

GOGA survey guidance

Consulting women & girls

Why these survey questions and how can they help you?

Consulting with women and girls in your programmes is essential to shaping an offer which meets their needs. By doing this there is a higher probability that the women and girls will take up and keep coming back to your activities.

There are many ways that you can consult with women and girls, surveys can be good if you want to understand themes and views from a larger group. If you want a deeper understanding from a small number of women or girls, then interviews or focus groups might be more appropriate. There is more information available on how to choose the appropriate method in Sport England's [Research Guide](#)

This survey includes a sample of questions from a larger survey with women at Get Out Get Active (GOGA) Wrexham activities.

It will give some suggested questions and examples of how to ask them. Make sure you adapt the survey to meet the needs of women and girls at **your** activities, and what you would like to consult their views on.

For some questions we have provided further information on why it is used and what the findings can tell you.

It is good practice to explain before the respondents begin the survey, why they are being asked to complete it, how the information will be used, if there are any incentives available and whether or not their answers are anonymous.

If the target respondent age group is under 16 then you must obtain consent prior to administering the survey from an appropriate adult.

Marketing and communications

The answers to the question below will tell you which of your methods of marketing are successful in attracting women to your sessions. This may also outline other forms of marketing that you were unaware of and could utilise more.

1. How did you hear about the activity? Please tick.

From a friend or word of mouth	<input type="checkbox"/>	Newspaper	<input type="checkbox"/>
Website	<input type="checkbox"/>	Instagram	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	Poster/flyer	<input type="checkbox"/>
Twitter	<input type="checkbox"/>		<input type="checkbox"/>
Other (please specify):			

2. Why did you decide to come to the session? Please choose your top 3 reasons

- I wanted to improve my health/fitness **(achieving my goals)**
- I wanted to make a difference to how my body looks and feels – perhaps a bit more toned, lose a bit of weight **(looking good)**
- I thought that being more active would help me feel good about myself **(feeling good)**
- I hoped that doing an activity would give me a more positive outlook on life **(feeling good)**
- I was accompanying a friend or family member **(nurturing my friends and family)**
- I thought the activity would help manage a health condition or impairment **(achieving my goals)**
- I hoped that going to an activity would increase my sense of independence **(achieving my goals)**
- I wanted to do something sociable/make new friends **(nurturing my friends and family)**
- I wanted to try something enjoyable and fun **(Having fun)**
- I wanted to learn/try something new and different **(Developing my skills)**
- Other (please specify)



Understanding Women’s lives – A complex value system

Question 2 is designed to help you discover the values most important to the women attending your sessions. Women in Sport’s research ‘Understanding Women’s Lives’ identified six core values which represent what is important to women in modern life and how they want to spend their time and energy.

We have highlighted above which value the question relates to. Utilising the participants answers, you can adapt your sessions and your communications to align to the most important values to your participants. For more information on womens values visit our Research and Advice service at www.womeninsport.org

3. How strongly do you agree with the following statements about the session(s) you have been to? Please rate on a scale of 1-5 where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree'

I had a positive experience the first time I went	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
	Strongly Disagree		Neutral		Strongly Agree
The session is welcoming and sociable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
	Strongly Disagree		Neutral		Strongly Agree
The instructor explains the activity well and puts people at ease	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
	Strongly Disagree		Neutral		Strongly Agree
Going to a session gives me some time for myself	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
	Strongly Disagree		Neutral		Strongly Agree
I am able to take part in the session whatever my level of fitness/ability	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
	Strongly Disagree		Neutral		Strongly Agree
I feel the activity is making a difference to me	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
	Strongly Disagree		Neutral		Strongly Agree
The location of the session is convenient or easy to get to	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
	Strongly Disagree		Neutral		Strongly Agree

Session delivery and programming

Question 3 focuses on how well the offer is meeting women's needs with regards to the right time, right place, right offer and right welcome. The question can be amended to ask women's views on:

- The location, facilities and affordability of the session.
- Day, time and length of the activity.
- How approachable and welcoming women find the coach/instructor and other staff.

