

Cricket

- Almost 8 times as many men as women play cricket each month (370,000 v 49,000)
- There have been significant increases in the number of women playing cricket
- A quarter of female cricketers are BME women

All charts are based on those adults (16 and over) who said they had played cricket at least once in the last four weeks (Active People Survey (APS2) 2007-08), unless stated otherwise. See Note 1.

Women who play cricket – overview

Trends in women's cricket participation

Played at least once a week (moderate intensity)

APS1 (2005-06) 0.07%

APS2 (2007-08) 0.08%

Played at least once in the last four weeks

APS1 (2005-06) 0.18%

APS2 (2007-08) 0.23%

A significant increase in women's participation

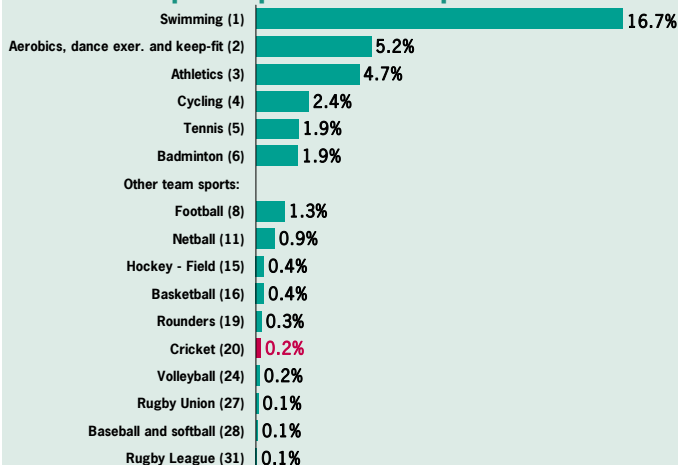
Base: All female respondents (APS1 = 212,568 , APS2 = 113,056)

Participation overview

- Cricket is the 20th most popular participation sport for women, but the 6th most popular team sport
- There have been significant increases in the number of women playing cricket at least once in the last four weeks
- Women who play cricket also like playing other team sports (football - 36.1%, basketball -15% and rounders - 15%)

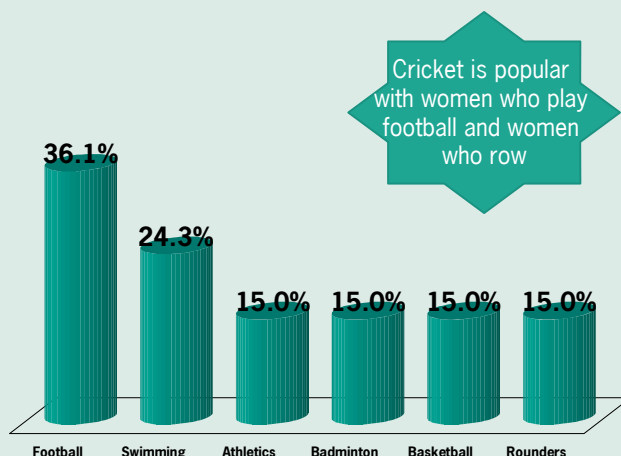
How does cricket fare?

Women's participation in all sports



Base: All female respondents. Figure for cycling is respondents who took part in at least four recreational cycles in the last four weeks at moderate intensity.

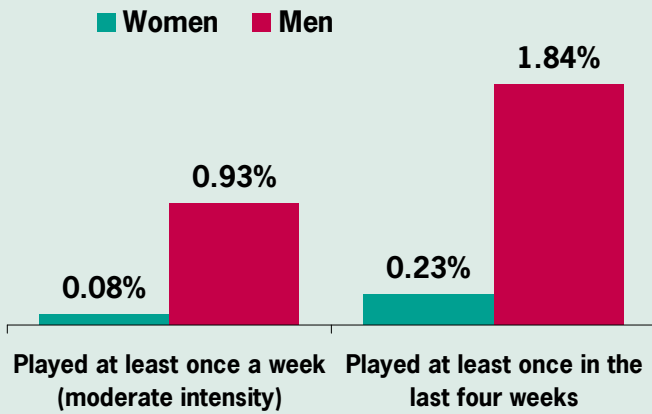
Other sports popular with female cricketers



Base: All female respondents who played cricket at least once in the last four weeks (1,871)

