

Rowing

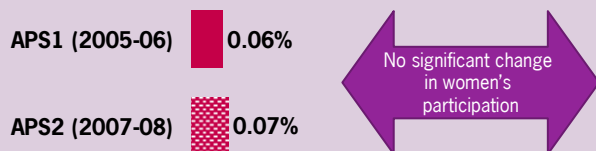
- More than twice as many men row as women (85,474 v 40,749 respectively)
- One in five female rowers is a student
- Almost three in ten affiliated coaches is a woman – almost twice the average for all NGBs

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

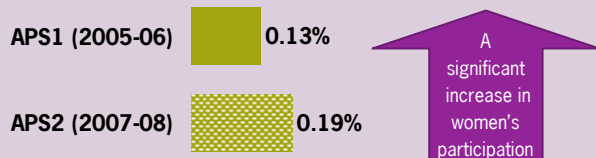
Women who take part in rowing – overview

Trends in women's rowing participation

Taken part at least once a week (moderate intensity)



Taken part at least once in the last four weeks

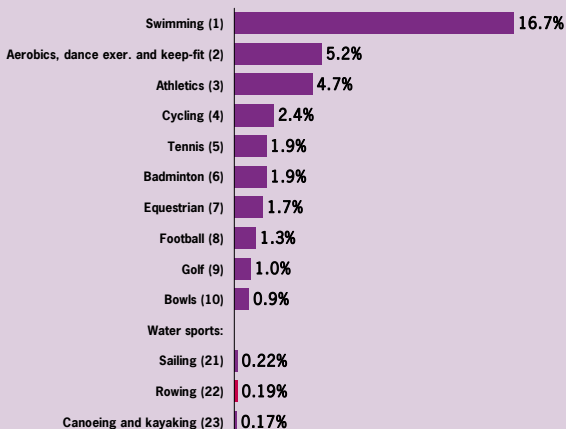


Base: All female respondents (APS1 = 212,568, APS2 = 113,056)

Participation overview

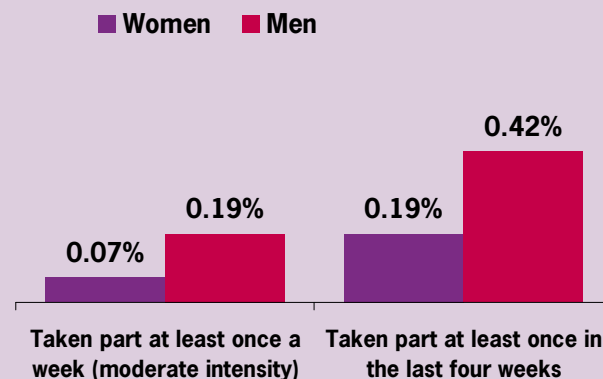
- 40,749 women rowed at least once in the last four weeks
- The three main water sports (rowing, sailing and canoeing) each have similar participation rates for women – around the 0.2% mark
- Between 2005-06 and 2007-08, there was little increase in the number of women who row weekly, however, there have been significant increases for women who row monthly
- More than twice as many men row monthly as women (85,474 v 40,749 respectively)

