

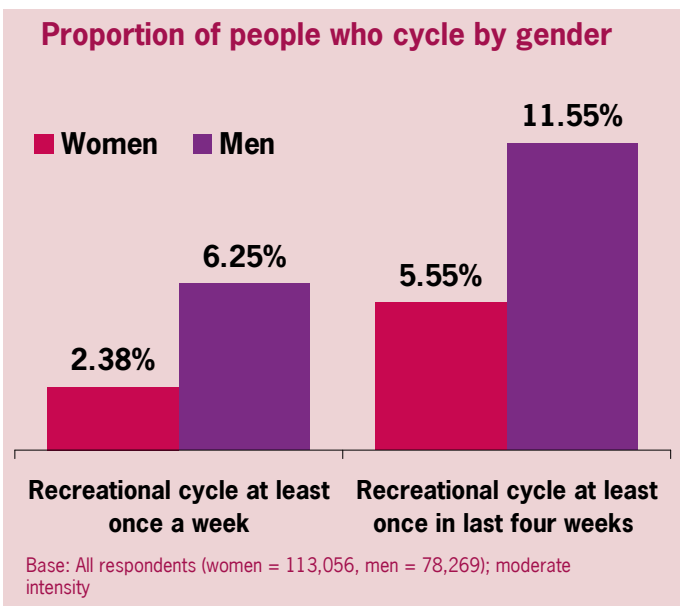
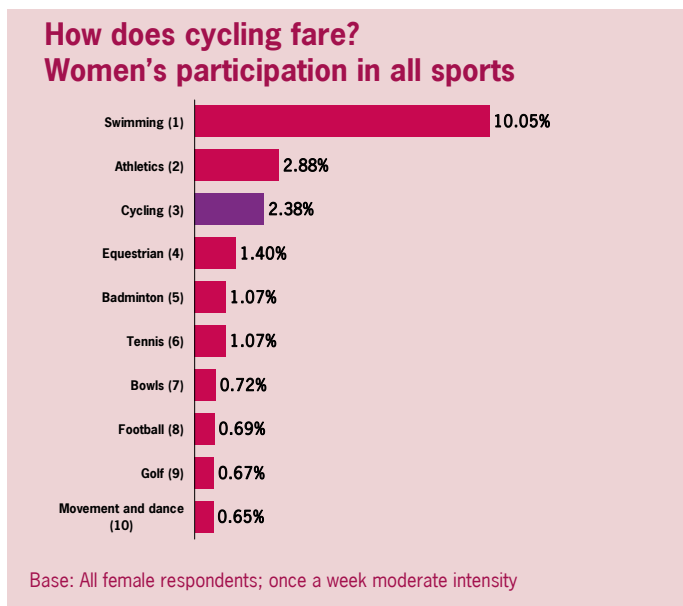
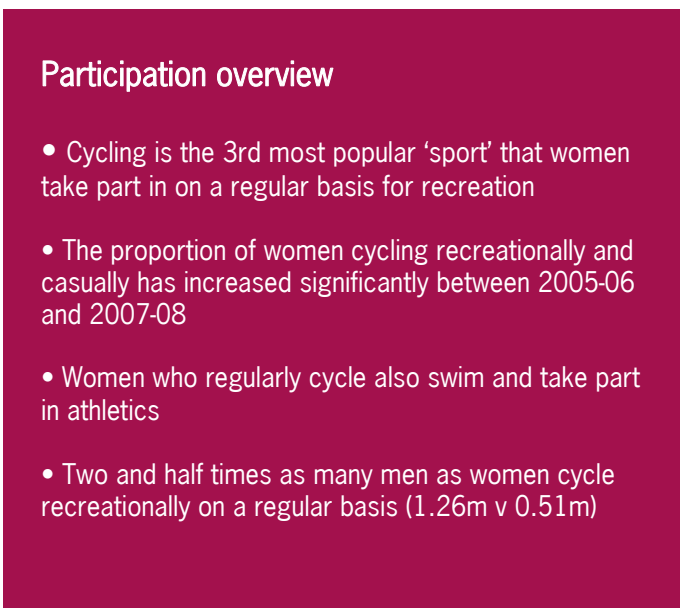
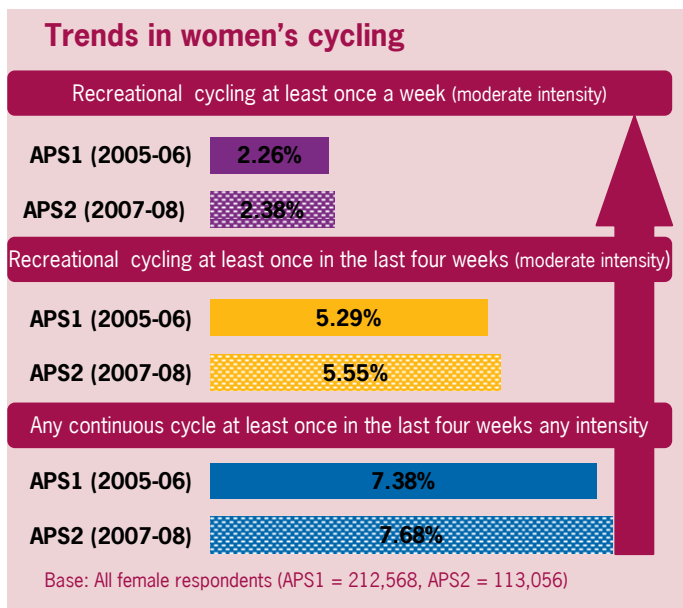
Recreational