This question can also be adapted to consult with women and girls when planning a new activity. For example, which time, day or venue would be suitable? What is an affordable cost to local women? Would women's only sessions be preferred?

4. How enjoyable did you find the session you attended?

Please rate on a scale of 1-5 where 1 is 'not enjoyable' and 5 is 'very enjoyable'

<input type="checkbox"/> 1 Not enjoyable	<input type="checkbox"/> 2	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Very enjoyable
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5. Reflecting on your experiences during and in-between sessions, please indicate how strongly you agree with each of the following. Please rate on a scale of 1-5 where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree'

I feel part of something with other participants or friends that attend (Togetherness)	<input type="checkbox"/> 1 Strongly Disagree	<input type="checkbox"/> 2	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Strongly Agree
Other women inspire me to see what I can achieve (Possibilities)	<input type="checkbox"/> 1 Strongly Disagree	<input type="checkbox"/> 2	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Strongly Agree
I feel included and valued (Belonging)	<input type="checkbox"/> 1 Strongly Disagree	<input type="checkbox"/> 2	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Strongly Agree
I am encouraged to reflect on my achievements at the sessions (Internalise)	<input type="checkbox"/> 1 Strongly Disagree	<input type="checkbox"/> 2	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Strongly Agree
I feel supported or encouraged to attend by my family or friends (Support)	<input type="checkbox"/> 1 Strongly Disagree	<input type="checkbox"/> 2	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Strongly Agree
I am given advice on how to develop and progress (Progression)	<input type="checkbox"/> 1 Strongly Disagree	<input type="checkbox"/> 2	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Strongly Agree



Keeping women coming back – Utilising spheres of influence

Our 'What Sways Women to Play Sport?' research identified six 'key spheres of influence' that affect women's sporting behaviour. These spheres can be used to encourage women's further participation in sport or physical activity.

The answers provided to question 5 will inform you on which spheres of influence you are utilising and which can be leveraged more. We have highlighted above which sphere each question relates to. For more information on the spheres and how to use them visit our Research and Advice service at www.womeninsport.org

6. How physically active are you now, in comparison to before you attended your first session?

- Less physically active
- More physically active
- Same level of physical activity

7. What difference, if any, do you think attending the sessions has made to you? Please choose the three statements which are most important to you.

- I have made more friends since attending the sessions (**nurturing my friends and family**)
- I feel I'm fitter and more active now than I used to be (**achieving my goals**)
- I feel less stressed and more positive (**feeling good**)
- I'm more involved in my community/not as lonely (**nurturing my friends and family**)
- It's boosted my confidence (**feeling good**)
- I feel my sense of independence has increased because of attending (**achieving my goals**)
- The activity is helping me achieve my goals (**achieving my goals**)
- It feels good to be taking care of myself (**looking good/feeling good**)
- None of the above

Considering the impact on women's lives

Question 7 will help you identify the difference you are making to women's lives. In addition, this will help you consider how well you are meeting and aligning to women's values.

For example, if the majority of surveyed participants in Question 2 indicate 'I wanted to do something sociable/make new friends', how does this compare to the responses now given in Question 7? Have they made more friends? Are there any changes you may need to make to your sessions to greater align to women's values?

8. Has attending the sessions made any other differences to you and your life?

Free text answers can help collect examples or short case studies that bring the consultation to life. These responses are particularly useful when sharing your findings with others or applying for funding.

9. Do you intend to keep coming regularly to a session?

- Yes, definitely
- Yes, I hope so
- I'm not sure
- I think it's unlikely
- I expect I'll stop at the end of this block of sessions

10. Is there anything that could be changed or improved about the session(s) to encourage you to keep attending regularly?

It's vital to provide opportunities for women and girls to feedback in order to keep improving the experience. Include women and girls in the shaping of the sessions being offered. Ask them what they like and what could be done better, and act on this so they can see that you value their views.

Women in Sport research 'The Ideal Sports Club for Women' found there is a need for sports clubs to consult with women more and be flexible and adaptable enough to make changes to the way the club is run. For more information visit our Research and Advice service at www.womeninsport.org