

STATS PACK FOR MEDIA

LAST UPDATED – AUGUST 2018



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 and Active Lives 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

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 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 16-November 17) 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)
- 13% of women are fairly-active (30-149 minutes of physical activity each week)
- 60% of women are active (doing 150+ minutes of physical activity each week)

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 eight years and researched the barriers to women achieving senior leadership roles in sport.

Our seventh audit, Beyond30%, included 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](#).

Some key findings:

- 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%).
- Just 44% of Development Directors are women, a slight fall since 2015.

For Sport England and/or UK Sport-funded organisations:

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

Our latest Beyond 30% report examined workplace culture in sport. It was co-funded by Comic Relief and Sport Wales and was released in June 2018.

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

Key findings:

1. Women working in sport feel less valued than men

40% or 4 in 10 of the women working in sport* feel they are valued less than men in the workplace because of their gender.

Woman: *“Even though I was the one making the decisions they didn’t look at me, not even once.”*

2. Gender discrimination is still evident in the sports workplace

38% or nearly 4 in 10 of women working in sport* report having experienced discrimination in the workplace because they are female.

30% or 3 in 10 of women working in sport* have experienced inappropriate behaviour from the opposite sex.

Man: *“She was brilliant at her job, but the level of battery that she used to face for being a woman was unreal. That was almost the first thing people would mention before we were even talking about her ability and I find it astonishing.”*

3. Sporting competence can have a disproportionate impact on professional credibility and limit the pool of women

34% of women have seen their professional performance judged by their sporting ability.

29% of women believe there are fewer women in senior roles because they lack connections in sport.

Woman: *“There can, at times, be a sort of unwritten language or currency at work, that unless you play professional sport or have at least played it to a certain level, then you can’t be as good at your job and are less credible somehow.”*

4. It's recognised that women face more challenges to progress in the sports sector

40% of men and 61% of women believe women face more challenges to become senior leaders. Only 9% of men and 3% of women believe it's easier for women to progress but in contrast, 23% of men and 53% of women believe it's easier for men to progress.

Man: *"I think there's no secret that in the sport sector, historically, there's a culture of the old boys' club in terms of leadership and decision-making."*

COMMERCIAL INVESTMENT & MEDIA COVERAGE REPORT

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

Women in Sport will be releasing a new report on media coverage and visibility in October 2018. The forthcoming research has been funded by the European Union's Erasmus+ project.

The project is being delivered in partnership with institutions from four countries: Girls in Sport (Sweden); FOPSIM (Malta); West University of Timisoara (Romania); and the European Institute for Local Development (Greece).

[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
- Only 2% of national newspaper sports coverage is dedicated to women's sport
- Only 5% of radio sports coverage is dedicated to women's sport
- Just 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 four current reports we are applying in the sector:

[1. Menopause, Me and Physical Activity, 2018](#)

Our Sport England-funded research used a mixed method approach of a national survey (427 women) and focus groups (28 women) to explore active and inactive women's (aged 45-60) relationship with sport and physical activity during menopause.

[2. Beyond 30%- Workplace Culture in Sport Report](#)

This research, which was co-funded by Comic Relief and Sport Wales, comprised in-depth discussions with 42 career-minded women and men in the sports sector and surveys from 1152 men and women working in the sector (NGBs, leisure organisations, CSPs, sports charities etc.)

The report marked the first time that our leadership study had included men and women.

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

This landmark research report, which was funded by Sport England, uses behavior 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 Sport England funded-study, Understanding Women's Lives 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 to activate behaviour change towards increased levels of physical activity.

Spokespeople

Ruth Holdaway – Chief Executive, Women in Sport

Elie Barnes – Trustee, Women in Sport

CONTACTING THE WOMEN IN SPORT MEDIA OFFICE

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

General press enquiries – media@womeninsport.org | 07900 195 538 (including out of hours)

Florence Lloyd-Hughes – Campaigns and Communications Officer – florence@womeninsport.org