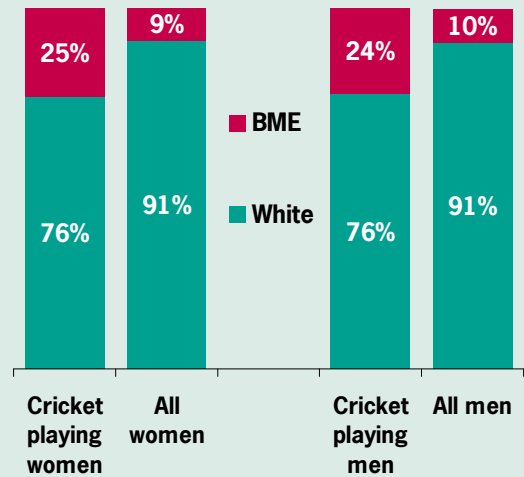
Demographic profile of cricketers

Proportion of people who play cricket by gender



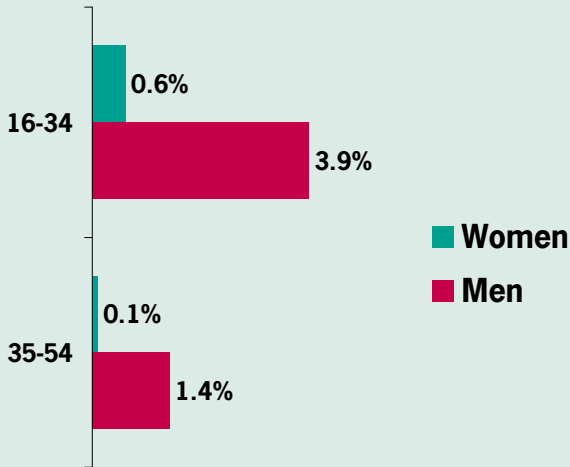
Base: All respondents (women = 113,056, men = 78,269)

Profile of cricketers by gender and ethnicity



Base: All respondents

Proportion of people who play cricket by gender and age group

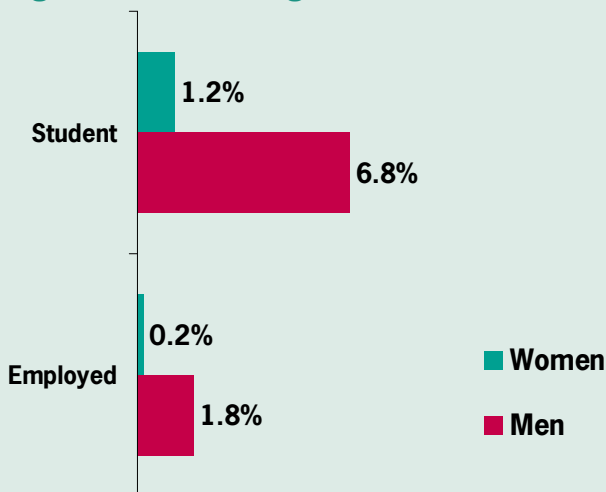


Base: All respondents

Participation – demographics

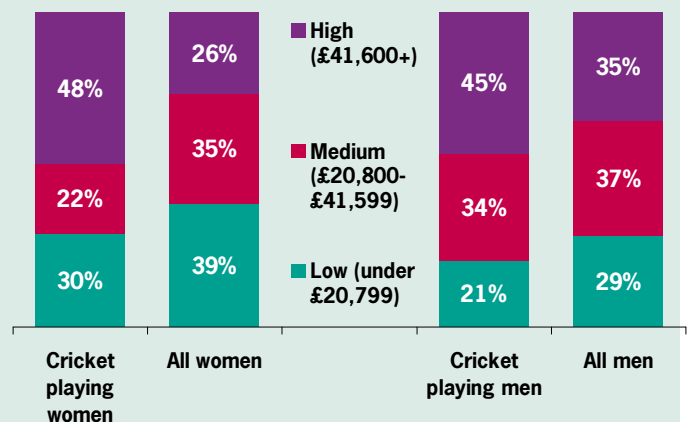
- Almost 8 times as many men as women play cricket each month (370,000 v 49,000)
- Cricket is a young women's game – 74% of players are aged 16-34
- A quarter of female cricketers are BME women, a higher proportion than in the population generally
- Twice the proportion of women who live in the West Midlands, South East and Yorkshire play cricket as in all other regions

