

Golf

- Golf is one of just two sports with greater participation of older women than younger women
- Just 1% of female golfers are from a Black or Minority Ethnic group – compared with 9% of the female population as a whole
- Twice as many women as men receive coaching or tuition in golf

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

Women who play golf – overview

Trends in women's golf participation

Played at least once a week (moderate intensity)

APS1 (2005/06) 0.59%

APS2 (2007/08) 0.67%



Played at least once in the last four weeks

APS1 (2005/06) 0.94%

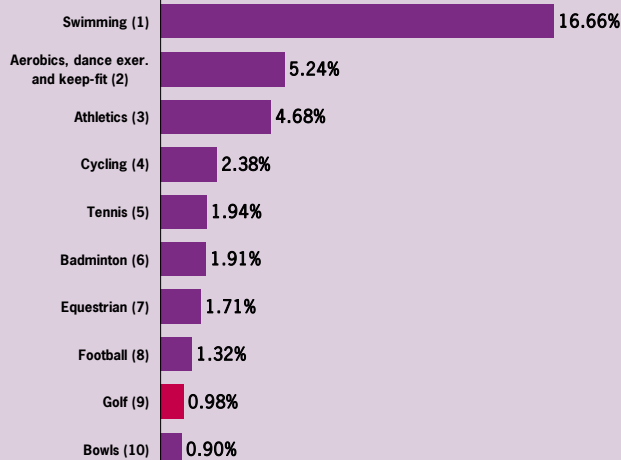
APS2 (2007/08) 0.98%

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

Participation overview

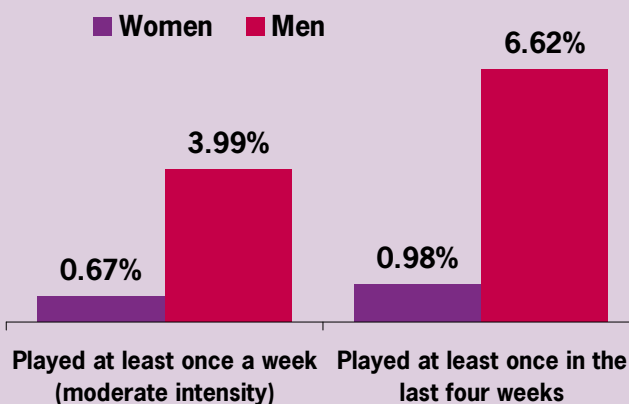
- While golf is the 9th most popular sport for women, it is still dominated by men with almost six times as many men playing at least once a week as women
- However, golf is one of just 12 sports that saw a significant increase in weekly participation for women between 2005/06 and 2007/08, but no significant change for men

How does golf fare? Women's participation in all sport



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

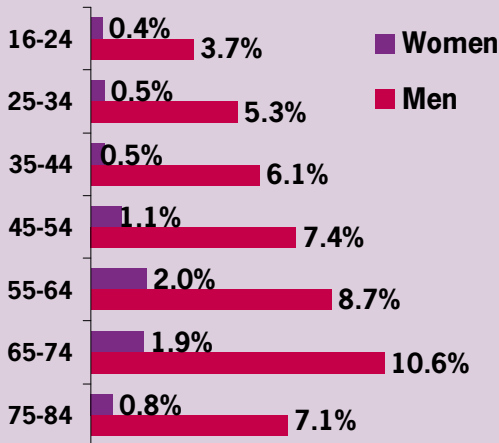
Proportion of people who play golf by gender



Base: All respondents (women = 113,056, men = 78,269)

