

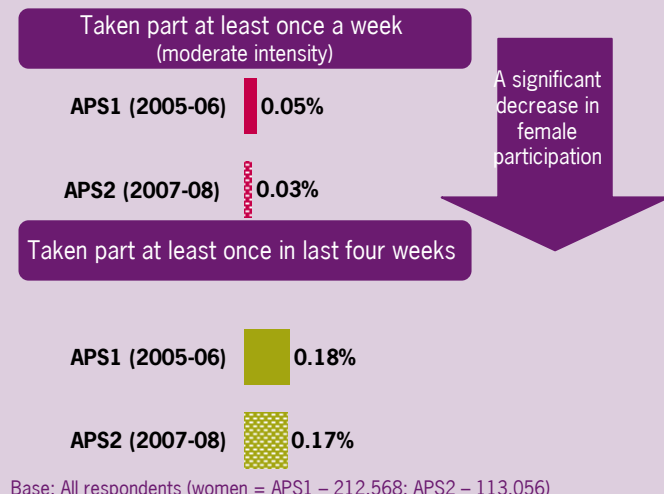
Canoeing and kayaking

- Between 2005-06 and 2007-08 the number of women who canoe/kayak at least once a week dropped by 28.5%
- Around half of all female canoeists are aged 16-34, with just 7% aged 55 and over
- Female canoeists/kayakers are the most likely of all sports women to volunteer an hour a week to a sport

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

People who canoe and kayak – overview

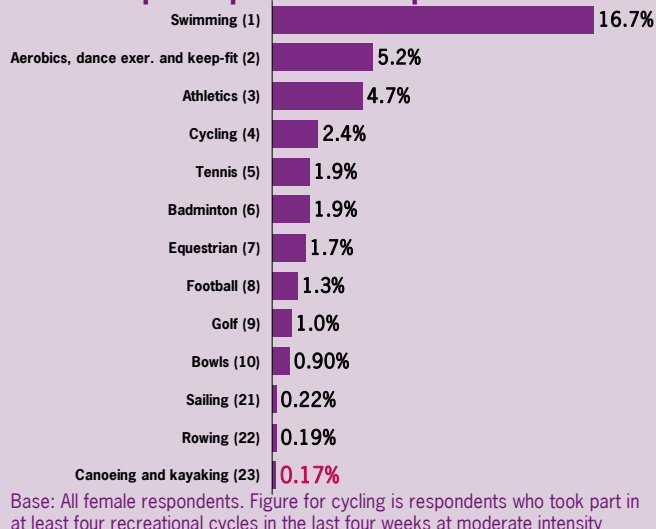
Trends in women's canoeing/kayaking participation



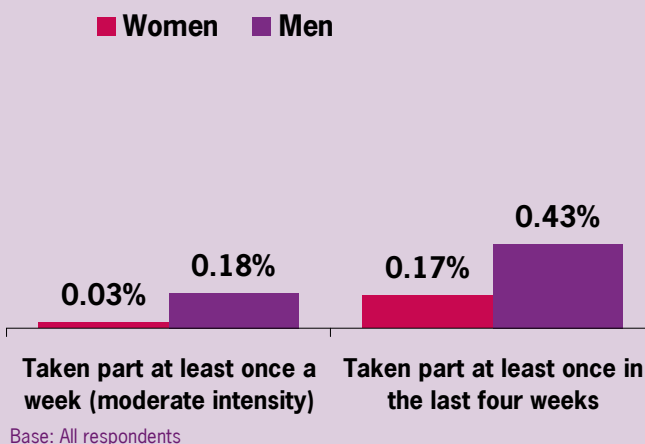
Participation overview

- Around 36,800 women canoe/ kayak at least once a month, with around 7,400 taking part at least once a week. Female participation has declined, with significant weekly decline of 28.5% between 2005-06 and 2007-08
- Men are two and half times more likely than women to canoe/kayak at least once a month
- Those men that do canoe also do it more regularly – almost five times as many men as women canoe/kayak at least once a week

