

# Angling

- 12,100 women took part in angling at least once in the last four weeks
- Women make up almost 30% of the leaders at The Angling Development Board
- Female anglers are considerably more satisfied than average with almost all elements of their sporting experience

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

### Trends in women's angling participation

Taken part at least once in last week

APS1 (2005-06) 0.03%

APS2 (2007-08) 0.04%

Taken part at least once in last four weeks

APS1 (2005-06) 0.07%

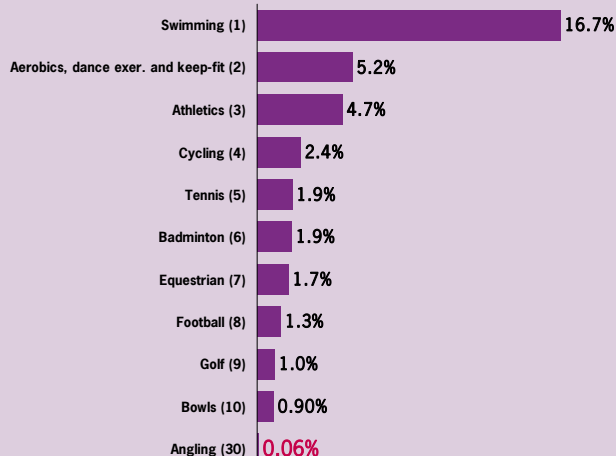
APS2 (2007-08) 0.06%

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

### Participation overview

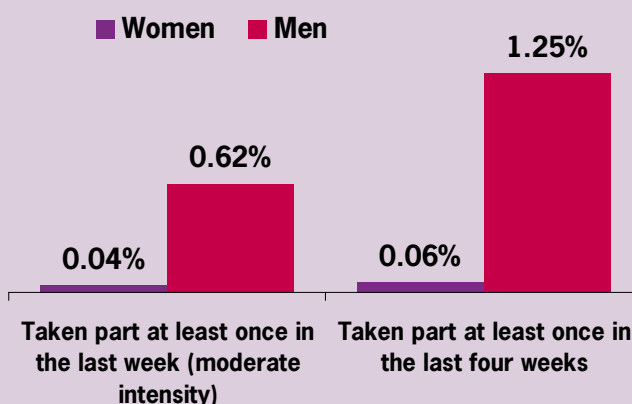
- 12,100 women took part in angling at least once in the last four weeks – one in 1,666 women
- Female anglers are predominately white (see overleaf)
- The household income profile of female anglers is relatively similar to the population profile – very few sports have such a balanced profile (see overleaf)
- Just two sports have a higher proportion of low income women taking part (see overleaf)

### How does angling fare? Women's participation in all sports (2007-08)



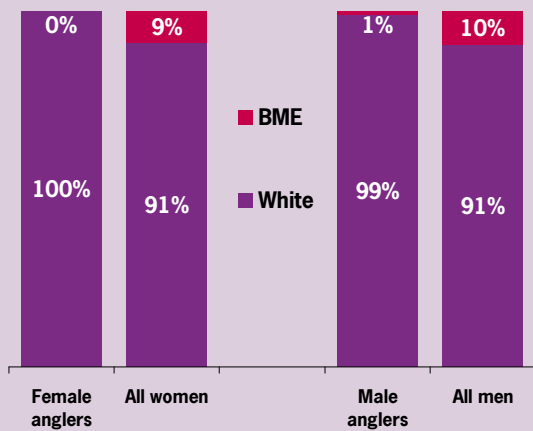
Base: All female respondents. Figure for cycling is respondents who took part in at least four recreational cycles in the last four weeks at moderate intensity

### Proportion of people who take part in angling by gender (2007-08)



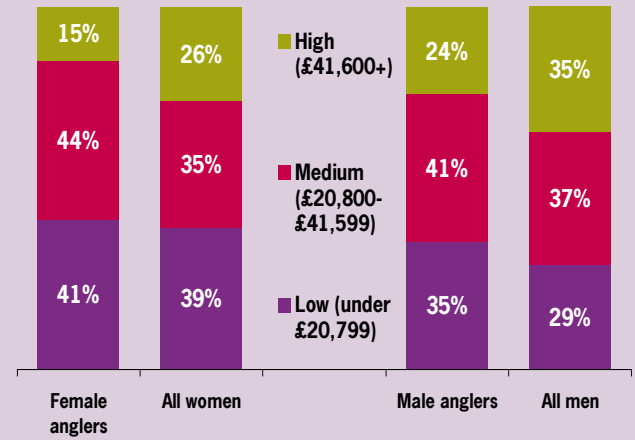
Base: All respondents (Men = 78,269, Women = 113,056)

