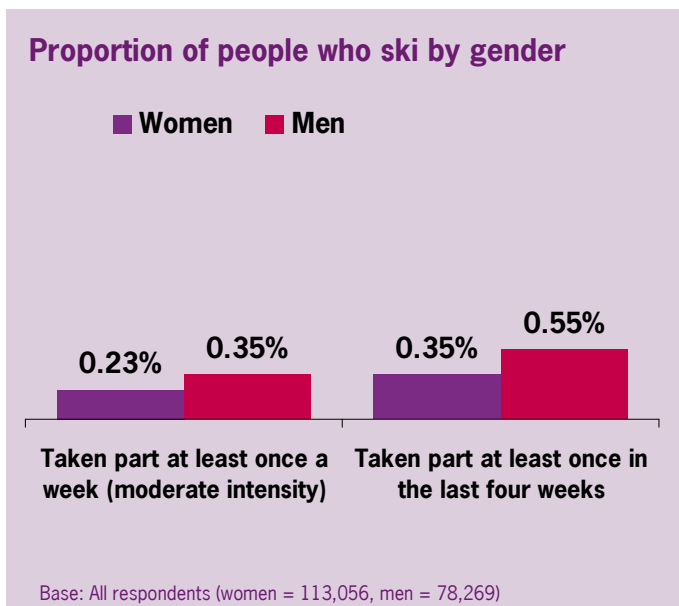
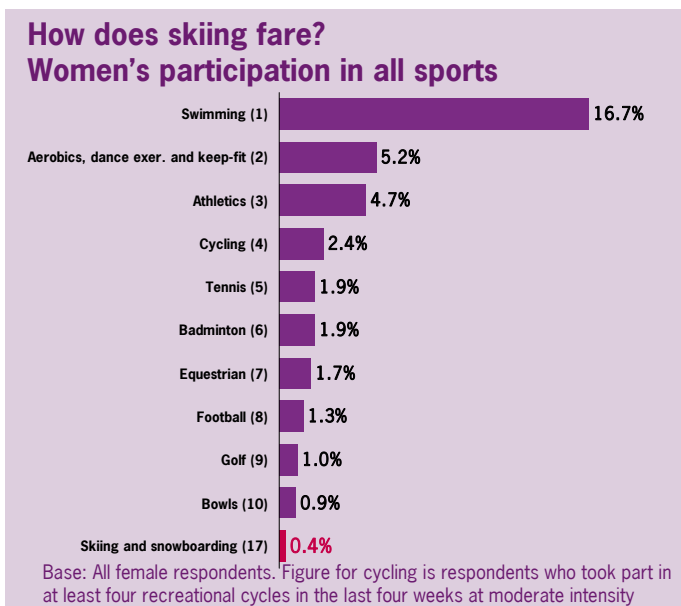
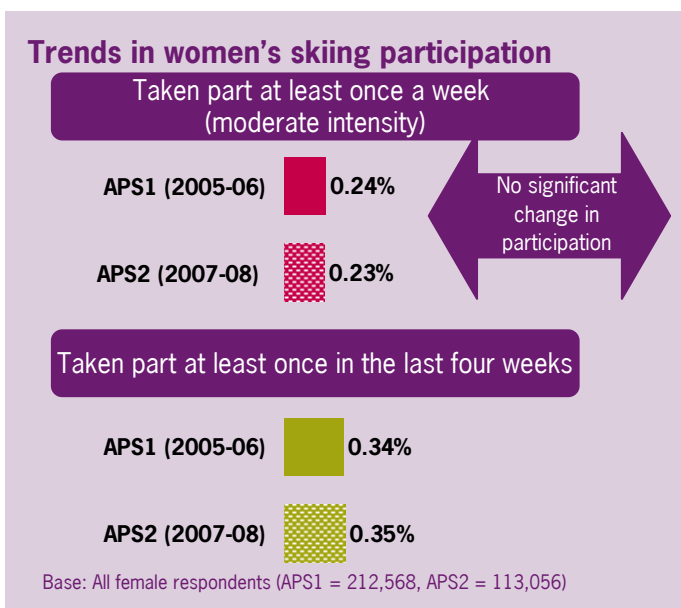


Skiing and snowboarding

- 74,996 women skied at least once in the last four weeks
- One in four board members at Snowsport England is a woman, which is higher than the average of all NGBs (21%) but lower than Snowsport England's female membership profile (40%)

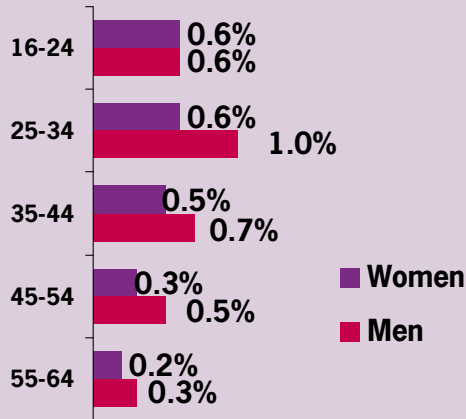
All charts are based on those adults (16 and over) who said they had played the skiing at least once in the last four weeks (Active People Survey 2007-08), unless stated otherwise. See Note 1. The term 'skiing' is used throughout but includes snowboarding.