Proportion of people who play cricket by gender and working status



Base: All respondents

Profile of the general population v. cricketers by gender and income



Base: All respondents

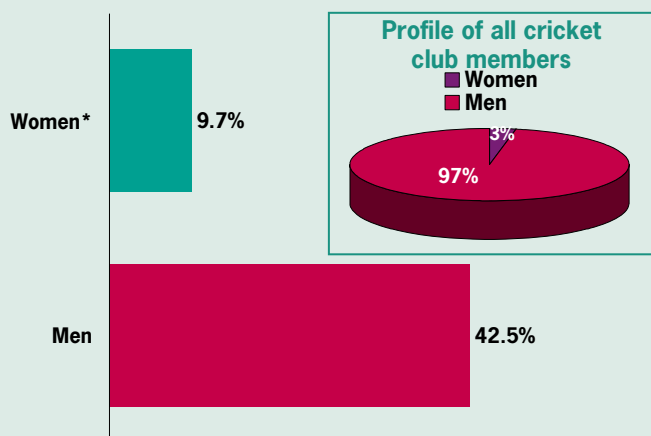
Organised participation



Club membership

- Very few women play cricket formally - just one in ten women play cricket as a member of a club, compared with four in ten men

Who plays cricket as a member of a sports club?



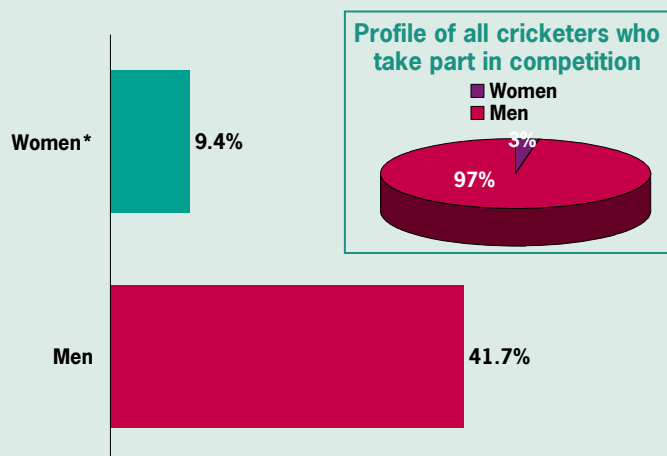
Base: All respondents who played cricket at least once in the last four weeks. See Note 2.* Read data with caution due to small number of respondents



Taken part in organised competition

- Linked to the fact that very few women play formal cricket in a club, it is understandable that a similar proportion of women take part in organised competition
- More than four times as many men as women take part in competition

Who takes part in organised competition?



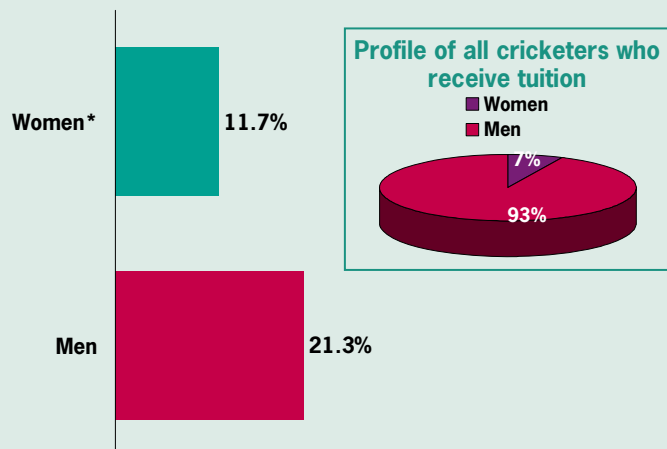
Base: All respondents who played cricket at least once in the last four weeks. See Note 3.* Read data with caution due to small number of respondents



Received tuition or coaching

- Only one in ten women receive tuition for coaching
- Twice as many men as women receive coaching

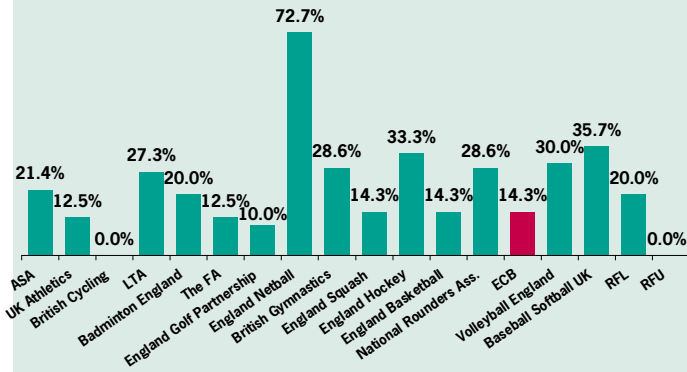
Who receives tuition in cricket?