How does canoeing/kayaking fare? Women's participation in all sports

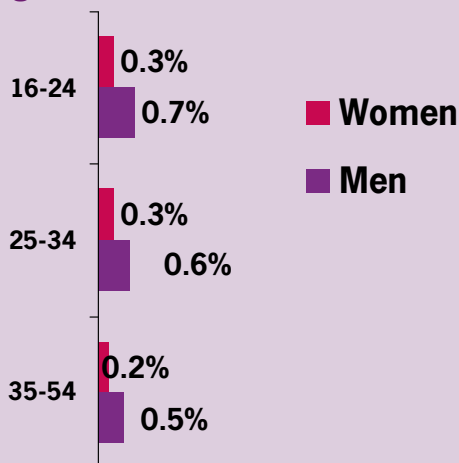


Proportion of people who canoe/kayak by gender



Demographic profile of canoeists and kayakers

Proportion of people who canoe/kayak by gender and age



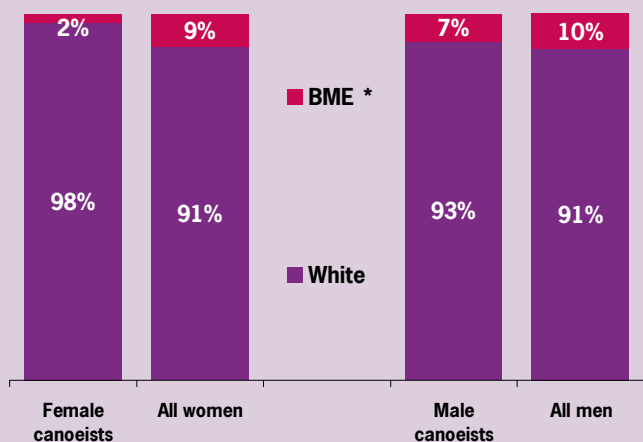
Base: All respondents

Profile of people who canoe/kayak by gender and age



Base: All respondents. * Read data with caution due to small number of female respondents

Profile of people who canoe/kayak by gender and ethnicity



Base: All respondents. * Read data with caution due to small number of female respondents

Participation – demographics

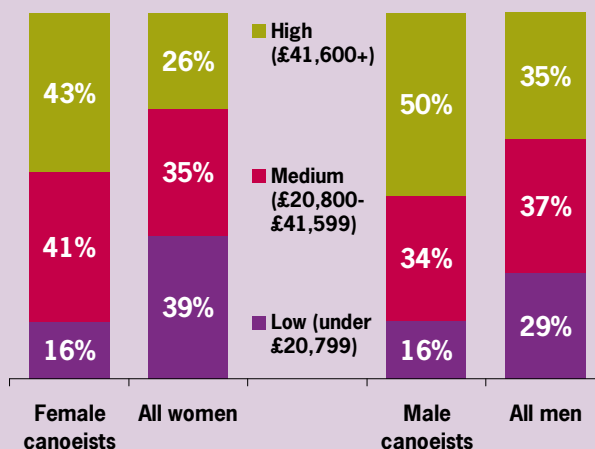
- Canoeing/kayaking is a relatively young sport. Over half of female canoeists are aged 16-34, with just 7% aged 55 and over
- Just 2% of female canoeists/kayakers are from a BME group, considerably lower than the population average
- Canoeing/kayaking is a sport that is predominately taken part in by people in employment and those with high incomes. Almost three in four female canoeists/kayakers are in employment, and 43% have a household income of over £41,600

Profile of people who canoe/kayak by gender and economic activity



Base: All respondents. * Read data with caution due to small number of female respondents

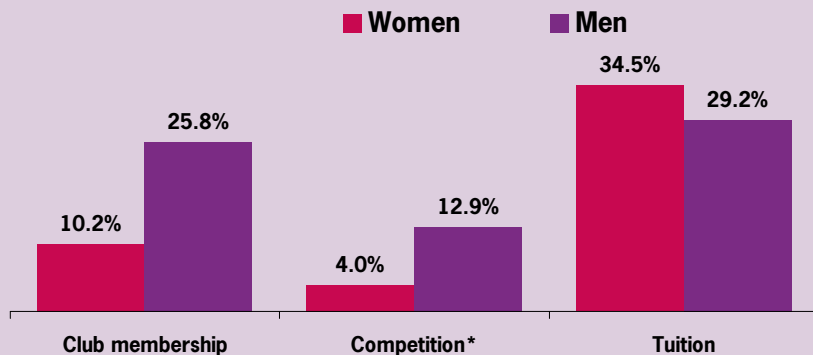
Profile of people who canoe/kayak by gender and household income