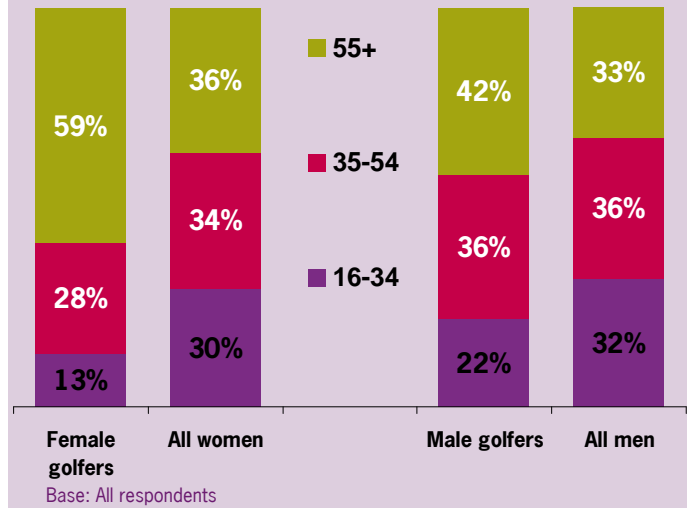
Demographic profile of golfers

Proportion of people who play golf by gender and age



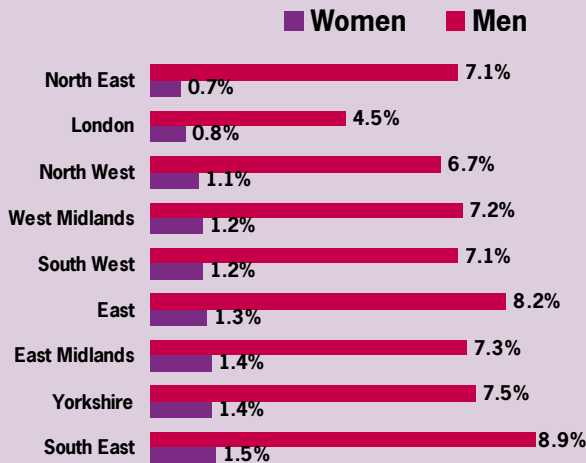
Base: All respondents

Profile of people who play golf by gender and age



Base: All respondents

Proportion of people who play golf by gender and Sport England region

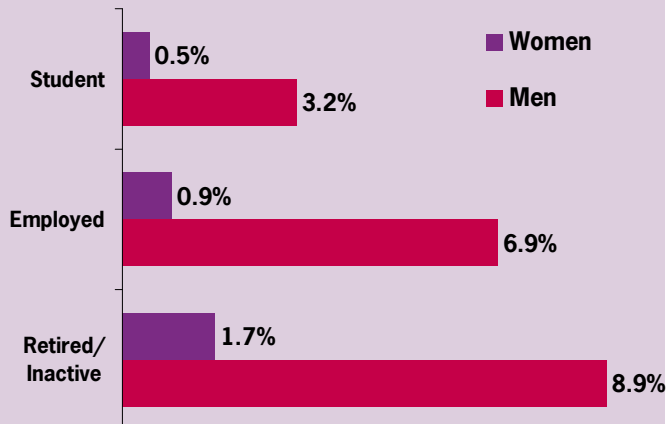


Base: All respondents

Participation – demographics

- Golf is one of just a few sports where popularity increases as women age, to the point that it is one of just two sports more popular with older women (55+) than younger women
- It is also the 4th most popular sport for women over 55, after swimming, aerobics/keep fit/dance and bowls
- As female golfers are older, it is unsurprising that one in ten of them are retired and most of them do not have children living at home – unlike most other sports
- Just 1.4% of female golfers are from a BME group – compared with 8.9% of the population as a whole

Proportion of people who play golf by gender and working status



Base: All respondents

Profile of the general population v. people who play golf by gender and income



Base: All respondents

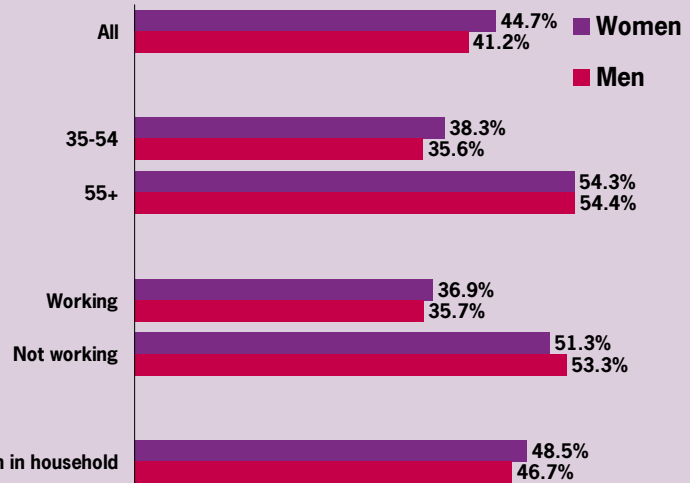
Organised participation



Club membership

- Joining a club to play golf is something that women and men do at an older age, when not working and have no children at home
- Women who play golf are more likely than men to play as a member of a club - although this difference is mostly at the younger age
- Despite this, women make up just 15% of affiliated members – (there are 11,9851 affiliated female adult members and 5,394 female youth members)

Who plays golf as a member of a sports club?