How does rowing 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

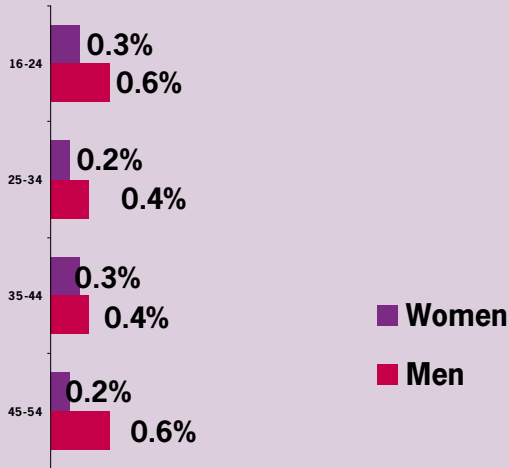
Proportion of people who row by gender



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

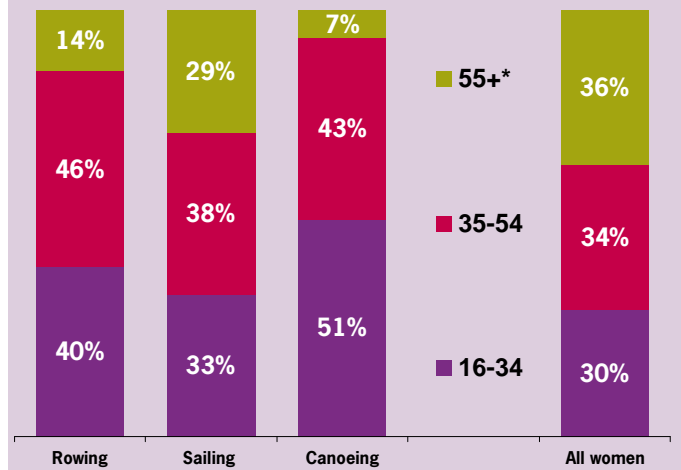
Demographic profile of rowers

Proportion of people who row by gender and age



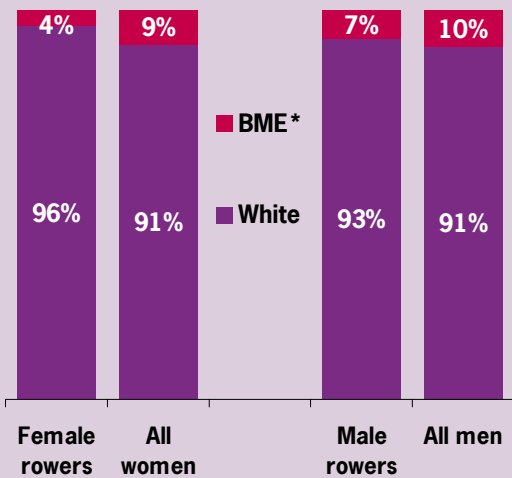
Base: All respondents

Age profile of female rowers v. similar sports



Base: All female respondents, *Read data for rowing and canoeing with caution due to small number of responses

Profile of rowers by gender and ethnicity



Base: All respondents. *Read data for male and female rowers with caution due to small number of responses

Participation – demographics

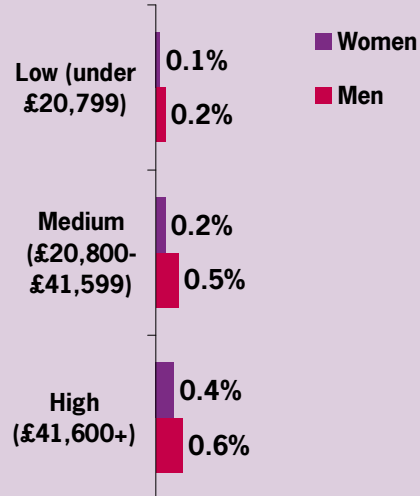
- There is very little difference in participation rates between the ages of 16 and 54 after which women start to drop out (86% of rowers are aged 16-54)
- Rowing has a more representative female age profile than canoeing, but less than for sailing which attracts more older women
- BME women make up just 4% of rowers, despite them making up 9% of the English population – the male profile is more representative
- Student life has a bigger influence on whether women row than it has on men. One in five female rowers is a student – compared with one in ten male rowers

