

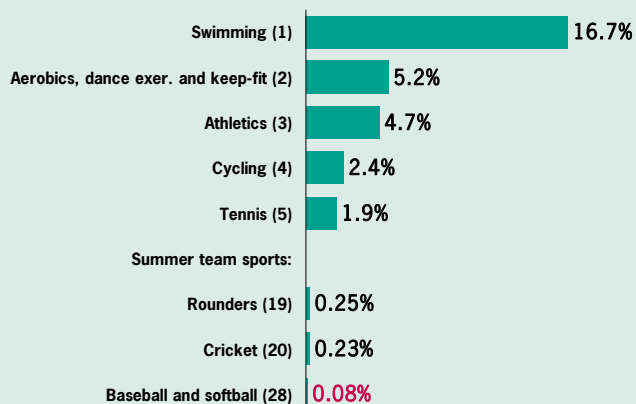
Baseball and Softball

- 17,300 women played baseball/softball at least once in the last four weeks
- Almost a quarter of female baseball/softball players are from a BME background

All charts are based on those adults (16 and over) who said they had taken part in baseball/softball 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 baseball/softball – overview

How does baseball/softball fare? Women's top participation sports v summer team 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

- 0.08% of women (17,300 women) played baseball/softball at least once in the last four weeks
- Twice as many men as women played baseball/softball in the last four weeks
- Baseball/softball appeals to a BME audience, especially so for women. Almost a quarter of female players are of BME background, compared to just one in 11 of the general population (only two sports – basketball and cricket – have a more diverse profile)
- Female baseball/softball players are predominately students (56%) (see overleaf)

Trends in baseball/softball participation by gender

Women – Played at least once in the last four weeks

APS1 (2005-06) 0.03%

APS2 (2007-08) 0.08%

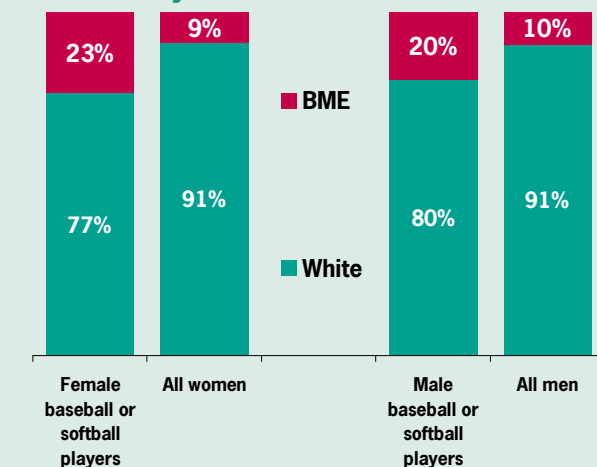
Men - Played at least once in last four weeks

APS1 (2005-06) 0.04%

APS2 (2007-08) 0.17%

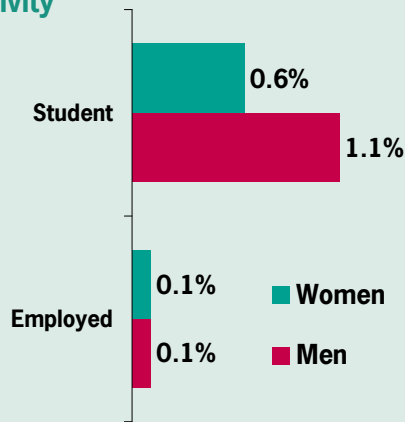
Base: All respondents (women = APS1 – 212,568; APS2 – 113,056, men = APS1 – 151,156; APS2 – 78,269)

Profile of baseball/softball players by gender and ethnicity



Base: All respondents

Proportion of people who take part in baseball/softball by gender and economic activity