Women who ski – overview



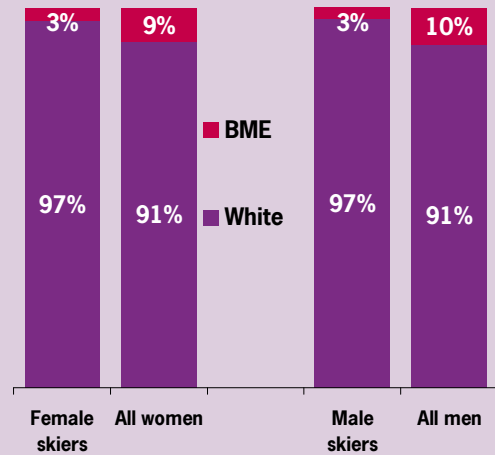
Demographic profile of skiing players

Focus on drop off: proportion of people who ski by gender and age



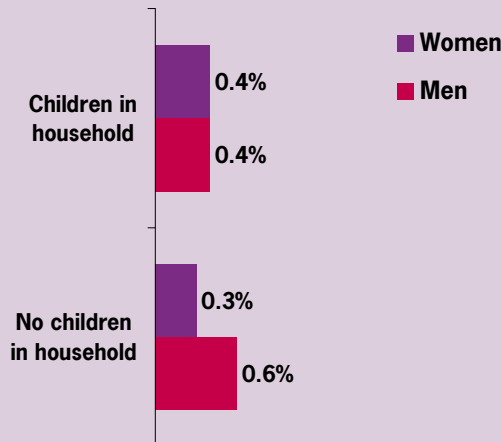
Base: All respondents

Profile of people who ski by gender and ethnicity



Base: All respondents

Proportion of people who ski by gender and whether children in the home

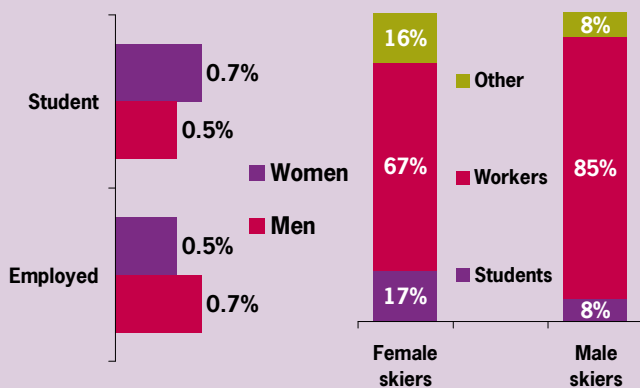


Base: All respondents

Participation – demographics

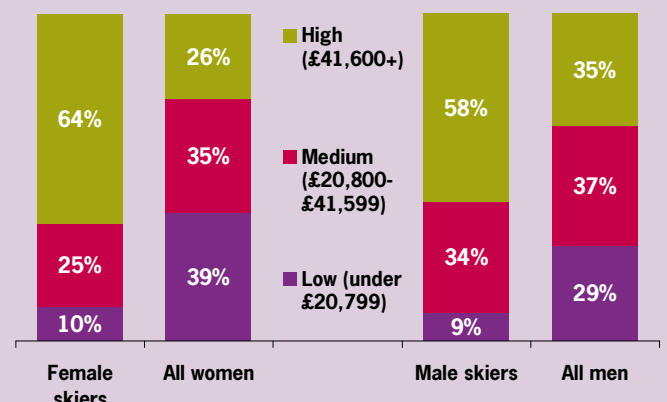
- Skiing manages to keep its female participants into their twenties and early thirties, which is relatively unusual for a sport – drop off doesn't start until 35-44
- Men join the sport later, peaking at 25-34 with more members aged 35-44 than aged 16-24
- The greatest differences between the sexes is aged 25-34
- Male and female skiers have different economic activity profiles - students make up one in six female skiers, compared with almost one in 13 male skiers
- Skiing is typically carried out by people from high income households. Over six in ten female skiers live in households with incomes of over £41,600

Proportion/profile of people who ski by gender and working status



Base: All respondents

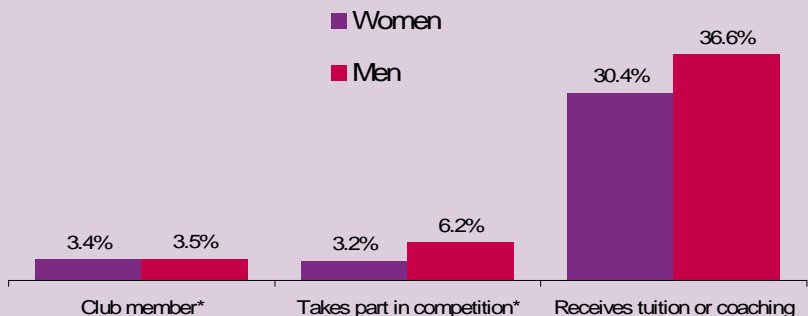
Profile of people who ski by gender and household income