Profile of rowers by gender and working status



Base: All respondents

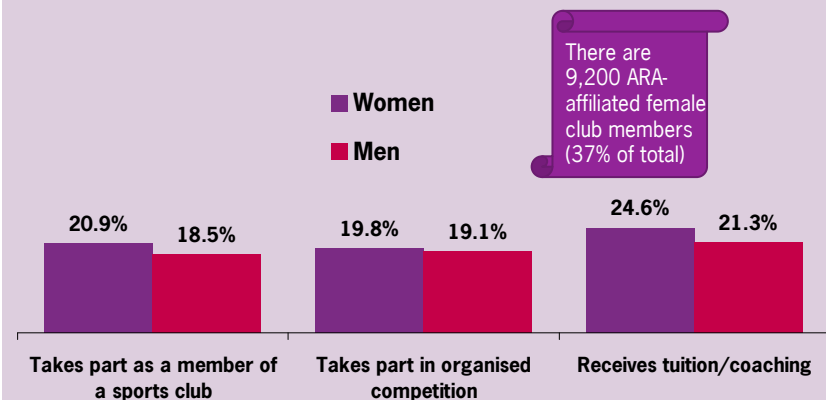
Proportion of people who take part in rowing by gender and household income



Base: All respondents

Organised participation

Rowers who take part as a member of a sports club; take part in organised competition; and receive tuition



There are 9,200 ARA-affiliated female club members (37% of total)

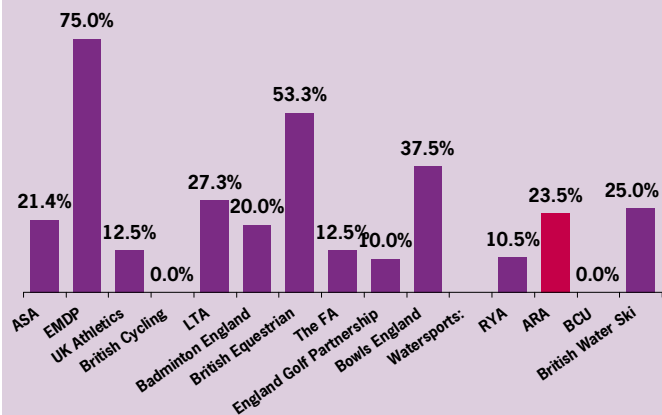
Base: All respondents who rowed at least once in the last four weeks. See Note 2

Organised participation

- With respect to organised participation, there are few differences between male and female rowers
- Around one in five men and women take part in rowing as part of a sports club and similar proportions take part in organised competition
- The largest difference between the sexes (albeit not considerable) is with respect to coaching: a quarter of women received tuition in rowing, compared with just over one in five men

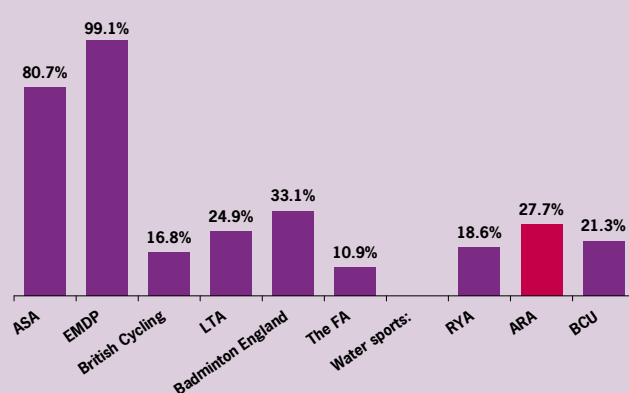
Women as leaders, coaches and volunteers

