

Sailing

- Between 2005-06 and 2007-08 there was a 421% increase in the number of women taking part in sailing at least once a month
- Almost three in ten women sail as a member of a club. This formal engagement is relatively high for a sport and only five other sports have higher engagement

All charts are based on those adults (16 and over) who said they had sailed at least once in the last four weeks (Active People Survey (APS2) 2007-08), unless stated otherwise. See Note 1. Sailing includes sailing (dinghy), sailing (endurance), sailing (ice), sailing (speed), yachting, yachting (ocean), sandboarding, windsurfing/boardsailing, yachting (ice), yachting (land), jet skiing, sailing, (cruising or racing) other, sailing (cruising or racing) keelboat, sailing (cruising or racing) catamaran, yachting (cruising or racing) other, yachting (cruising or racing) inshore/coastal, yachting (cruising or racing) offshore.

People who sail – overview

Trends in women's sailing participation

Taken part at least once a week
(moderate intensity)

APS1 (2005-06) 0.08%

APS2 (2007-08) 0.12%

Taken part at least once in last four weeks

APS1 (2005-06) 0.18%

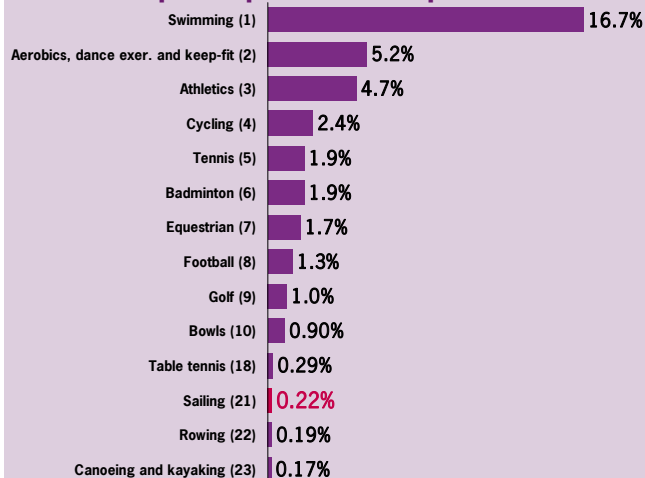
APS2 (2007-08) 0.22%

Base: All respondents (women = APS1 – 212,568; APS2 – 113,056)

Participation overview

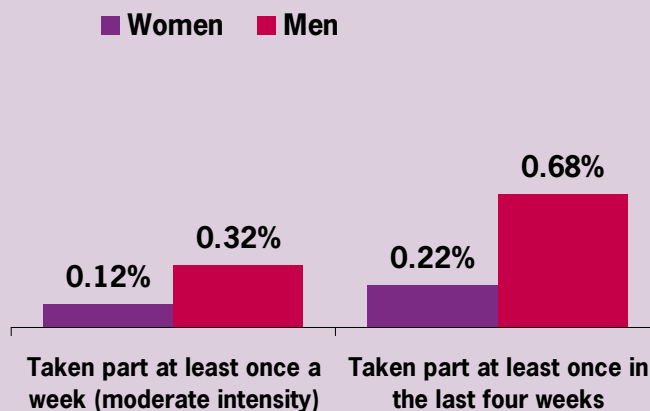
- 46,000 women sail at least once a month
- Women's sailing is on the increase – between 2005-06 and 2007-08 there was a 21% increase in the number of women taking part at least once a month
- Sailing is the 21st most popular participation sport for women – ahead of the other water sports of rowing, canoeing, kayaking and waterskiing
- Sailing is more popular with men than women – almost three times as many men as women take part in sailing at least once a month

How does sailing 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

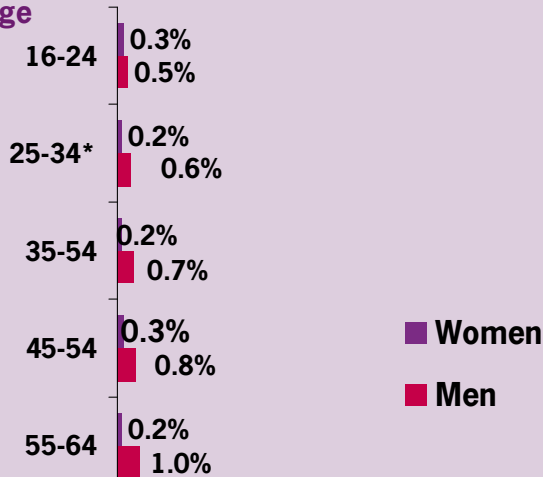
Proportion of people who sail, by gender



