

Basketball

- Basketball is a growing participation sport for women, currently 16th in the ranking
- Over a third of women basketball players come from a BME background
- Basketball is played informally, with the majority of women players choosing not to join a club or take part in competition

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

Women who play basketball – overview

Trends in women's basketball participation

Played at least once a week (moderate intensity)

APS1 (2005-06) 0.16%

APS2 (2007-08) 0.20%

A significant change in women's basketball participation

Played at least once in the last four weeks

APS1 (2005-06) 0.31%

APS2 (2007-08) 0.38%

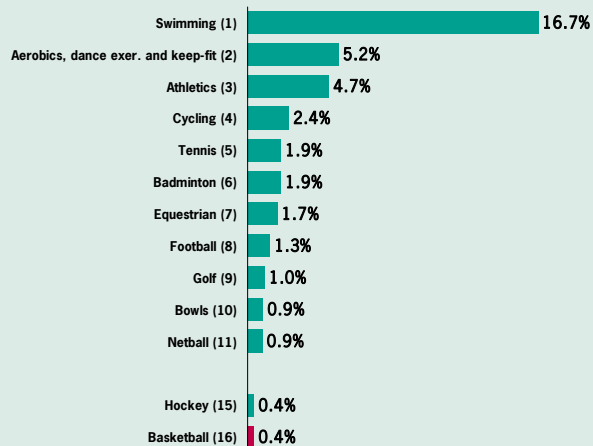
A significant change in women's basketball participation

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

Participation overview

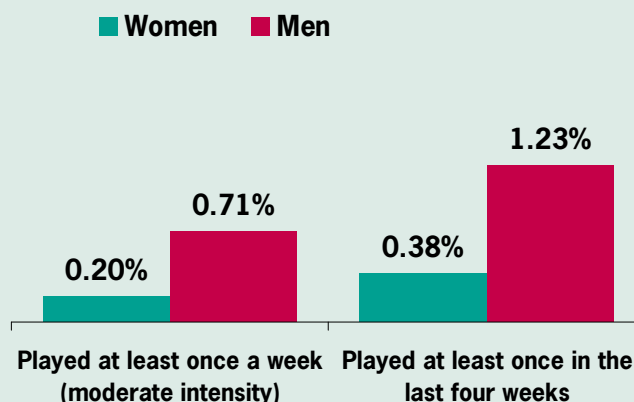
- Basketball is the 16th most popular participation sport for women and the 4th most popular team sport (behind football, netball and hockey) but the sport is seeing growth
- Basketball remains predominantly a male sport – approx. three times as many men play as women

How does basketball 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

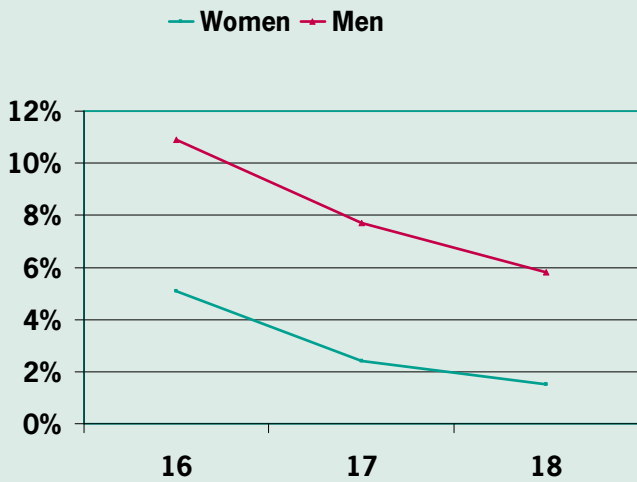
Proportion of people who play basketball by gender



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

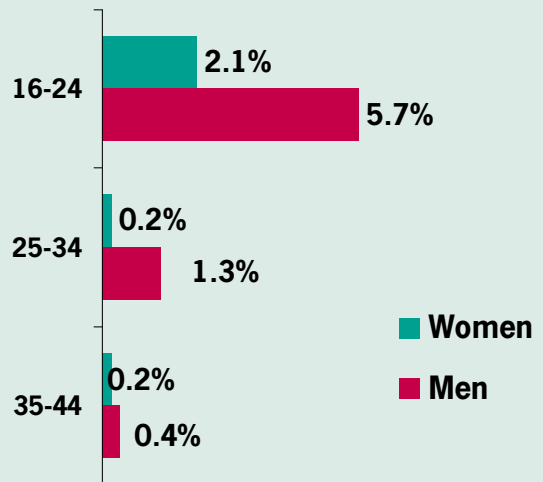
Demographic profile of basketball players

