

Rounders

- Almost three times as many women as men play rounders each month (53,500 v 18,400)
- There have been significant increases in the number of women playing rounders
- One in eight rounders players is a BME women

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

Women who play rounders – overview

Trends in women's rounders participation

Played at least once a week (moderate intensity)

APS1 (2005-06) 0.07%

APS2 (2007-08) 0.11%

A significant increase in women's participation

Played at least once in the last four weeks

APS1 (2005-06) 0.20%

APS2 (2007-08) 0.25%

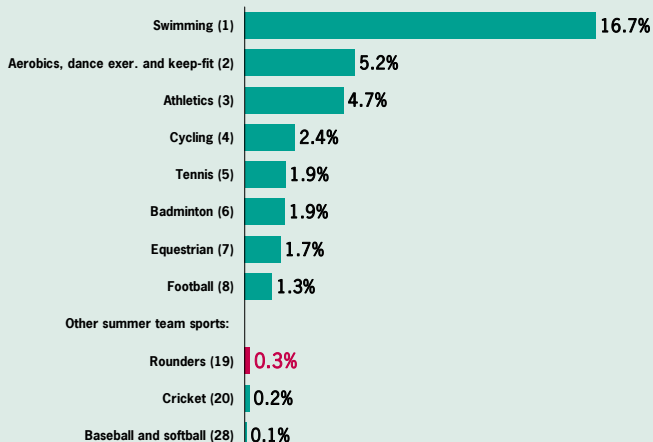
A significant increase in women's participation

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

Participation overview

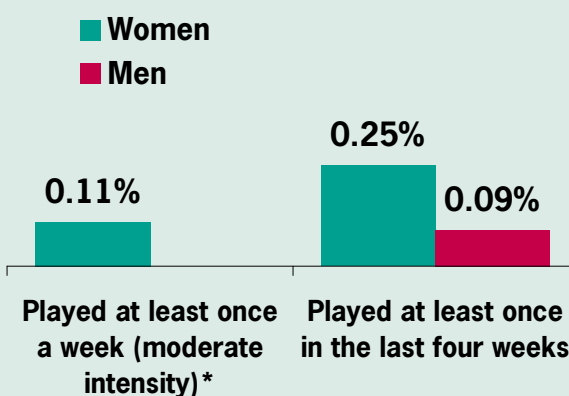
- Rounders is the 19th most popular participation sport for women
- 53,500 women play rounders at least once a month – almost three times more than men
- There have been significant increases in the number of women playing rounders at least once in the last four weeks and once in the last week
- Women who play rounders also take part in swimming, athletics, tennis, football and cricket

How does rounders fare? 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

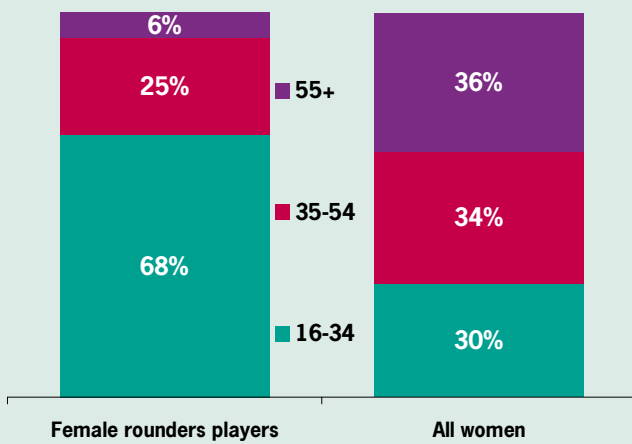
Proportion of people who take part in rounders by gender



Base: All respondents (Men = 78,269, Women = 113,056). * Too few male respondents to show data

