

Equestrian

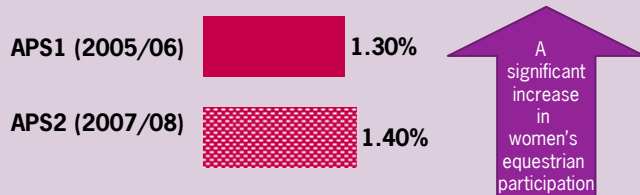
- Six times as many women as men take part in equestrian activities
- 16% of women who take part in equestrian activities are students —double the proportion in the English population
- Four in ten horse riders live in households with incomes of 42K or more

All data are based on those adults (16 and over) who said they had taken part in the sport at least once in the last four weeks (Active People Survey 2007-08), unless stated otherwise. 'Equestrian activities' includes horse riding, dressage, pony trekking, show jumping, three day eventing, trotting and polocrosse. The term 'horse riders' includes all equestrian activities mentioned above. See Note 1.

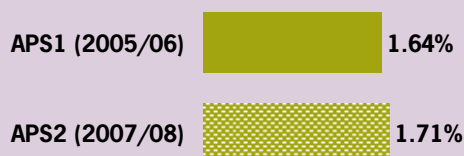
Women who take part in equestrian activities – overview

Trends in women's equestrian participation

Taken part at least once a week (moderate intensity)



Taken part at least once in the last four weeks

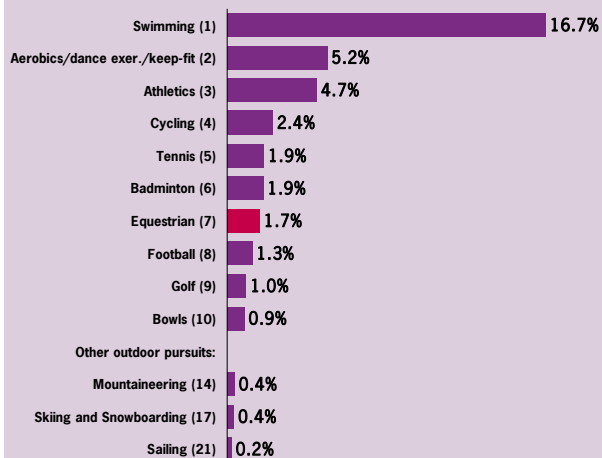


Base: All female respondents (APS1 = 212,568, APS2 = 113,056)

Participation overview

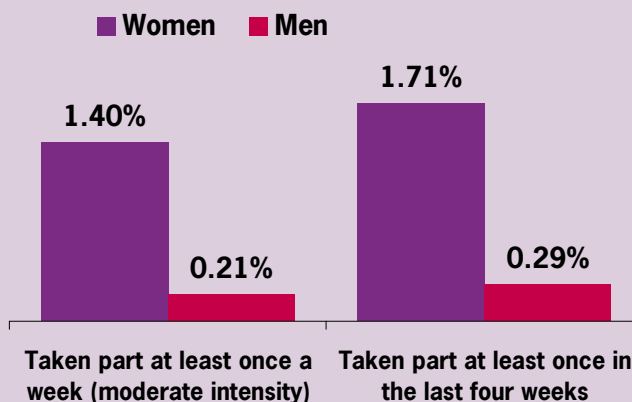
- Equestrian is the 7th most popular activity for women (out of 46), and one of just seven sports that has more female than male participants
- Six times as many women as men take part in equestrian activities
- Equestrian is one of just 12 sports that saw a significant increase in weekly participation for women between 2005/06 and 2007/08, but no significant change for men

How do equestrian activities compare? Women's participation in all 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

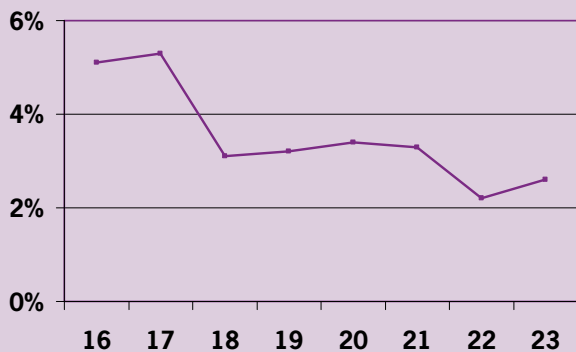
Proportion of people who take part in equestrian activities by gender