Focus on drop off: proportion of people who play basketball by gender and age



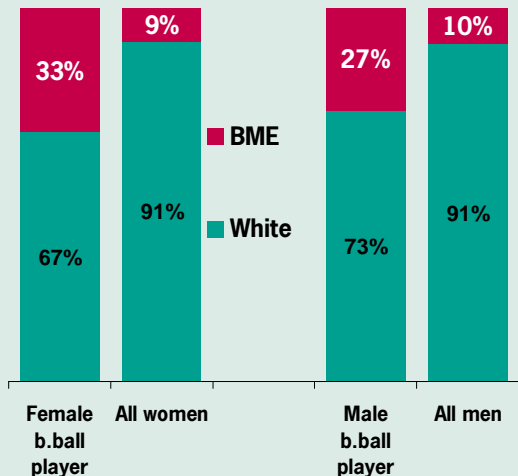
Base: All respondents

Proportion of people who play basketball by gender and age



Base: All respondents; cell sizes too small to show for age 45+

Profile of people who play basketball by gender and ethnicity

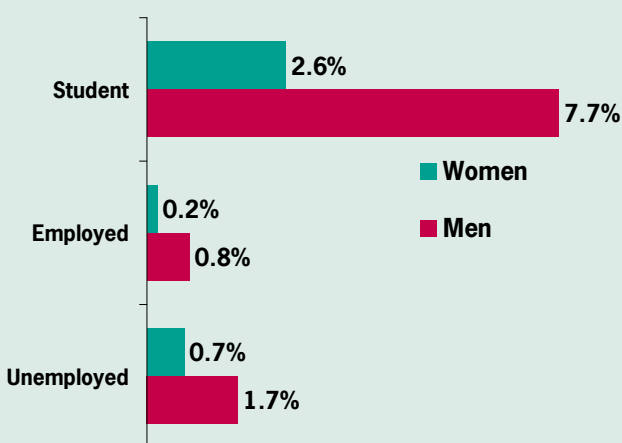


Base: All respondents

Participation – demographics

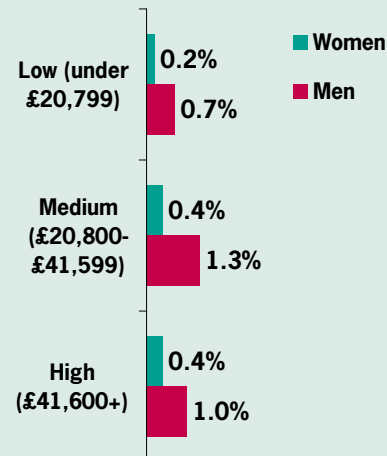
- Basketball appeals to a BME audience, especially so for women. A third of players are of BME background, compared to just one in ten of the general population
- Basketball loses over half of its young women between the ages of 16 and 18, but retains its remaining participants through to their early 20s
- London has, proportionally, twice as many women basketball players as other regions

Proportion of people who play basketball by gender and working status



Base: All respondents

Proportion of people who play basketball by gender and household income



Base: All respondents

Organised participation

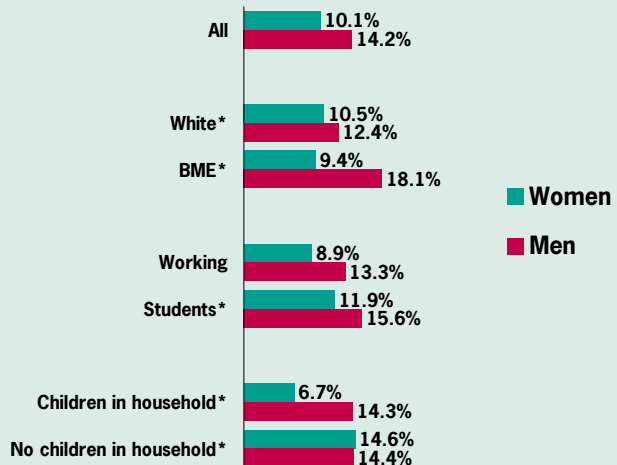


Club membership

- A relatively low one in ten women basketball players are members of a club (this compares to nearly four in ten netballers). Women are significantly less likely to join a club than men, so this presents an opportunity to convert them into membership

- In particular, although BME women are more likely to play the sport, they are less likely to formalise their involvement

Who plays basketball as a member of a basketball club?