Base: All respondents who played cricket at least once in the last four weeks. See Note 4.* Read data with caution due to small number of respondents

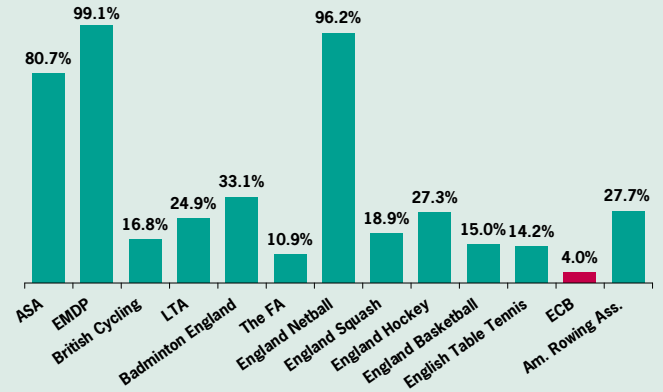
Women as leaders, coaches and volunteers

Women as leaders: % of NGB Board members who are women



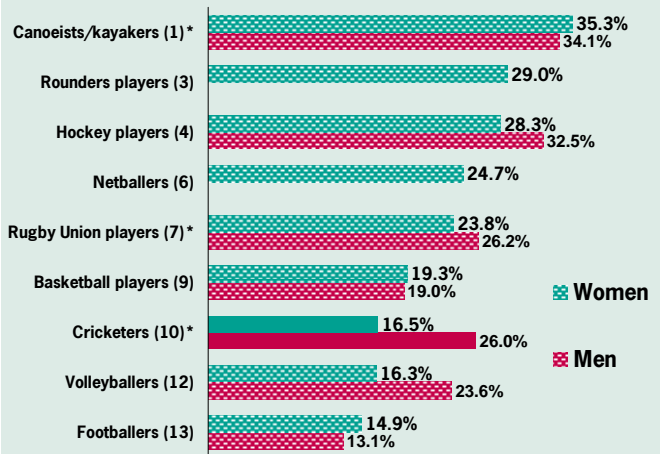
Source: WSFF 2009 NGB audit. See Note 5

Women as coaches: % of NGB affiliated coaches who are women



Source: WSFF 2009 NGB audit. See Note 5

Women and men as volunteers



Base: All respondents who play sport at least once a week. Selected sports for women. Figure in brackets is the sport's ranking out of 29 sports for volunteering. See Note 6. * Read data with caution due to small number of respondents

Women as leaders, coaches and volunteers

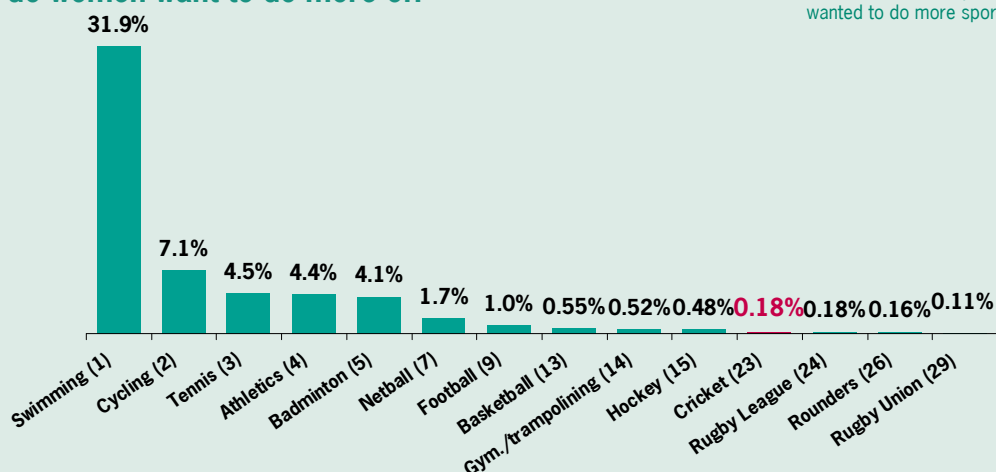
- One in seven board members at the ECB is a women. This is lower than the average for all NGBs (One in five)
- Just one in 25 ECB affiliated coaches are women (NGB average = one in six)
- Around 16% of regular female cricket players volunteer to support sport, compared with over a quarter of men

