

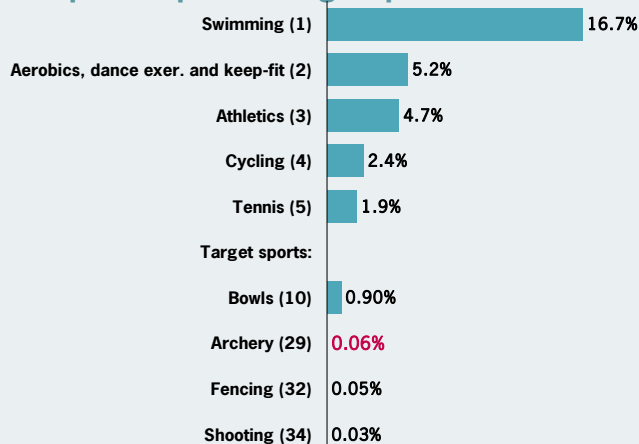
Archery

- 13,200 women took part in archery at least once in the last four weeks
- Women make up over half of Archery GB's board
- Almost four in ten archers have household incomes of over £41,600 compared with just a quarter of the female population in total

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

Women who take part in archery – overview

How does archery fare? Women's top five participation sports v target 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

Participation overview

- Archery is the 29th most popular participation sport for women, ahead of fencing and shooting
- 13,200 women took part in archery at least once in the last four weeks
- Almost three times as many men as women take part in archery
- Just 3% of women who take part in archery are from a BME background, compared with 9% in the general population

Trends in archery participation by gender

Women – Taken part at least once in the last four weeks

APS1 (2005-06) 0.06%

APS2 (2007-08) 0.06%

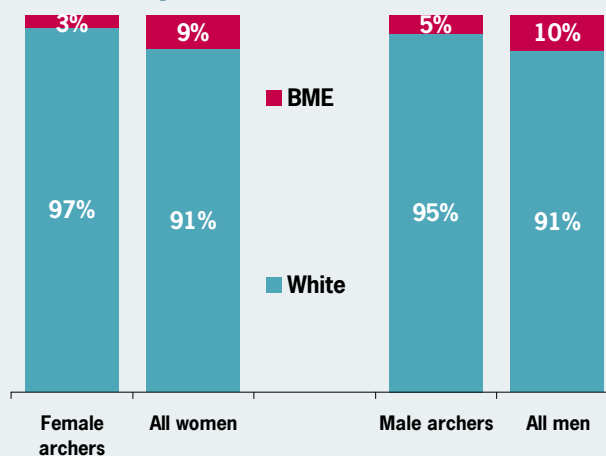
Men – Taken part at least once in last four weeks

APS1 (2005-06) 0.16%

APS2 (2007-08) 0.18%

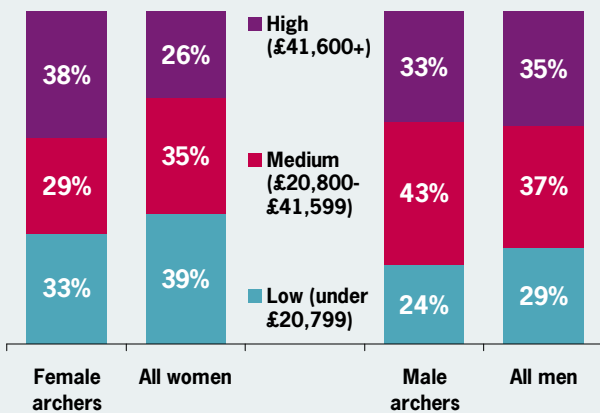
Base: All respondents (women = APS1 – 212,568; APS2 – 113,056, men = APS1 – 151,156; APS2 – 78,269)

Proportion of archers participation by gender and ethnicity



Base: All respondents

Proportion of people who take part in archery by gender and house hold income

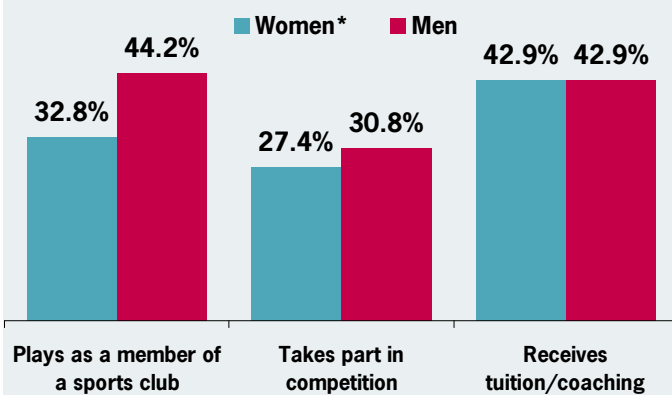


Base: All respondents

Participation – demographics

- Female archers are more likely to be from households with high incomes – almost four in ten archers have household incomes of over £41,600 compared with just a quarter of the female population in total