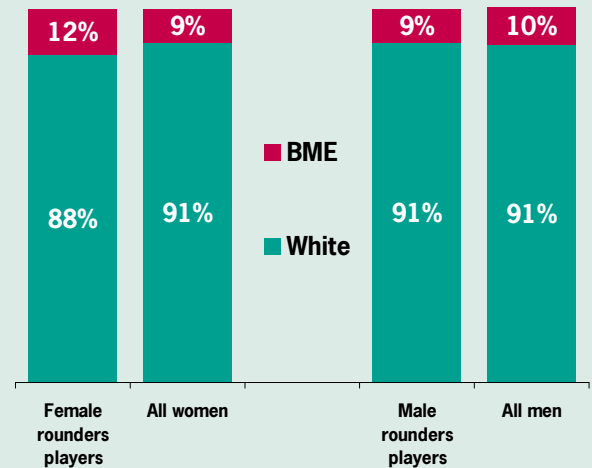
Demographic profile of rounders players

Profile of people who play rounders by gender and age



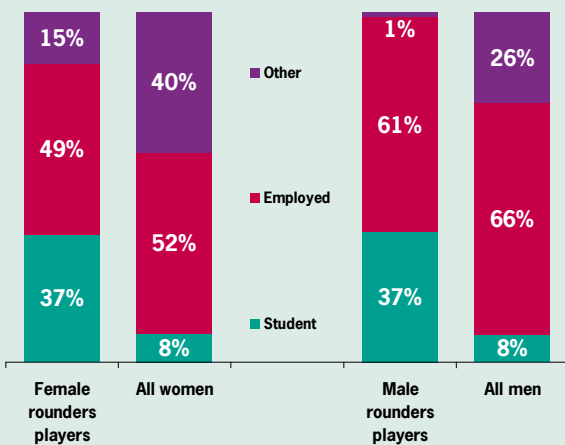
Base: All respondents

Profile of rounders players by gender and ethnicity



Base: All respondents

Profile of people who play rounders by gender and economic activity



Base: All respondents

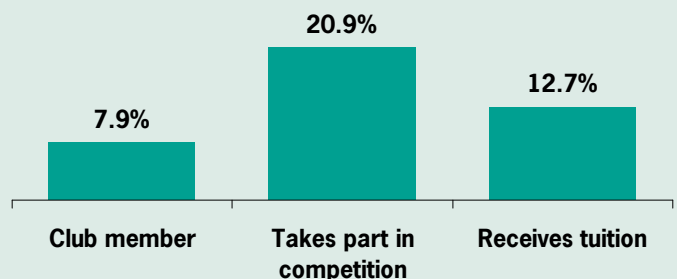
Participation – demographics

- Almost seven in ten rounders players are aged 16-34
- Rounders is a sport that is often played at school and college – almost four in ten players are students – compared with just 8% of the population in general
- Rounders is a sport that appeals to women from BME groups – one in eight rounder’s players is from a BME group compared with one in 11 women in the population in general

Organised participation

- Female rounders players tend to play the sport informally, and not as a member of a club – just one in 13 club members is a woman
- However, that said, almost three in ten female players take part in competition – so there is some formal play – which is possibly happening at school or college – or through work/informal leagues

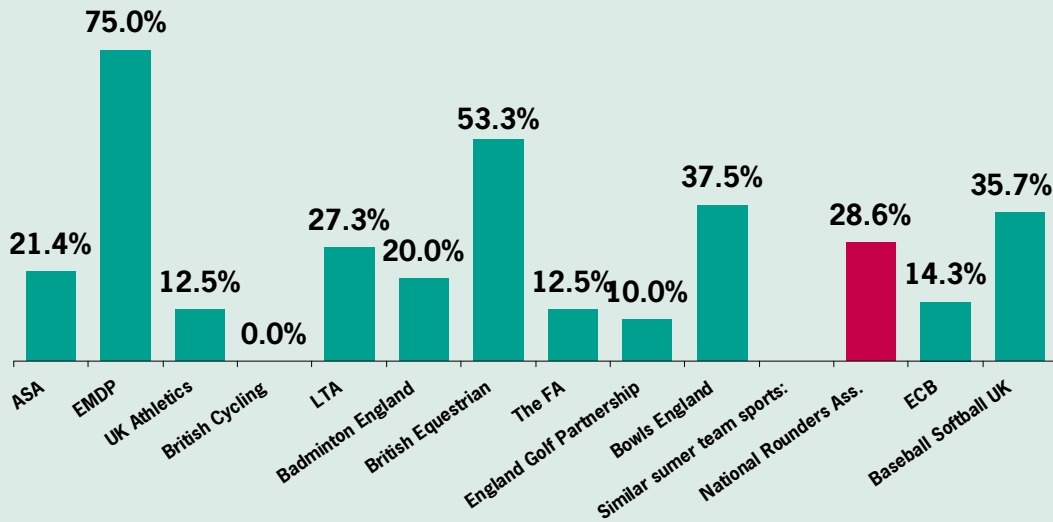
Women who take part in rounders as a member of a sports club, take part in competition, and receive tuition



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

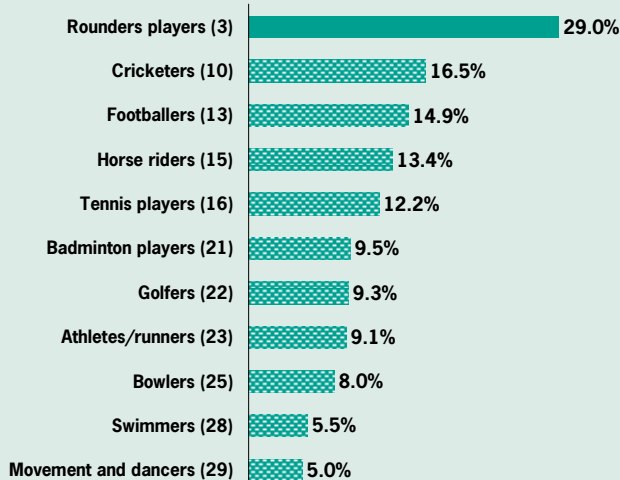
Organised participation

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



Source: WSFF 2009 NGB audit. See Note 3

Women and men as volunteers



Base: All respondents who play sport at least once a week. Selected sports for women. Figure in brackets is the sport's ranking out of 29 sports for volunteering. See Note 4. * Read data with caution due to small number of respondents