Latent demand

- Latent demand among women for more cricket is relatively low

Women's demand for cricket

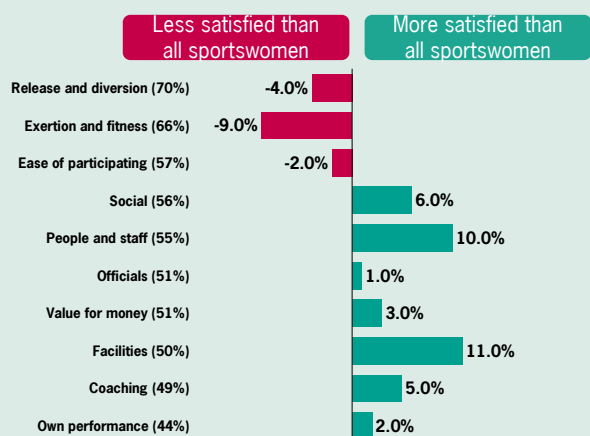
What sports do women want to do more of?



Base: All female respondents who said they wanted to do more sport and physical activity

Satisfaction with experience of playing cricket

Satisfaction of female cricketers compared with average for all women who do sport/activity



Source: Sport England's Satisfaction with the quality of the cricket experience survey (2009). Base: Female respondents (16+) who rated their satisfaction as 8-10 on a 1 to 10 scale. Figures in brackets are satisfaction percentages for all sportswomen. See Note 7

Satisfaction

- Female cricketers are more satisfied than all sports women generally with most aspects of their sport. They are particularly satisfied with facilities and the people and staff
- There are just three areas where there is below average satisfaction – exertion and fitness, release and diversion and ease of participation

To sum up...

Female participation in cricket (at least once a month) is increasing. However, there is some way to go to reach male participation levels. The ECB has a unique opportunity to increase female participation generally by capitalising on the successes of the female England Cricket team to promote the sport to women.

The ECB is quite unique in that it is one of just a few sports that has a high BME profile (25%), as BME women are traditionally low participators.

However, the ECB may want to focus on the improvement of women in leadership and coaching positions. Especially if it wants to increase its membership base and offer an experience that is relevant to women's live, female friendly and inclusive.

Notes

- 1 Source for all data is the Active People Survey 2 (2007-08) unless otherwise stated. 16 year olds and over in England only. For some sports, there are no data as sample sizes are too small. Using a gym is not included in this factsheet.
- 2 Club membership is based on those who have been a member of a sports club to participate in cricket in the past four weeks. These figures may not correspond with NGB affiliation figures.
- 3 Organised competition is defined as 'having taken part in any organised competition in cricket in the last 12 months'.
- 4 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in cricket in the last 12 months'.
- 5 In 2009 WSFF undertook an audit of all 46 Sport England funded National Governing Bodies (NGBs). NGBs were asked to provide demographic data about board members, affiliated coaches and members. Sports chosen for comparison are the top participation sports for women + sports similar to cricket. Data not available for all NGBs.
- 6 Volunteering is defined as 'volunteering to support sport for at least one hour a week'. Sports chosen for comparison are the top participation sports for women + sports similar to cricket.
- 7 Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. Figures in brackets are aggregate satisfaction percentages of the individual theme questions. Domains ranked in order of satisfaction for all women.

To convert overall percentages to population numbers use the following figures:

Survey	Male 16+	Female 16+
APS 1	19,756,900	20,954,000
APS 2	20,170,100	21,266,200

Source: Office for National Statistics England Mid-year Population Estimates, 2005 and 2007

WATCH THIS SPACE...

To be updated with cricket specific data from Active People Survey 3...

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