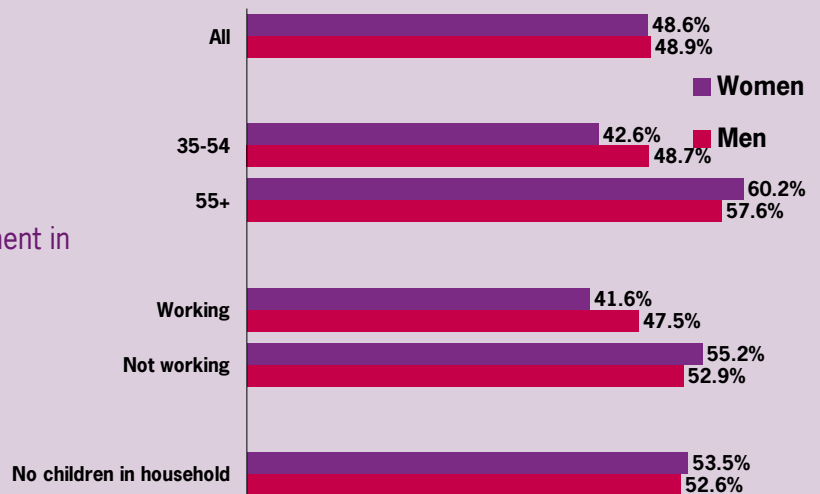
Base: All respondents who played golf at least once in the last four weeks. See Note 2



Taken part in organised competition

- Probably as a function of increased club membership, as women get older involvement in organised competition increases and the difference between men decreases

Who takes part in organised competition?



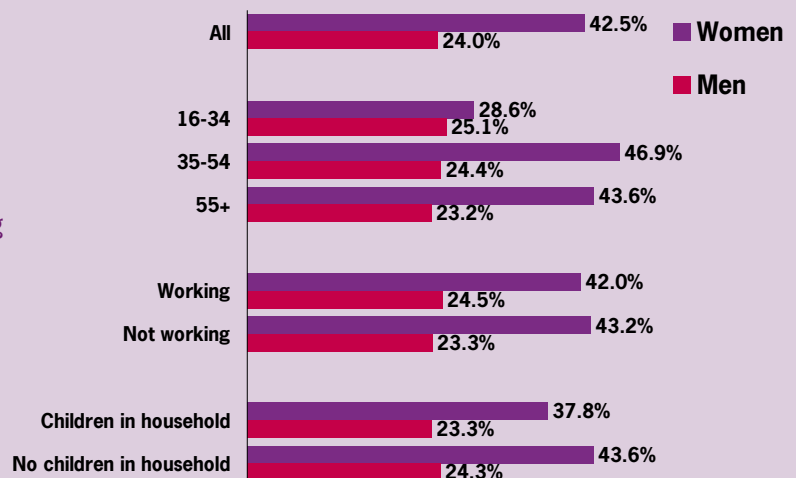
Base: All respondents who played golf at least once in the last four weeks. See Note 3



Received tuition or coaching

- Women who play golf are more interested than men in improving their golf through formal coaching – double the proportion of women as men receive some kind of tuition
- The only group for whom there isn't as such an interest in coaching is 16-24 year old golfers. They are less likely than all female golfers on average to receive tuition and as such their profile is similar to that of men

Who receives tuition in golf?