Cycling

- Cycling is the 3rd most popular 'sport' that women take part in on a regular basis for recreation
- Only 5% of all regular female cyclists are from a BME group compared with 9% of the female population as a whole
- There is considerable demand for more cycling among women

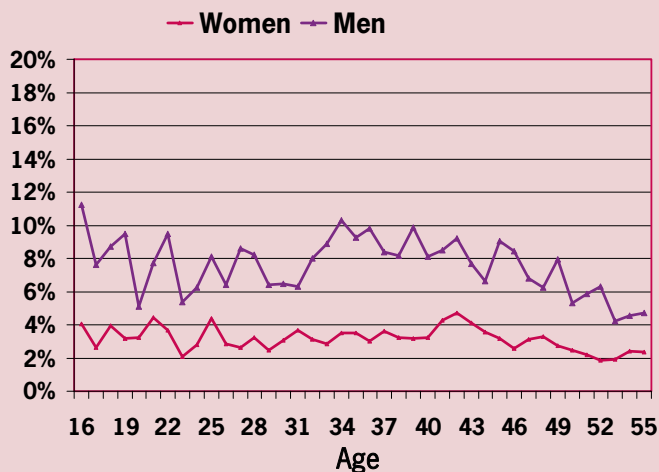
All charts are based on those adults (16 and over) who said they had cycled recreationally at least once in the last week at moderate intensity and for at least 30 minutes (Active People Survey (APS2) 2007-08), unless stated otherwise. 'Regular cycling' is defined as at least once a week. See Note 1.

