

STATS PACK FOR MEDIA

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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's Active People and Active Lives Survey) are also available from www.womeninsport.org.

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.

Our vision is a society where gender equality exists in every sphere. We're advancing gender equality through and within sport; empowering women and girls through sport and the sport sector.

We want every woman and girl in the UK to play sport or be physically active, from early years and throughout her life, and for women and men to have equal opportunities in sport, from the field of play to the boardroom.

PARTICIPATION

Active People Survey

The following statistics are drawn from Sport England's biannual *Active People Survey* data. The latest statistics are from *Active People Survey 10 Q4 (October 2015-October 2016)*.

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

Male: 8,758,600 (40.5%)

Female: 7,207,200 (31.9%)

Participation Gap: 1,551,400

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

Male: 9,233,200 (41.4%)

Female: 7,569,700 (32.5%)

Participation Gap: 1,663,300

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

Male: 11,261,600 (52%)

Female: 9,369,000 (41.4%)

Participation Gap: 1,829,600

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

Male: 11,808,600 (52.9%)

Female: 9,831,800 (42.3%)

Participation Gap: 1,976,800

Active Lives Survey

The following statistics are drawn from Sport England's new *Active Lives Survey*, which replaces the *Active People Survey*. The *Active Lives Survey* measures participation levels in a wider range of sport and physical activity including, but not limited to; walking and cycling for travel/leisure and creative dance. *Active Lives* excludes participants under the age of 16 years.

The latest statistics are taken from the *Active Lives Report* (November 15-November 16) and should be viewed within the context of the broader range of physical activities included.

- 27% of women are inactive (less than 30 minutes of physical activity each week)
- 15% of women are fairly active (30-139 minutes of physical activity each week)
- 59% of women are active (doing 150+ minutes of physical activity each week)

Excluding school-based activities, 20% of girls aged between 5 and 15 meet the guidelines for physical activity of at least one hour of moderately intensive physical activity per day compared to 23% of boys. *Health Survey for England (2015) Health and Social Care Information Centre*

LEADERSHIP & WORKFORCE

We have been campaigning for many years for greater representation of women in leadership roles in the sports sector. We have carried out an annual audit into the gender make-up of the boards of the National Governing Bodies of Sport in England for the past seven years and researched the barriers to women achieving senior leadership roles in sport.

Our seventh audit, ***Beyond 30%***, includes data from organisations funded by Sport England, UK Sport and for the first time, Sport Wales. We also interviewed both men and women in senior leadership positions and spoke to women who have ambitions to become senior leaders.

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

- Overall female representation in NGB boards remains static, with an average of 30% of board positions continuing to be held by women.

For Sport England funded organisations:

- There has been a fall in the percentage of women in senior leadership roles below Chief Executive level (not including CEOs) which now stands at 36% after a high of 42% in 2014.
- Women continue to be under represented in the Performance Director role (24%).
- 44% of Development Directors are women, a slight fall since 2015.

For Sport England and/ or UK Sport funded organisations:

- 23% of publicly funded NGBs have female Chief Executives and 18% have female Chairs in the boardroom.

MEDIA COVERAGE

Statistics are taken from Women in Sport's 2014 report *Women's Sport: Say Yes to Success*. (Last updated: March 2014)

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

ACTIVATION OF INSIGHT

Women in Sport deliver an extensive research programme to unlock new insights to help transform sport for the benefit of every woman and girl 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. **Changing the Game for Girls: In Action, 2016**
 - Released in April 2016, this is the latest report of our Changing the Game for Girls resource set, exploring the gender gap between boys and girls in sport.
 - The *Changing the Game for Girls: In Action* pilot began in 2013 with funding from the Department of health. The pilot set out to work with 25 schools across England, to improve girls' engagement in PE and school sport. This ground-breaking pilot concluded in 2015 and we published the

findings in 2016. This work is now incorporated into our partnership with the Youth Sport Trust on Girls Active.

2. Sport for Success, 2016

Women in Sport with the funding support of Investec conducted a comprehensive study into the role and importance of sport in helping women to achieve and contribute more in their careers. Using a mixture of quantitative and qualitative research methods this study explored:

- Whether playing sport has positive outcomes for women's educational qualifications and employment, and what might be behind this in terms of experiences at the level of the individual.
- The connection between women's sports participation, professional progression and the economic benefits that inevitably accrue from women being in a better position to drive growth and maximise their own and their organisation's potential.

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

A landmark research report, funded by Sport England uses a behaviour change model to identify opportunities for sport to make better use of influencing figures.

4. 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 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.
- How we can tap into women's values in order to activate behaviour change towards increased levels of physical activity.

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:

Spokespeople

Ruth Holdaway – Chief Executive, Women in Sport

Sally Hancock – Chair, Women in Sport

Elie Barnes – Trustee, Women in Sport and former Wales international hockey player

CONTACTING WOMEN IN SPORT

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

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