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

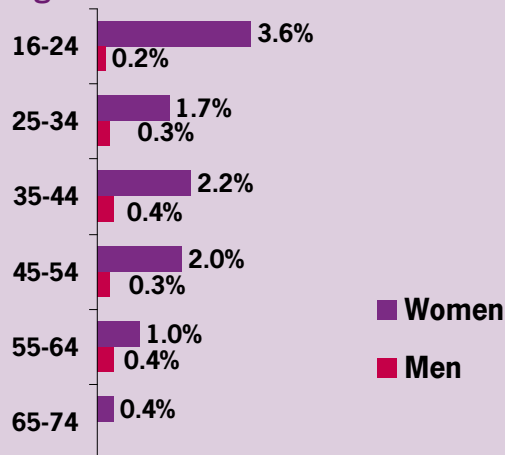
Demographic profile of horse riders

Drop off:
Proportion of women who take part in equestrian activities at least once a month by age



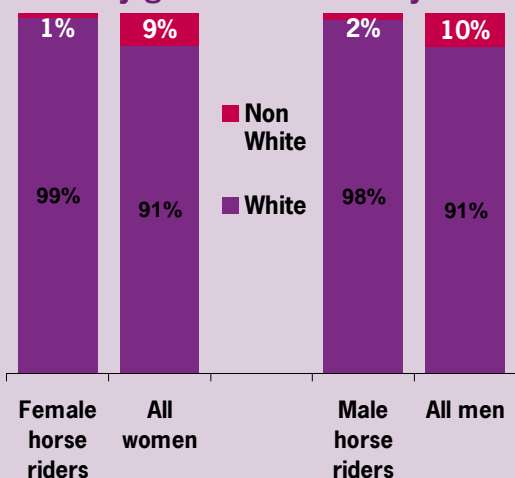
Base: All respondents

Focus on drop off: proportion of people who take part in equestrian activities by gender and age



Base: All respondents

Profile of people who take part in equestrian activities by gender and ethnicity

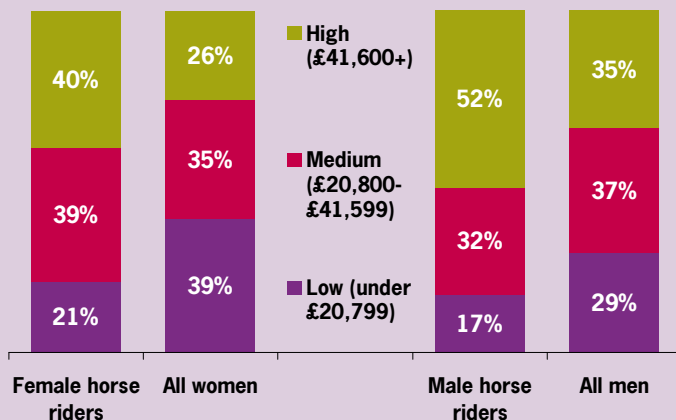


Base: All respondents

Participation – demographics

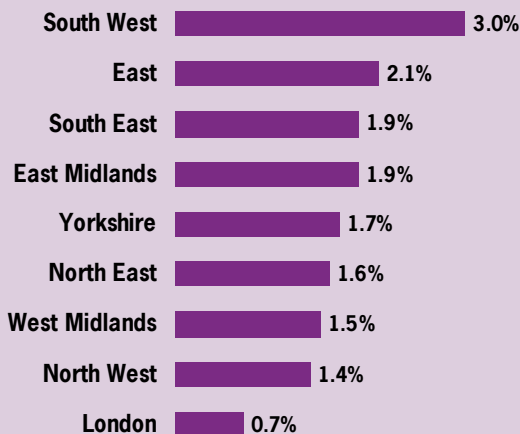
- Equestrian loses around half its participants between the ages of 16 and 22, with the largest drop at 17
- In comparison with other sports, equestrian has a relatively high proportion of 35-54 year-old participants (43%). Only four other sports have a higher proportion
- Female horse riders live in households with lower incomes– 60% have a household income of £41,599 or less compared with 48% of men
- 16% of female horse riders are students –double the proportion in the English population

Profile of people who take part in equestrian activities by gender and household income



Base: All respondents

Proportion of women who take part in equestrian activities by Sport England region