Women who cycle – overview



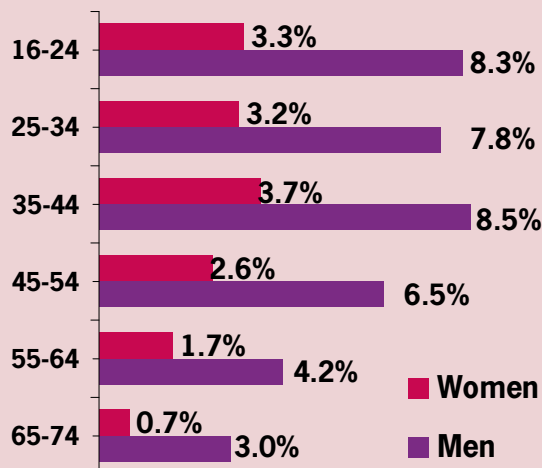
Demographic profile of cyclists

Focus on drop off: proportion of people who regularly cycle by gender and age



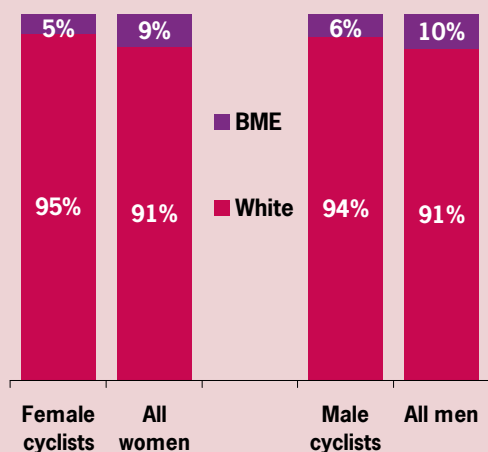
Base: All respondents

Proportion of people who regularly cycle by gender and age



Base: All respondents

Profile of people who regularly cycle by gender and ethnicity

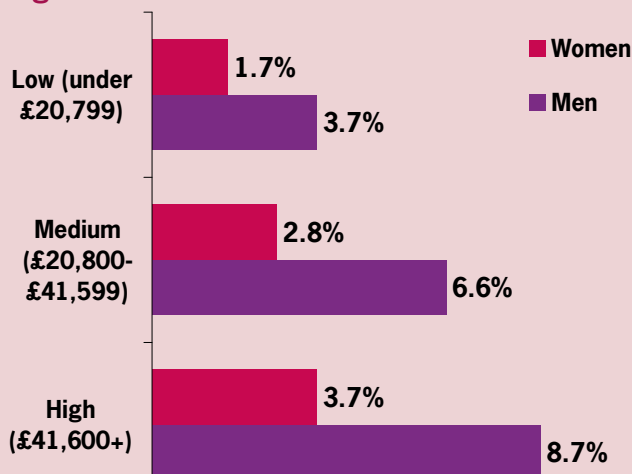


Base: All respondents

Participation – demographics

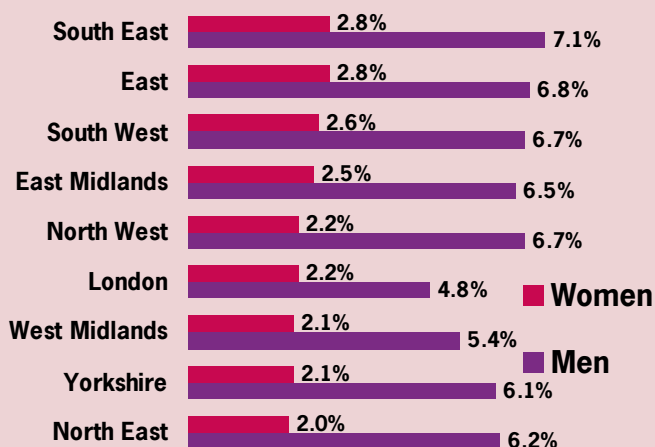
- For women, regular cycling behaviour does not change much until they reach 45, after which there is a gradual decline
- Women from high income households are twice as likely as women from low incomes to cycle regularly
- Only 5% of all regular female cyclists are from a BME group compared with 9% of the female population as a whole
- Women in the North East and Yorkshire are the least likely to regularly cycle. It is also in these two regions where the greatest disparity between the sexes exist

Proportion of people who regularly cycle by gender and household income



Base: All respondents

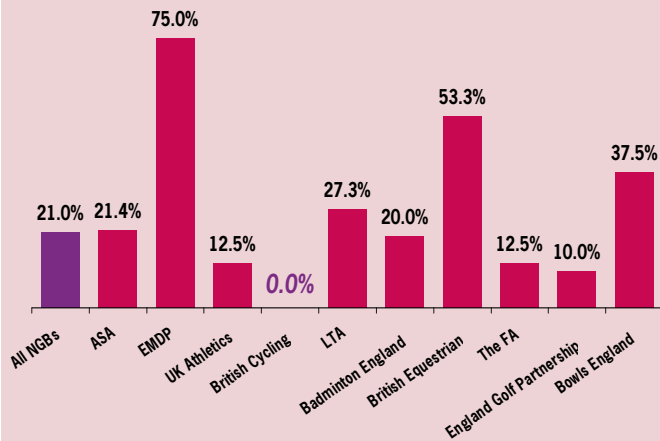
Profile of people who regularly cycle by gender and Sport England region



Base: All respondents

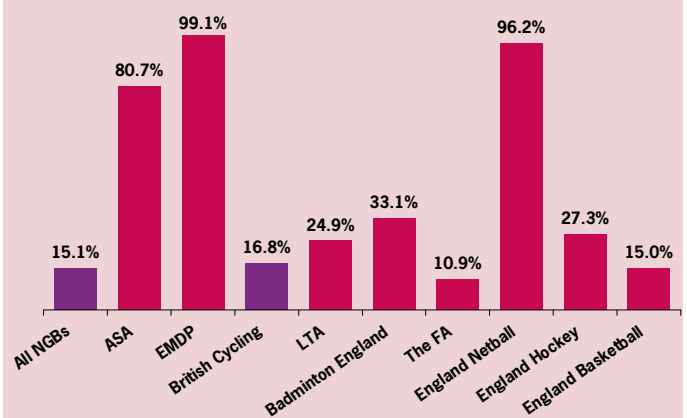
Women as leaders, coaches and volunteers