Base: All respondents

Demographic profile of sailors

Proportion of people who sail, by gender and age



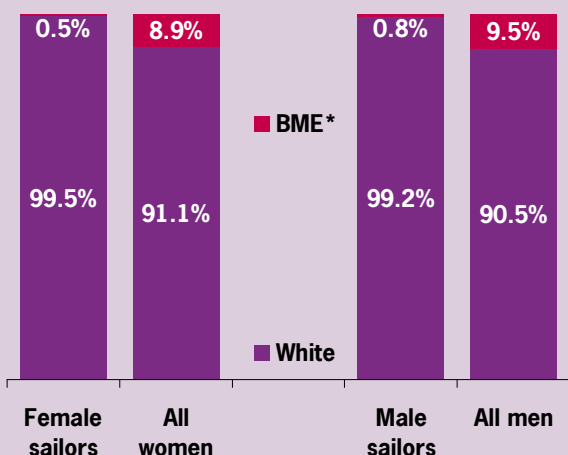
Base: All respondents. * Read data with caution due to small number of female respondents

Profile of people who sail, by gender and age



Base: All respondents

Profile of people who sail, by gender and ethnicity

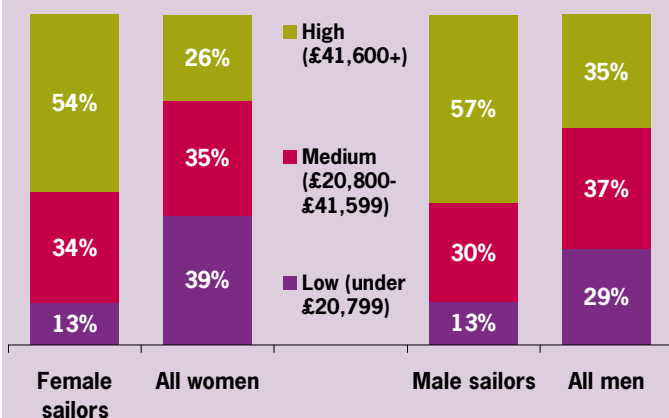


Base: All respondents. * Read data with caution due to small number of respondents

Participation – demographics

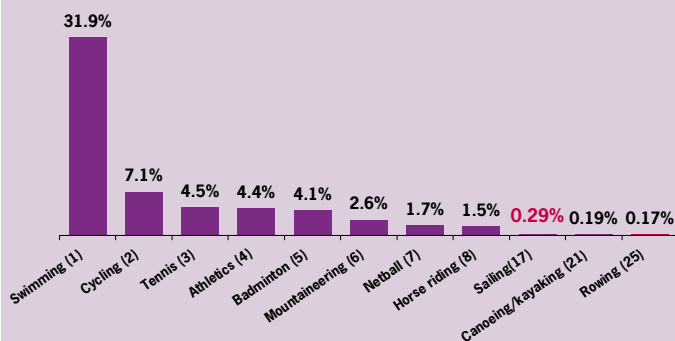
- Sailing is one of the few sports that has a similar profile to the general public
- However, sailing does not have a very representative profile of women from different ethnic groups or low incomes – less than 1% of female sailors are from a BME group (national average = 9%) and over half of all female sailors are from high income households (national average = 26%)
- Latent demand for sailing is relatively low but is higher than the demand for other water sports

Profile of people who sail, by gender and household income



Base: All respondents

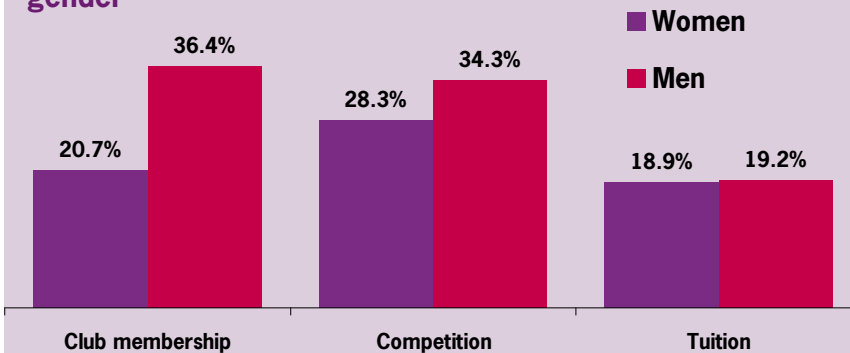
Latent demand: sports that women would like to do more of