### Profile of anglers by gender and ethnicity (2007-08)



Base: All respondents

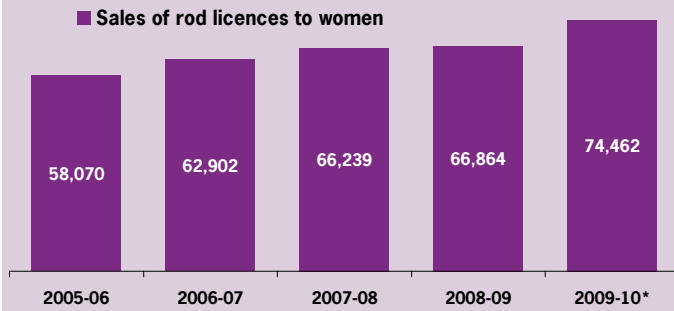
### Profile of anglers by gender and household income (2007-08)



Base: All respondents

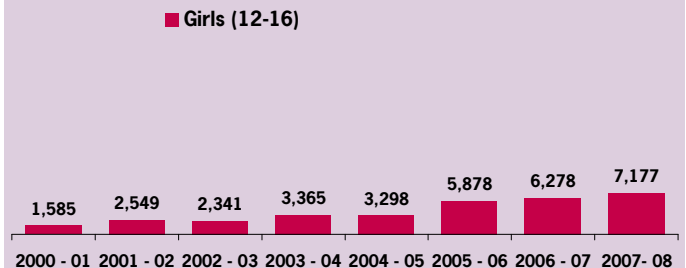
## Rod licence sales

### Number of rod licence sales to women, 2005-06 to 2009-10



Source: Environment Agency \* Predicted sales

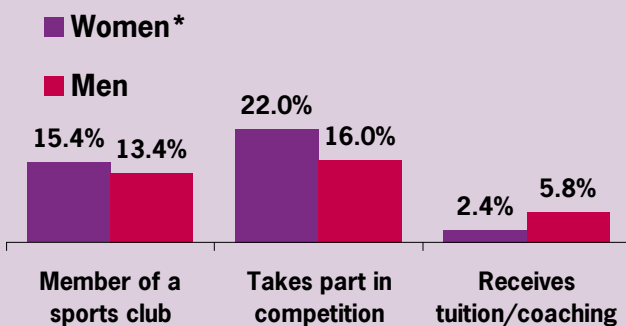
### Number of rod licence sales to girls, 2000-01 to 2007-08



Source: Environment Agency

## Organised participation

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



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

### Sales of rod licences

- Sales of rod licences to women are steadily increasing, with a predicted growth of 11.4% being expected between 2008-09 and 2009-10. This will be the largest year-on-year growth seen since 2005-06

- Sales for girls' licences have more than quadrupled between 2000-01 and 2007-08