Base: All respondents

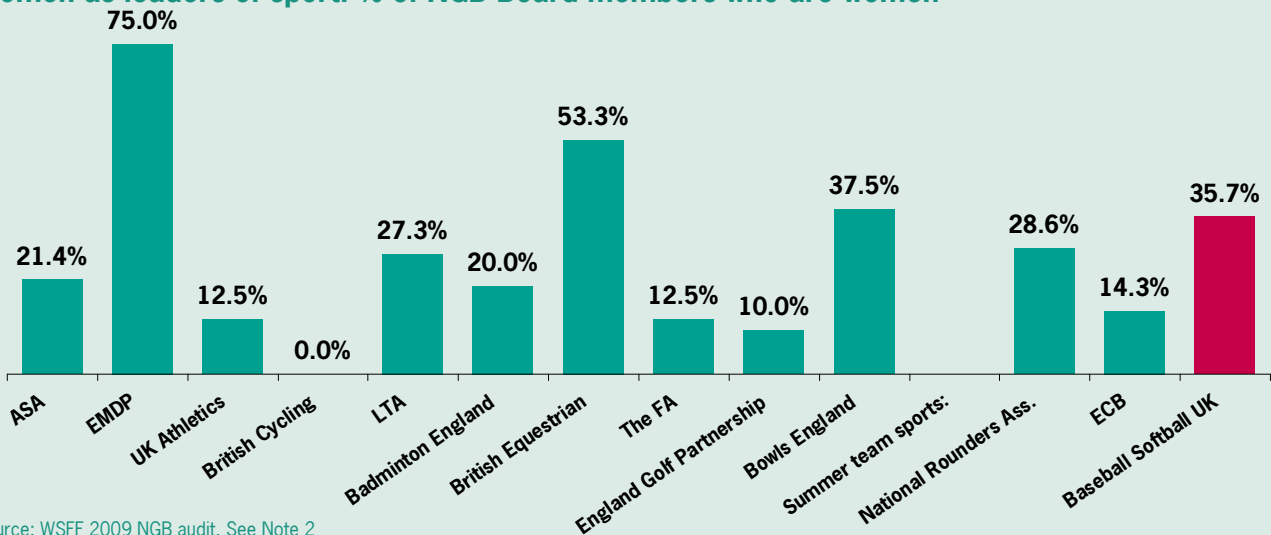
Profile of people who take part in baseball/softball by gender and economic activity



Base: All respondents

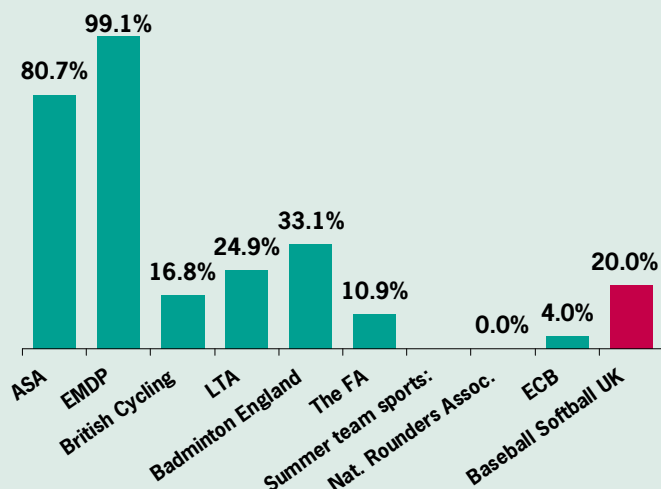
Women as leaders and coaches

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



Source: WSFF 2009 NGB audit. See Note 2

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



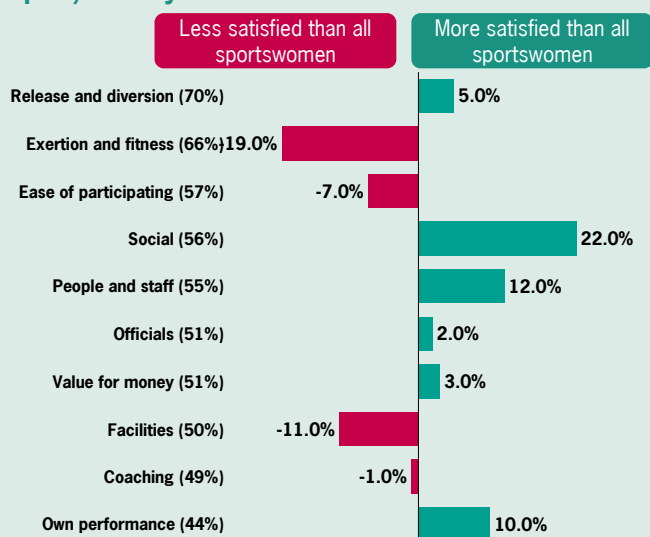
Source: WSFF 2009 NGB audit. See Note 2

Leadership and coaching

- Almost four in ten members of the Baseball Softball UK board are women – considerably higher than the average for all NGBs (21%), and slightly higher than the Baseball Softball UK club membership profile (33%)
- One in five affiliated coaches are women, which is slightly higher than the average for all NGBs (15%), but lower than club membership profile as mentioned above

Women's satisfaction

Satisfaction of female baseball/softball 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 1 to 10 scale. Figures in brackets are satisfaction percentages for all sportswomen. See Note 3

Satisfied

- Female baseball/softball players have a mixed satisfaction experience with their sport
- They are considerably less satisfied with the exertion and fitness, facilities and ease of participation, however they are much more satisfied than average with the social aspects, people and staff and own performance

To sum up...

Sample sizes make it hard to analyse the demographic profile of women who play baseball/softball in any great detail. However, we can say that the sport is more popular with students than those in work and is doing better than almost all sports in reaching BME women.

Baseball Softball UK can be congratulated on having more female board members than the average NGB and also more than their average female membership profile.

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 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 baseball/softball.

3 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 baseball/softball specific data from Active People Survey 3...

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