Base: All respondents

Organised participation

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

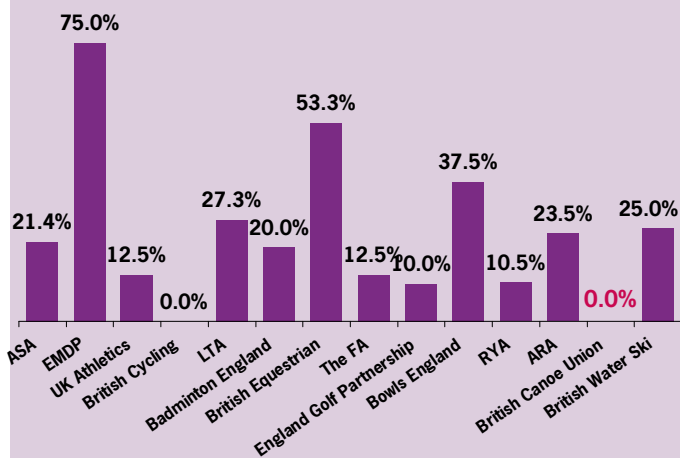


Base: All respondents who canoe and kayak at least once in the last four weeks. See Note 2. * Read data with caution due to small number of female respondents

Organised participation

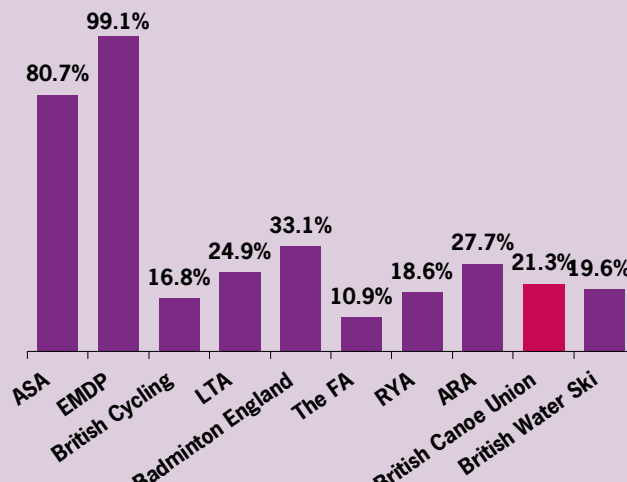
- Just one in ten female canoeists/kayakers take part as a member of a club. Men are two and a half times as likely to take part as a member of a club
- Understandably then, very few women take part in competition – just one in 25 female canoeists/kayakers competes compared with one in eight men
- However, women are still more likely to receive tuition – even if they are not members of a club

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



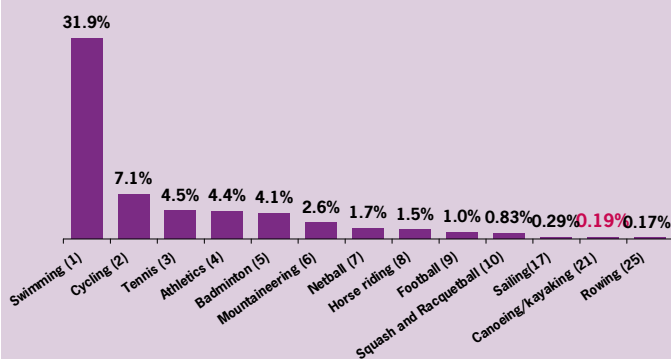
Source: WSFF 2009 NGB audit. See Note 3

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



Source: WSFF 2009 NGB audit. See Note 3

Latent demand: sports that women would like to do more of



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

Women as leaders, coaches and volunteers

- The British Canoe Union (BCU) does not have any women on its board (average = 21%)
- A fifth of BCU affiliated coaches are women, which is above average for all NGBs (15%)
- Female canoeists/kayakers are the most likely of all sports women to volunteer an hour a week to sport (35%)

Latent demand

- One in 52 women would like to do more canoeing/kayaking

Women's satisfaction

Satisfaction of female canoeists/kayakers 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 canoeists/kayakers are more satisfied than the average with most aspects of their sporting experience
- They are particularly satisfied with the social aspects, coaching, and people and staff
- They are less satisfied than average with ease of participation and exertion and fitness

To sum up...

Despite female canoeists/kayakers being more satisfied than the average with almost all aspects of their sporting experience, participation is falling – there are 28.5% fewer female canoeists in 2007-08 than in 2005-06.

The majority of female canoeists/kayakers do not take part in their sport in a formal way – men are more likely to be club members – the BCU may want to focus on how to convert informal female canoeists into organised participation.

The BCU could consider looking at increasing the number of women on its board as a balanced board may help it to better relate to its target audience and increase female role models. Understandably it is often easier to recruit men as there are more men participating, however, the BCU has considerable potential in its female volunteers. The BCU should challenge clubs at a local and county level to move these volunteers into the management level of sport so that they may eventually come through to the national level.

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 canoeing or kayaking 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 canoeing or kayaking in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in canoeing or kayaking 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.
- 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 canoeing/kayaking specific data from Active People Survey 3...

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