

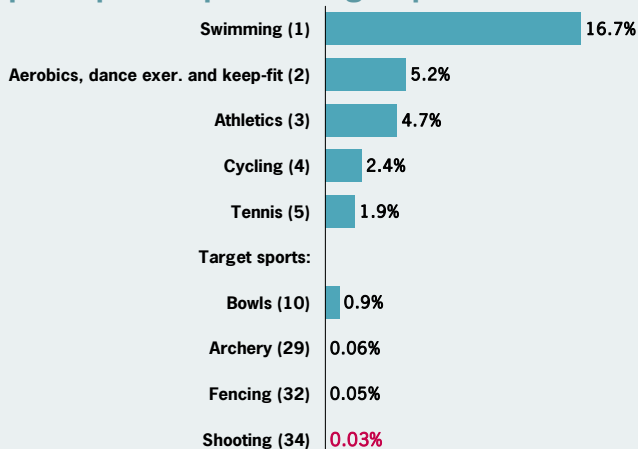
Shooting

- 7,200 women took part in shooting at least once in the last four weeks
- Shooting has the largest gender disparity of all Sport England funded sports - 16 times as many men as women take part

All charts are based on those adults (16 and over) who said they had taken part in shooting 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 shooting – overview

How does shooting fare? Women's top 5 participation sports v target sports

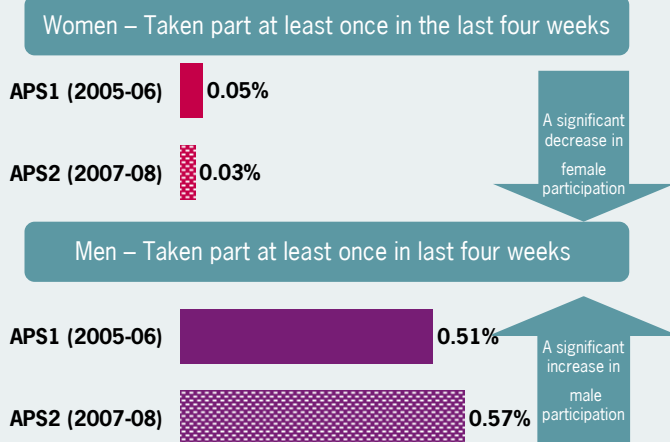


Base: All female respondents. Figure for cycling is respondents who took part in at least four recreational cycles in the last four weeks at moderate intensity

Participation overview

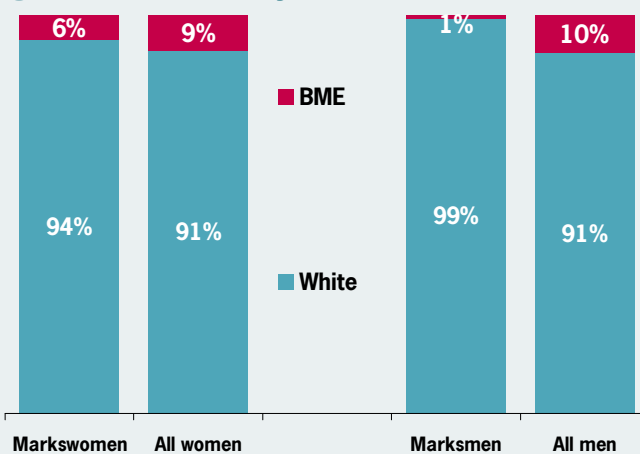
- Shooting is the 34th most popular participation sport for women
- 7,200 women took part in shooting at least once in the last four weeks
- Shooting has the largest gender disparity of all Sport England funded sports - 16 times as many men as women take part
- Just 6% of women who take part in shooting are from a BME background, compared with 9% in the general population

Trends in shooting participation by gender



Base: All respondents (women = APS1 – 212,568; APS2 – 113,056, men = APS1 – 151,156; APS2 – 78,269)

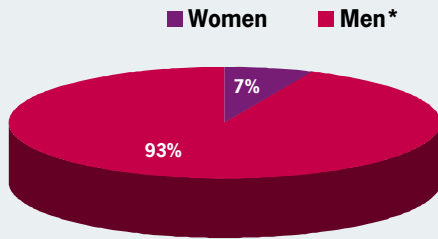
Proportion of marksmen participation by gender and ethnicity