Base: All respondents

Organised participation

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

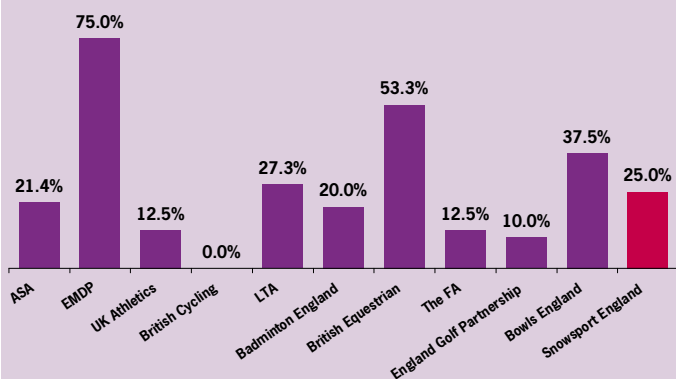


Base: All respondents who ski at least once in the last four weeks. See Note 2. * Read data with caution due to small number of respondents

Organised participation

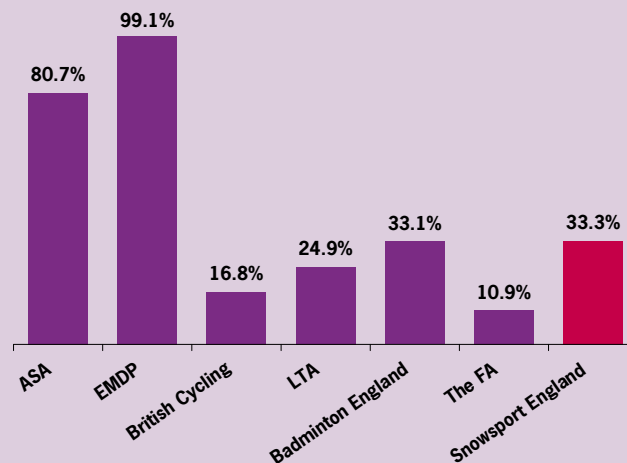
- Skiing is a sport that is often carried out informally, often as part of a holiday, and so club membership is low. However, organised female involvement is considerably lower than men's. Just one in 29 female skiers do so as a member of a club, compared with one in seven men
- Skiing is a technical - and relatively high risk - sport, which may explain why comparatively high proportions of skiers receive some tuition or coaching

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



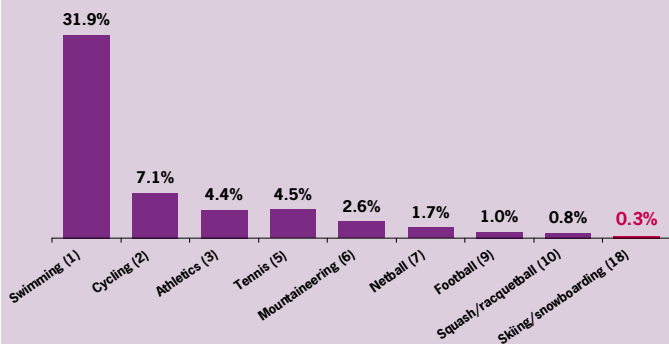
Source: WSFF 2009 NGB audit. See Note 3

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



Source: WSFF 2009 NGB audit. See Note 3

Latent demand: what sports would women like to do more of?



Base: Those respondents who said they wanted to do more sport

Women as leaders, coaches

- One in four board members at Snowsport England is a woman, which is higher than the average of all NGBs (21%), but lower than Snowsport England's female membership profile (40%)
- A third of affiliated coaches are women, twice the average for all NGBs (15%), and lower than the female membership profile
- One in 300 women would like to do more skiing than they currently do

Women's satisfaction

Satisfaction of female skiers 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

- Female skiers satisfaction with their sport varies considerably across the different areas of the sport
- They are considerably more satisfied than the average with coaching, release and diversion, social aspects and facilities – which may reflect the fact that people often ski while on holiday
- That said, they are considerably less satisfied with the value for money and ease of participation. This is possibly linked to the equipment requirements of the sport and lack of easy opportunities to take part without foreign travel

To sum up...

Skiing is a sport typically carried out by women from high income household. More female students than male students ski, and students represent a larger proportion of the female skiing profile than the male profile. It would be interesting to find out why this might be.

Snowsport England can be congratulated on having higher than average female board representation and higher than average proportion of affiliated coaches. However, it should set a target of a balanced board or, at least, a board that is reflective of its current membership.

Snowsport England may want to focus on increasing the number of BME women who are involved in their sport and women from lower income households.

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 skiing 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 skiing in the last 12 months'. Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in skiing 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 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 skiing specific data from Active People Survey 3...

Women's Sport and Fitness Foundation

3rd Floor, Victoria House, Bloomsbury Square, London WC1B 4SE Tel: 020 7273 1740 Email: insight@wsff.org.uk www.wsff.org.uk