Women as leaders and volunteers

- Almost three in ten board members at the National Rounders Association are women (NGB average is 21%)
- Rounders players are some of the most altruistic of all sportswomen – almost three in ten volunteer in sport – just behind canoeists/kayakers and rowers

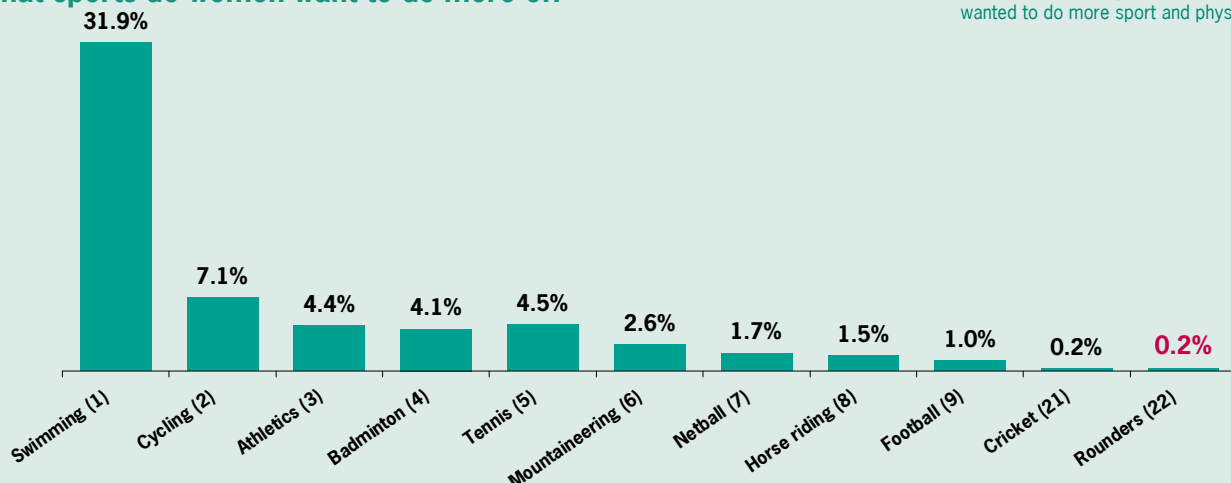
Latent demand

- Demand for rounders is relatively low among women wanting to do more sport – one in 500 women want to do more

Women's demand for rounders

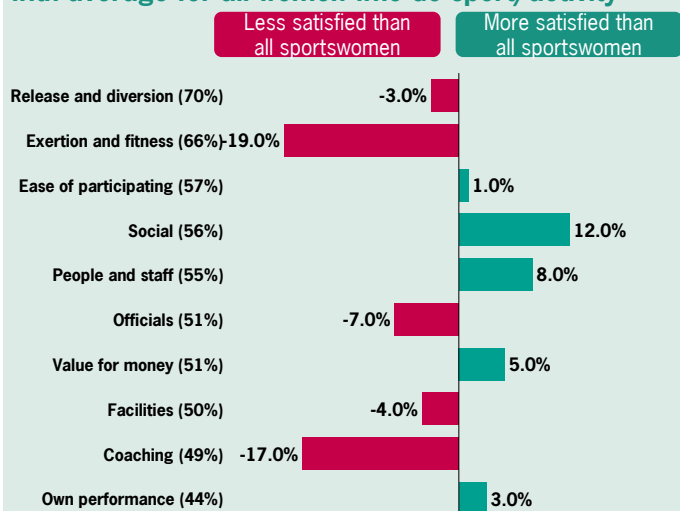
What sports do women want to do more of?

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



Satisfaction with experience of playing rounders

Satisfaction of female rounder's players compared with average for all women who do sport/activity



Source: Sport England's Satisfaction with the quality of the rounders 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 5

Satisfaction

- Female rounders players have a mixed satisfaction experience with their sport
- Female rounders players are considerably less satisfied with the exertion and fitness and coaching elements of their sport. However they are more satisfied than average with the social aspects, people and staff, and value for money

To sum up...

Around 53,000 women play rounders every month, and numbers are increasing. Rounders does well recruiting women from BME groups, but not so well with older women. This may be due to lack of opportunities for older women to play the sport as rounder's is often played within educational environments. The National Rounders Association (NRA) may want to consider how to formalise the informal playing that is occurring.

While the NRA is doing better than average than most sports with its male female ratio on its board, it could still be improved considering that rounder's is more popular with women than men. A balanced board will better equip NGBs to deal with current and future challenges and appeal more successfully to new female members. The NRA has considerable potential in its female volunteers. The NRA should look at how 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. For some sports, there are no data as sample sizes are too small. Using a gym is not included in this factsheet.
- 2 Club membership is based on those who have been a member of a sports club to participate in rounders in the past four weeks. These figures may not correspond with NGB affiliation figures. Organised competition is defined as 'having taken part in any organised competition in rounders in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in rounders in the last 12 months'.
- 3 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 + sports similar to rounders. Data not available for all NGBs.
- 4 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 + sports similar to rounders.
- 5 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 rounders specific data from Active People Survey 3...

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