Base: All respondents

Organised participation

Proportion of people who take part in shooting by gender

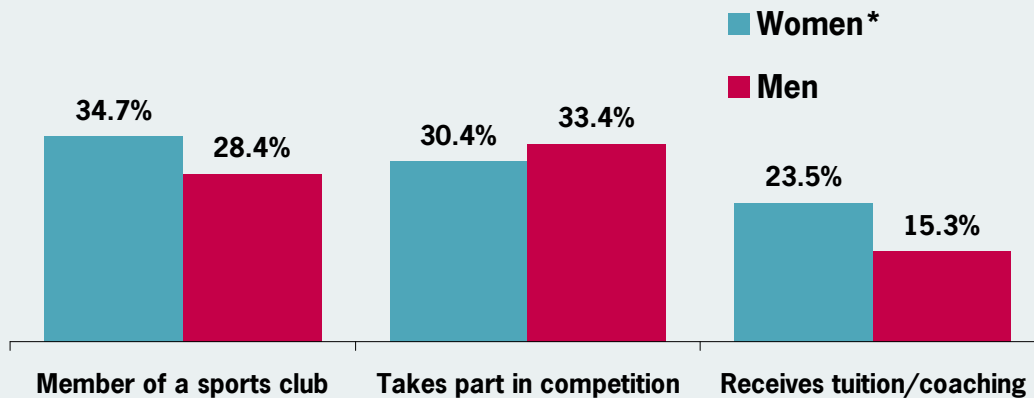


Base: All respondents who took part in shooting at least once in the last four weeks. See Note 2. * Read data with caution due to small number of respondents

Organised participation

- Not surprising due to the small number of women who take part in shooting, they make up just 7% of all shooting club members
- For those women who do shoot however, they are more likely than male marksmen to take part as a club member (34.7% v 28.4%) and receive tuition (23.5% v 15.3%)

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



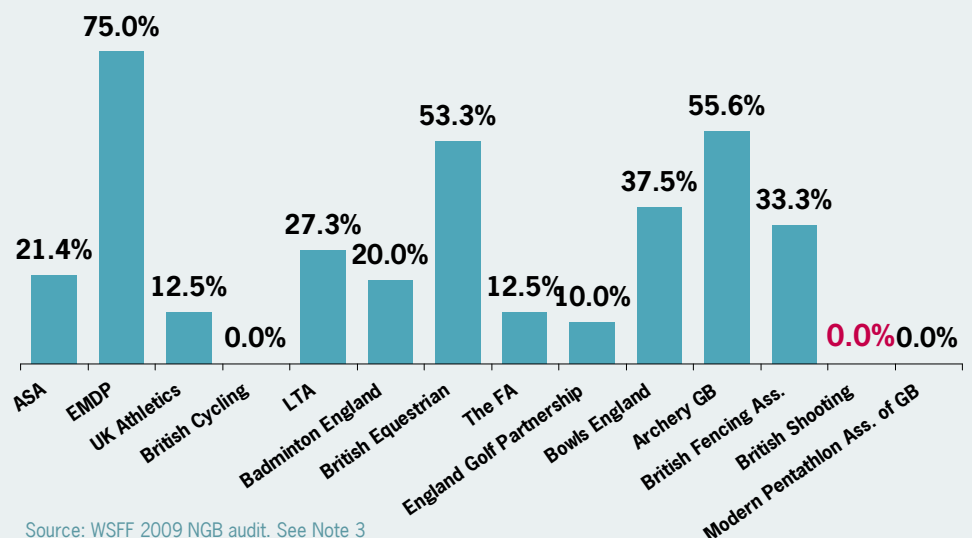
Base: All respondents who took part in shooting at least once in the last four weeks. See Note 2. * Read data with caution due to small number of respondents

Women as leaders

Leadership

- British Shooting does not have any female board members. The NGB average is 21%

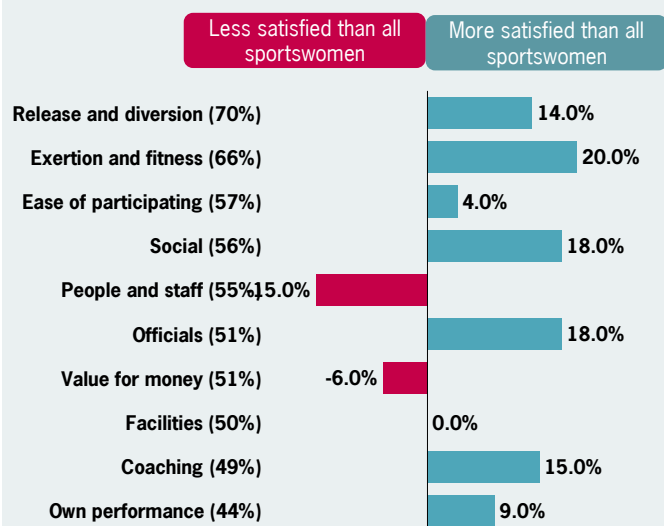
Women as leaders of sport: % of NGB Board members who are women



Source: WSFF 2009 NGB audit. See Note 3

Women's satisfaction

Satisfaction of markswomen 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 4

Satisfaction with shooting

- Markswomen are considerably less satisfied than all sportswomen with the release and diversion they experience within their sport, followed by ease of participation
- Markswomen are more satisfied than the average sportswoman with the coaching, officials and their own performance

To sum up...

Sample sizes make it hard to analyse the demographic profile of women who do shooting in any great detail. British Shooting 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 members and 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 shooting 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 shooting in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in shooting 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 shooting.
- 4 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 shooting specific data from Active People Survey 3...

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