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



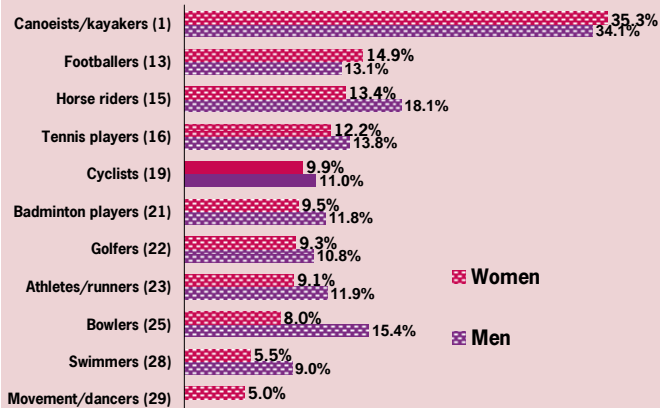
Source: WSFF 2009 NGB audit. See Note 5

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



Source: WSFF 2009 NGB Audit. Selected sports where data exist. See Note 5

Women and men as volunteers



Base: All respondents who play the sport at least once a week. Top 10 sports for women and the top sport for female volunteers. Figure in brackets is the sport's ranking out of 29 sports for volunteering. See Note 6

Women as leaders, coaches and volunteers

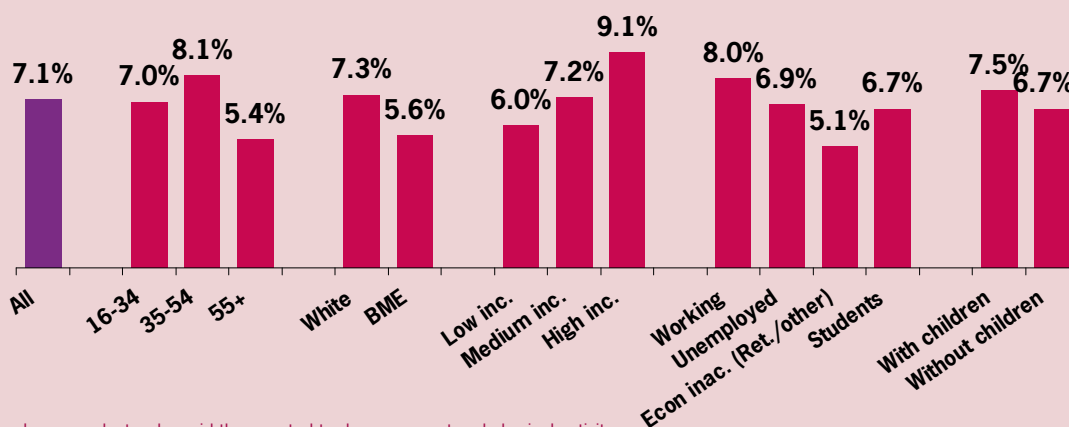
- On average across Sport England funded NGBs, one-fifth (21%) of board members are women. British Cycling has no women on its board
- Under a sixth of British Cycling's affiliated coaches are women
- One in ten female cyclists volunteer at least once hour a week for sport, quite low compared with other sportswomen

Latent demand

- There is considerable demand for more cycling among women. Highest demand is from women in households with high incomes, women aged 35-54 and workers

Women's demand for cycling

Profile of women who want to do more cycling than they currently do



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

Satisfaction with experience of cycling

Satisfaction of female cyclists 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 are not particularly satisfied with the social aspect of cycling compared with all sportswomen generally (51% v 56% respectively)
- They are considerably more satisfied than all sportswomen with the people and staff within their sport, and officials
- They have average satisfaction with coaching and value for money

To sum up...

Cycling is the third most popular activity for women to take part in. Participation is also increasing. However, considering that around 750,000 more men cycle than women, it is interesting to look at what is putting many women – particularly BME women – off.

We have not been able to provide an analysis of female members of clubs and involvement in competition and tuition. This is partly due to the small number of women who cycle as a member of a club or take part formally. As such, British Cycling needs to consider how to move women from informal recreational cycling into organised cycling – at all levels. Currently, British Cycling has no female board members and a small proportion of affiliated coaches. This needs to change if the sport wants to have a more balanced outlook and be more welcoming to women. Women are also not as satisfied with the social aspects of cycling compared with other sportsmen. This may be due to the way women currently cycle so there are opportunities to focus on developing opportunities for more sociable cycling.

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 sports except where data are not available or sample sizes too small. Using a gym is not included in this series of factsheets.

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. 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.

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 Population Estimates, 2005 and 2007

WATCH THIS SPACE...

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

Women's Sport and Fitness Foundation

3rd Floor, Victoria House, Bloomsbury Square, London WC1B 4SE Tel: 020 7273 1740 Email: insight@wsff.org.uk www.wsff.org.uk