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

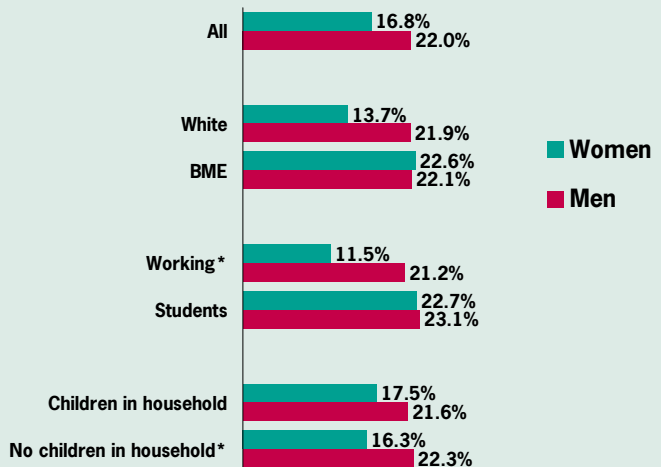


Taken part in organised competition

- Similarly, few women choose to take part in organised competition. 17% do so, which is significantly less than their male counterparts

- However, although BME women are not taking the step to join a club, they are participating in organised competition through other means

Who takes part in organised competition?



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

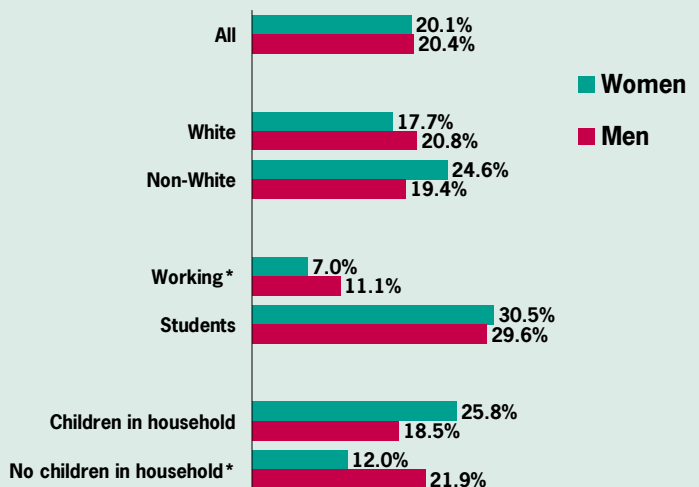


Received tuition or coaching

- Compared to other sports, a less than average number of women basketball players chose to receive tuition in the last year

- Students are the most likely to have done so – student women players are more likely to have been coached than male students

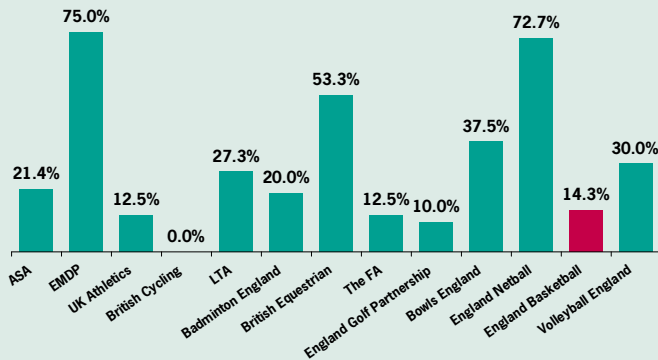
Who receives tuition in basketball?



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

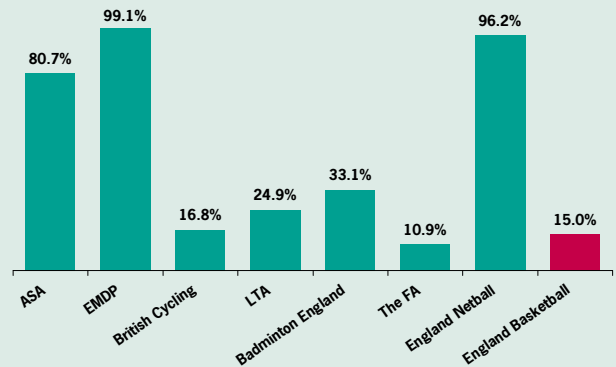
Women as leaders, coaches and volunteers

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



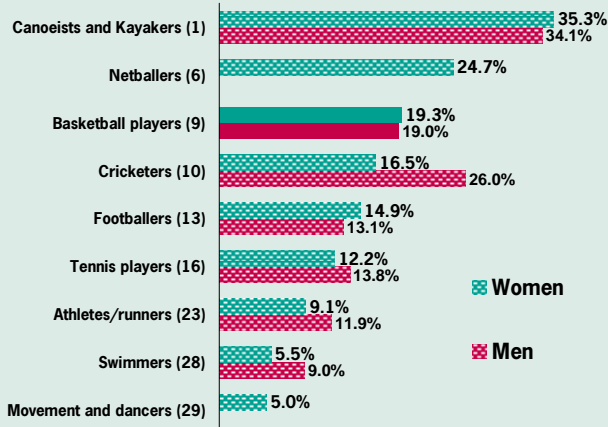
Source: WSFF 2009 NGB audit. See Note 5

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 the basketball at least once a week. Top 10 basketballs for women + similar basketballs to basketball. Figure in brackets is the basketball's ranking out of 29 basketballs for volunteering. See Note 6