Base: All respondents

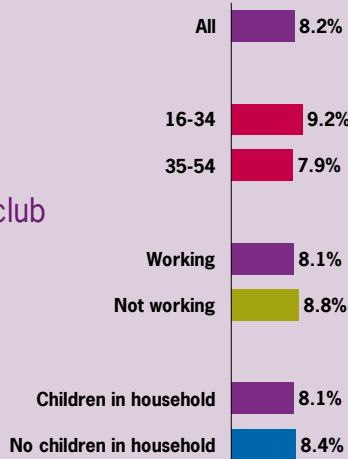
Organised participation



Club membership

- Around one in 12 women take part in equestrian activities as part of a sports club
- They make up around 85% of all club members

Women who take part in equestrian activities as a member of a sports club



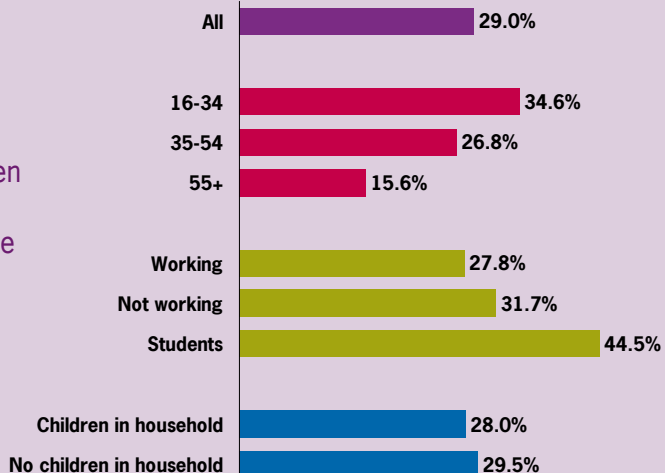
All female respondents who took part in equestrian activities at least once in the last four weeks. See Note 2



Taken part in organised competition

- While a relatively small proportion of women take part in horse riding as a member of a sports club, reasonably high proportions take part in competition – with students the most likely

Women who take part in organised competition?



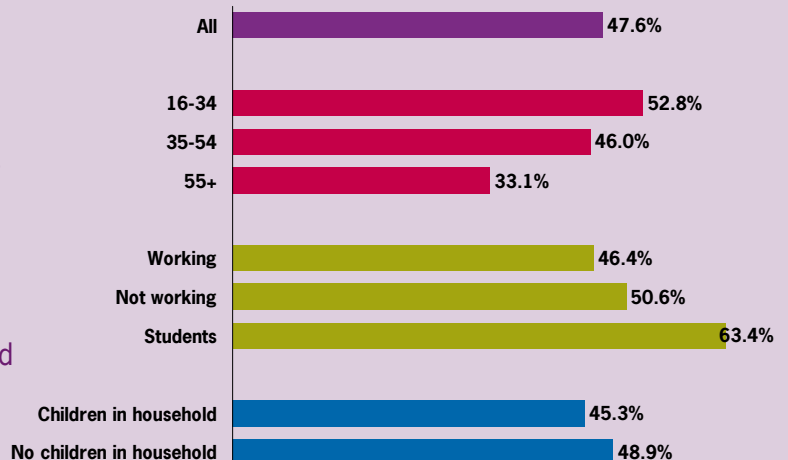
Base: All female respondents who took part in equestrian activities at least once in the last four weeks. See Note 3



Received tuition or coaching

- As horse riding is a highly skilled activity, it is understandable that lots of women riders receive formal coaching. Almost half of all women receive tuition or coaching, with students and young women most likely
- Older riders – perhaps who are already skilled having trained when younger - are less likely to receive formal tuition – just one in three take this up