People who take part in archery as a member of a sports club, take part in competition and receive tuition, by gender



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

Organised participation

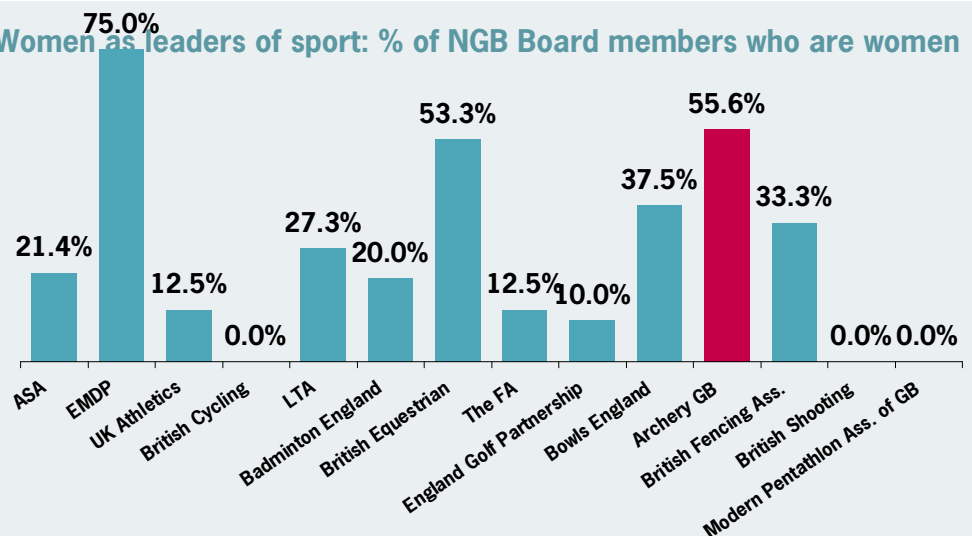
- Compared with other sports, female archers tend to play in an organised manner as part of a club and take part in competition
- Male archers are more likely than female archers to take part in an organised way – over four in ten are a club member compared with a third of female archers
- Over 40% of female archers receive tuition or coaching in their sport

Women as leaders

Leadership

- Women make up over half of Archery GB's board – this is considerably higher than the average for all NGBs (21%) and also higher than Archery GB's female membership profile (21%)

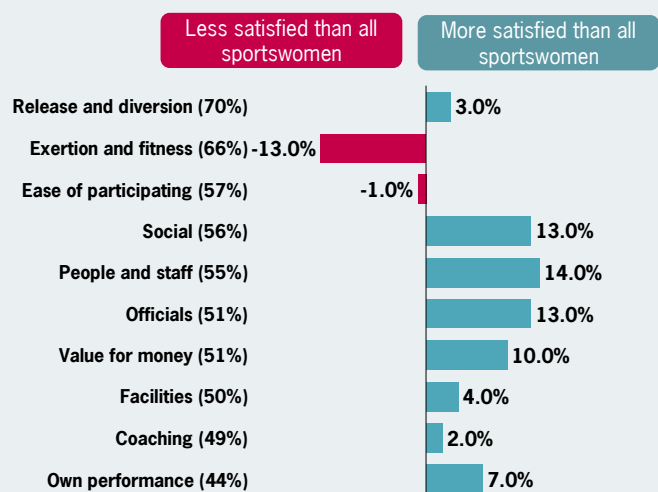
Women as leaders of sport: % of NGB Board members who are women



Source: WSFF 2009 NGB audit. See Note 3

Women's satisfaction

Satisfaction of female archers 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 4

Satisfaction

- Female archers are generally more satisfied than all sportswomen with their sporting experience
- They are particularly satisfied with the people and staff, social aspects and officials
- They are, however, considerably less satisfied with the exertion and fitness aspects of their sport. This may in some part be due to the nature of the sport

To sum up...

Sample sizes make it hard to analyse the demographic profile of women who do archery in any great detail, however, on a positive note, we do know that those women who do play archery are generally more satisfied than the average with mostly all the elements, therefore, for those women who want to play archery, the sport is meeting their requirements more than other sports are for their players.

Archery GB can also be congratulated on being one of just a few boards that has a balanced profile with over 50% of the board being women. Having an equal profile of men and women on the board ensures the board has a wide range of perspectives and can relate to potential new audiences, such as BME women and those from low household incomes.

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.
- 2 Club membership is based on those who have been a member of a sports club to participate in archery in the past four weeks. These figures may not correspond with National Governing Body's (NGB) affiliation figures. Organised competition is defined as 'having taken part in any organised competition in archery in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in archery in the last 12 months'.
- 3 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 archery.
- 4 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 archery specific data from Active People Survey 3...

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