Women as leaders, coaches and volunteers

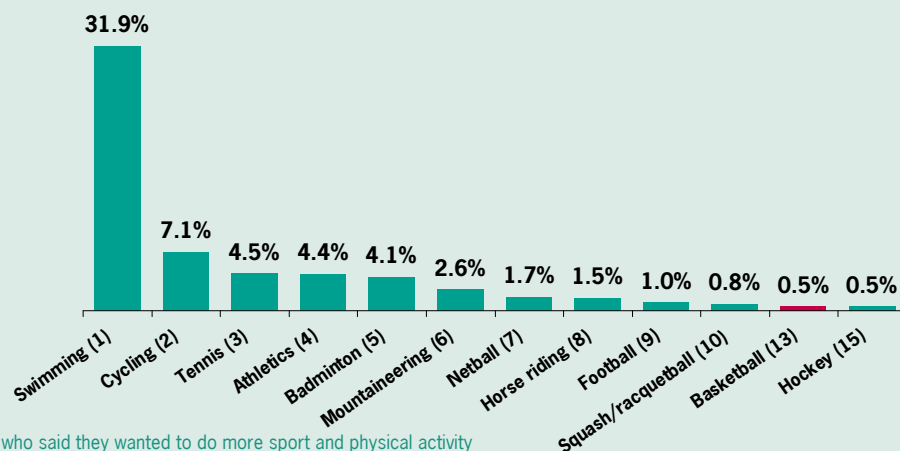
- England Basketball has poorer female board representation than the average – just 14% of board members are women. Similarly, very few coaches are female
- Players however, are keen to work for sport, with one in five female players volunteering their time in the last week

Latent demand

- Basketball is the 13th ranked sport for latent demand – one in 200 women want to play more than they do

Women's demand for basketball

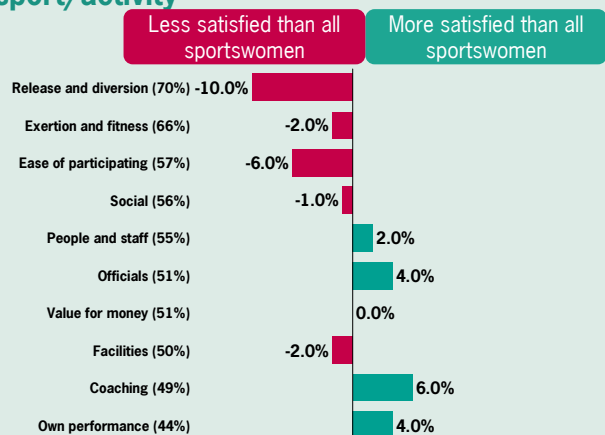
What sports do women want to do more of?



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

Satisfaction with experience of playing basketball

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



Source: Sport England's Satisfaction with the quality of the sporting 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

- Women basketball players report mixed levels of satisfaction. They are happiest with the coaching they receive, and the sport's contribution to their own performance and officials
- However, they are less than satisfied with the release and diversion – this could relate to a lack of opportunities to challenge themselves or 'the buzz' they get
- Ease of participation is also relatively low scored, with low scores on how easy it is to find a place to play

To sum up...

Basketball is a growing sport and one which particularly appeals to some of the lower participating groups – particularly BME women. It has a real opportunity to grow its participation base, but it must tackle the high levels of early drop off post school and university. However, players tend not to join clubs, but instead compete less formally with little contact with coaches. This may also contribute to the low levels of satisfaction around ease of participation as players will be attempting to organise games themselves.

As the sport continues to grow, England Basketball must consider the levels of female board representation and the make up of its coaching workforce. These remain resolutely male, whilst the participation base of the sport itself has grown to reflect all sections of society.

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. Sports used in comparison are the 46 Sport England funded basketballs except where data are not available or sample sizes too small. Using a gym is not included in this series of factsheets.
- 2 Club membership is based on those who have been a member of a basketballs club to participate in basketball in the past four weeks. These figures may not correspond with National Governing Body (NGB) affiliation figures.
- 3 Organised competition is defined as 'having taken part in any organised competition in basketball in the last 12 months'.
- 4 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in basketball in the last 12 months'.
- 5 In 2009 WSFF undertook an audit of all 46 Sport England funded 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 basketball. 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 basketball.
- 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 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 basketball specific data from Active People Survey 3...

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