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



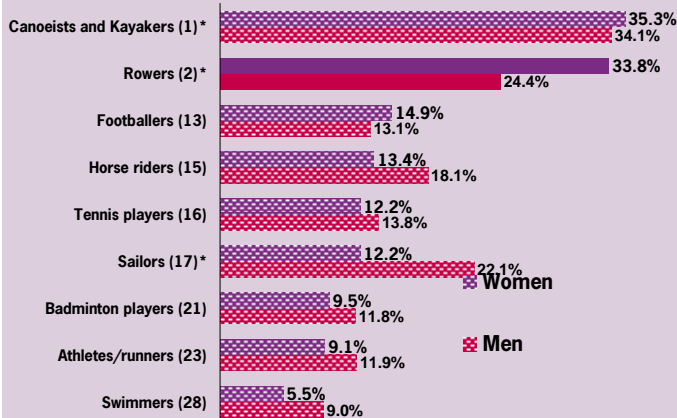
Source: WSFF 2009 NGB audit. See Note 3

Women as sports coaches
% of NGB affiliated coaches who are women



Source: WSFF 2009 NGB audit. See Note 3

Women and men as volunteers



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

Women as leaders and coaches

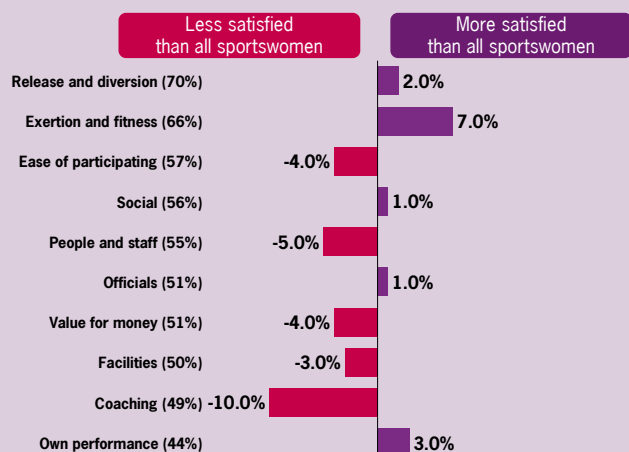
- Just under one in four of the Amateur Rowing Association (ARA) board are women – this is slightly higher than the NGB average of 21%
- Almost three in ten affiliated coaches are women – this is almost double the NGB average of 15%, and higher than the Royal Yachting Association (RYA) and British Canoe Union (BCU)

Satisfaction with rowing (see over)

- Compared with the average female rowers have mixed satisfaction levels. They are a lot more satisfied than average with the exertion and fitness, but a lot less satisfied with coaching

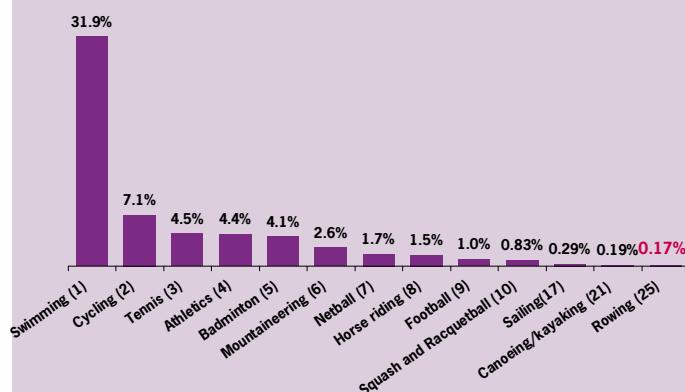
Women's satisfaction and latent demand

Satisfaction of female rowers 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 5

What sports do women want to do more of?



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

To sum up...

There are indicators that participation among women is on the increase albeit for infrequent rowers. Student life has a larger impact upon whether women row – more so than men – so the ARA should consider the pathways for students once they leave education.

Just a quarter of the ARA board is women and almost three in ten coaches are women. While both are higher than the average for all sports, they are still not representative of ARA membership base (37%). However, on a very positive note rowers are keen to get involved – they are the second most likely group of sportswomen to volunteers their time to sport. As such, this is a group of women who could be approached who may be interested in taking their volunteering further and progressing into leadership or coaching positions.

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 rowing 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 rowing in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in rowing 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 + sports similar to rowing. Data not available for all NGBs.
- 4 Volunteering is defined as 'volunteering to support rowing for at least one hour a week'. Sports chosen for comparison are the top participation sports for women + sports similar to rowing.
- 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 Rowing specific data from Active People Survey 3...

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