Base: All respondents

Organised participation

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

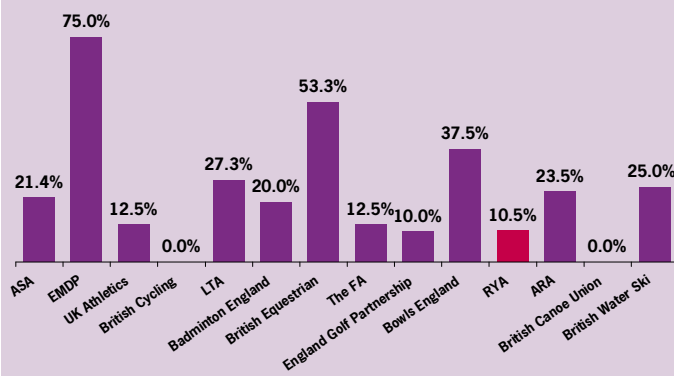


Base: All respondents who sail at least once in the last four weeks. See Note 2. * Read data with caution due to small number of respondents

Organised participation

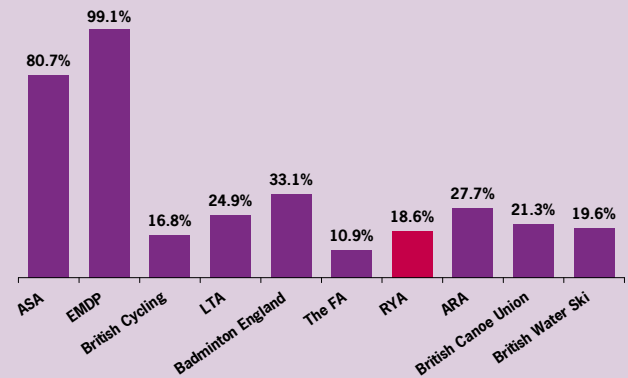
- Almost three in ten women sail as a member of a club. This formal engagement is relatively high for a sport and only five other sports have higher engagement. This is probably due to the nature of sailing and needing to hire equipment
- Men are more likely than women to sail as a member of a club and also to take part in competition, which is a similar pattern in other sports

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



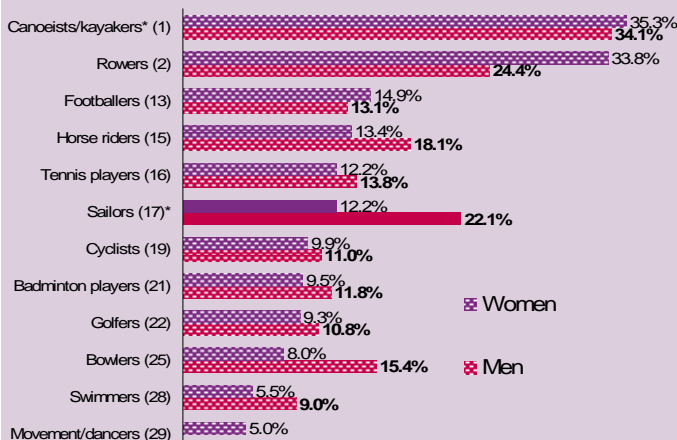
Source: WSFF 2009 NGB audit. See Note 3

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



Source: WSFF 2009 NGB audit. See Note 3

Women who volunteer



Base: All respondents who take part in sport at least once a week. Top 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, coaches and volunteers

- One in ten board members at the RYA is a woman, which is lower than the average of all NGBs (21%) and slightly lower than current membership profile (16%)
- Nearly two in five affiliated coaches are women, slightly higher than the average for all NGBs (15%)
- Around one in eight women who sail also volunteer once a week for sport. However, almost twice the proportion of male sailors as female sailors get involved in volunteering

Women's satisfaction

Satisfaction of female sailors 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

Satisfaction

- Female sailors are considerably more satisfied than the average with most aspects of their sporting experience, in particular, the facilities, coaching and social aspects
- That said, they are considerably less satisfied with the exertion and fitness and value for money

To sum up...

Sailing is increasing in popularity among women, and those who take part are generally very satisfied with the experience. It is one of just a few sports that crosses all the age groups and has a similar female age profile to the general population. That said, the RYA may want to consider how to increase the diversity among its members with respect to income and ethnicity, and thereby be more inclusive.

The RYA could consider increasing the number of women on its board as a balanced board may help it to better relate to its target audience and increase female role models.

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 sailing 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 sailing in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in sailing 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.
- 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 sailing.
- 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

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To be updated with sailing specific data from Active People Survey 3...

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