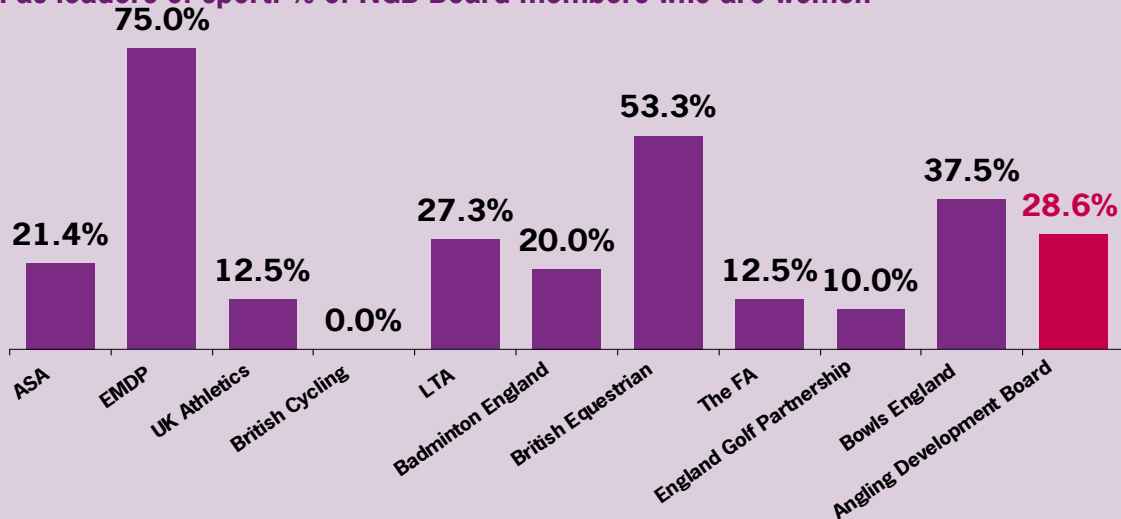
### Club membership

- One in six female anglers takes part in their sport as a member of a club. Female anglers are also more likely than male anglers to be a club member – this is relatively unusual compared with other sports

- A relatively high proportion of female anglers also takes part in competition – one in five – compared with one in six men

# Women as leaders and coaches

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

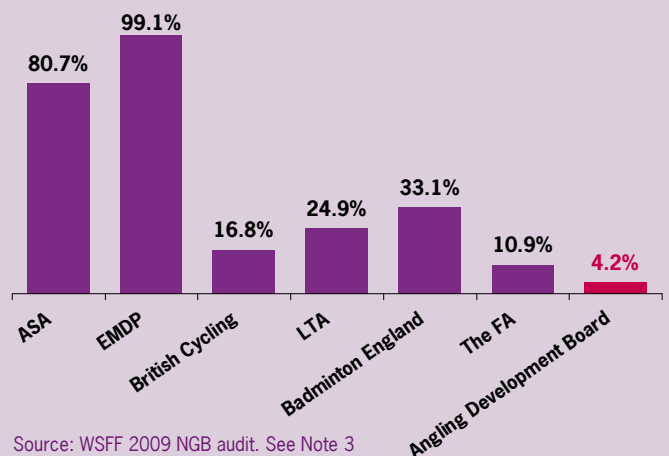


Source: WSFF 2009 NGB audit. See Note 3. Data for the Angling Development Board includes the acting CEO, who attends meetings but is not a director

## Women as leaders and coaches

- Women make up 28.6% of leadership positions at the Angling Development Board - this includes the acting CEO. This figure is just above the average for all NGBs (21%)
- Very few affiliated coaches in angling are women (1 in 24)

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



Source: WSFF 2009 NGB audit. See Note 3

## Satisfaction of female anglers 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 anglers are considerably more satisfied than the average with virtually all aspects of their sports – particularly the people and staff, social elements, and value for money
- The only area in which they fall below the average for satisfaction is exertion and fitness

## To sum up...

Angling is an unusual sport in that it has a relatively high proportion of women from low income households, and as such it almost reflects the general population.

While participation data does not show much trend, sales of rod licences to women are steadily increasing, which is a positive sign for the growth of the sport.

We also know that those women who do take part are more satisfied than the average with mostly all the elements. This is a positive story that the Angling Development Board (ADB) may want to capitalise on.

With respect to women in leaderships, while the ADB has a higher profile to the overall picture for all NGBs for female leaders, it could still look to increasing the number of women on its board and in other positions of authority. Similarly, the ADB may want to consider how to encourage more of its female members into becoming coaches. More women involved at all levels within the ADB will result in a more female friendly sport resulting in new members.

### 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 angling 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 angling in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in angling 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. Percentage figures may include CEOs who do not have voting rights. 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

## Women's Sport and Fitness Foundation

3<sup>rd</sup> Floor, Victoria House, Bloomsbury Square, London WC1B 4SE Tel: 020 7273 1740 Email: [insight@wsff.org.uk](mailto:insight@wsff.org.uk) [www.wsff.org.uk](http://www.wsff.org.uk)