Base: All respondents who played golf at least once in the last four weeks. See Note 4

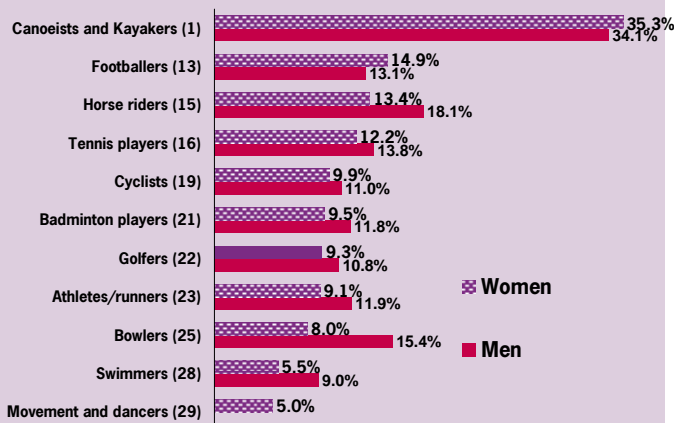
Women as leaders, coaches and volunteers

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



Source: WSFF 2009 NGB audit. Top 20 sports in order of popularity among women, See Note 5

Women and men as volunteers



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

Women as leaders and volunteers

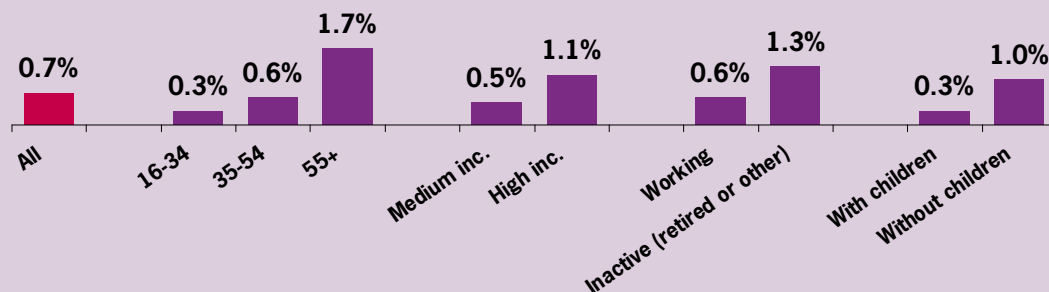
- Just one in ten women are board members at the EGP (compared with the average of two in ten)
- Female golfers are some of the least likely to volunteer in sport – they rank 22nd out of 29 for female volunteers

Latent demand

- Female demand for golf is relatively low, except among older women and retired women

Women's demand for golf

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



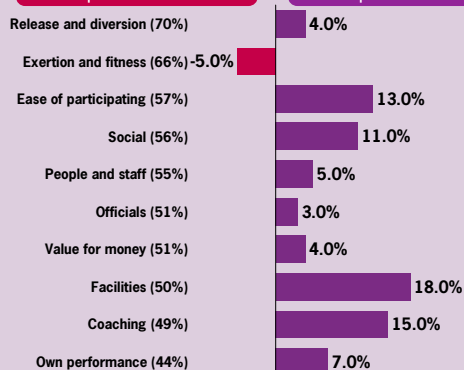
Base: All female respondents who said they wanted to do more sport and physical activity

Satisfaction with experience of playing golf

Satisfaction of female golfers compared with average for all women who do sport/activity

Less satisfied than all sportswomen

More satisfied than all sportswomen



Source: Sport England's Satisfaction with the quality of the golfing 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

- Female golfers are generally more satisfied with their sport than all sports women on average, except with opportunities that golf gives for exertion and improvement of fitness
- Specifically they are considerably happier than the average with facilities, coaching, and ease of participation

To sum up...

Golf is a low impact sport and as such is very popular with older women. As we are an ageing population golf has a fantastic opportunity to gain more female members. There isn't a great deal of latent demand among younger women, who are perhaps more interested in activities that offer more exertion and take up less time. There may be other considerations as well, such as cost and ease of access.

There is considerable scope for the English Golf Partnership to look at the opportunities to engage with women from BME communities, as well as consider the reasons for the low female participation in some regions not matching the male pattern (e.g. North East).

There is scope to look at opportunities to engage those women who do play into joining clubs and taking up coaching and tuition. The golf bodies can also look at the current opportunities for women to volunteer in golf.

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. For some sports, there are no data as sample sizes are 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 golf in the past four weeks. These figures may not correspond with NGB affiliation figures.
- 3 Organised competition is defined as 'having taken part in any organised competition in golf in the last 12 months'.
- 4 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in golf in the last 12 months'.
- 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. Sports chosen for comparison are the top participation sports for women. 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 Mid-year Population Estimates, 2005 and 2007

WATCH THIS SPACE...

To be updated with golf 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

