's sport. Current spokespeople are listed below; new spokespeople will be added throughout 2015. *(Last updated: April 2015)*

Spokespeople

Ruth Holdaway – Chief Executive, Women in Sport

Sally Hancock – Chair, Women in Sport

CONTACTING THE WOMEN IN SPORT MEDIA OFFICE

To arrange interview or comment from Women in Sport, for statistics not contained within this document, or for any further queries:

Women in Sport Media Office Contacts

Nicola Miller – Director of Campaigns and Engagement – nicola@womeninsport.org | 07900 912 894

Charlotte Richardson – Engagement Officer – charlotte@womeninsport.org | 07912 104 953

Out of Hours Media Phone – 07900 195 538