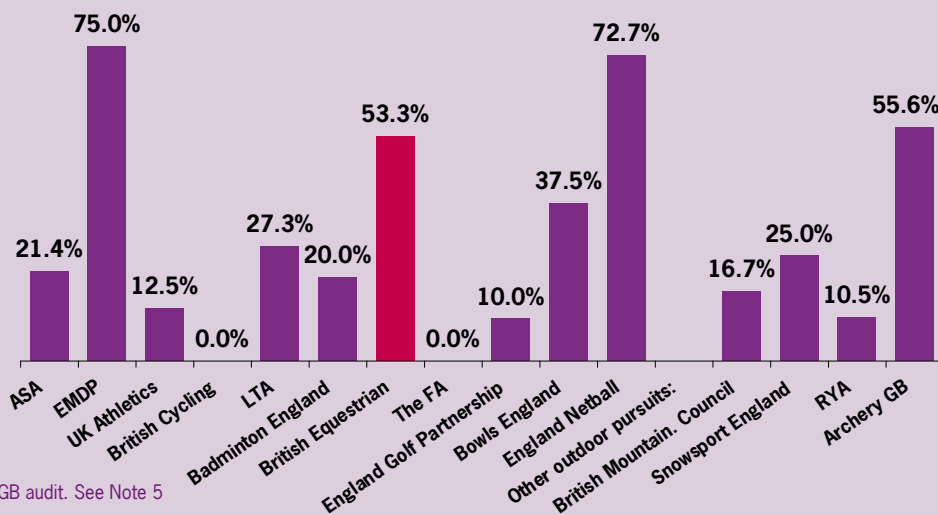
Women who receive tuition in equestrian activities



Base: All female respondents who took part in equestrian activities at least once in the last four weeks. See Note 4

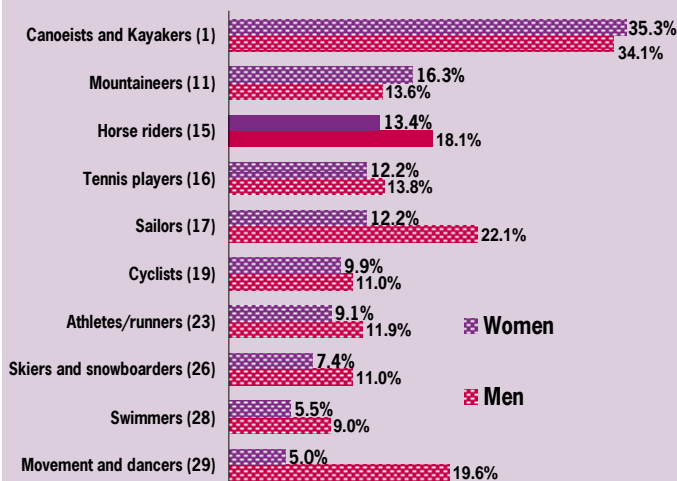
Women as leaders, coaches and volunteers

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



Source: WSFF 2009 NGB audit. See Note 5

Women and men as volunteers



Base: All respondents who take part in equestrian activities at least once a week. Top five sports for women + other outdoor pursuits. Figure in brackets is the sport's ranking out of 29 sports for volunteering. See Note 6

Women as leaders and volunteers

- With over half of its board members being women, British Equestrian has one of the better female representation on its board of all the NGBs. Just archery, netball and the exercise, movement and dance partnership have a greater representation
- However, as 85% of members are women, there is still room for improvement to be truly representative

Satisfaction with experience of equestrian activities

Satisfaction of horse riders 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 7

Satisfaction

- Female horse riders are generally more satisfied with their sport than all sports women on average, except with value for money and ease of participation.
- Specifically they are considerably happier than average with coaching, and the release and diversion they get from their sport

To sum up...

Equestrian is one of the biggest participation sports for women. As such, it has an advantage over many other sports, in marketing itself, in that it already has a tradition of being female friendly and something that women want to do. However, it is a sport that has a high drop out rate once young women leave school, as they go off to university (so perhaps leave their home town, their club and horses) and choose other ways of spending their time and money. The BEF needs to consider how it can retain its membership.

Also, the majority of women who take part in equestrian are from high income households, and British Equestrian Federation (BEF) may want to consider how to offer equestrian opportunities for women from lower income groups to take part.

BEF can be congratulated for having over 50% of its board members women – considerably better than most other sports. A balanced board will ensure the sport represents all members.

Horse riders are generally very satisfied with their sport, specifically the release and diversion of riding (possibly due to being outside in the fresh air and with animals) which the BEF can capitalise on when considering how to promote the sport to potential new participants.

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 (less than 30 respondents). 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 equestrian activities 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 equestrian activities in the last 12 months'.

4 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in equestrian activities 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 + other outdoor pursuits. Data not available for all NGBs.

6 Volunteering is defined as 'volunteering to support equestrian activities for at least one hour a week'. Sports chosen for comparison are the top participation sports for women + other outdoor pursuits.

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 sport specific data from Active People Survey 3...

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