

STATS PACK FOR MEDIA

LAST UPDATED – JUNE 2015



ABOUT THIS DOCUMENT

This document is intended to provide headline statistics on women's sport for use by the media. New versions will be made available whenever new research is published at www.womeninsport.org. Full versions of the reports listed below (except Sport England Active People Survey) are also available from www.womeninsport.org.

The Women in Sport media team is available 24/7 to verify data. Contact details are available at the end of this document.

ABOUT WOMEN IN SPORT

Women in Sport (formerly the Women's Sport and Fitness Foundation) is the leading charity dedicated to transforming sport for the benefit of every woman and girl in the UK.

With over 30 years' experience of working in the sport sector, Women in Sport draws on its unique insight to champion the right of every woman and girl in the UK to take part in, and benefit from, sport: from the field of play to the boardroom, from early years and throughout her life.

PARTICIPATION

Unless otherwise noted, all participation statistics are drawn from Sport England's biannual *Active People Survey* data. Statistics for individual sports and for other demographic groups are available where data samples are representative. The latest statistics are from *Active People Survey 9q2 (June 2015)*.

Sports Participation – At least once a week (Aged 16+, England)

Male:	8,649,507
Female:	6,868,450
Participation Gap:	1,781,057

Sports Participation – Three (or more) times a week (Aged 16+, England)

Male:	4,503,052
Female:	3,126,833
Participation Gap:	1,376,219

LEADERSHIP & WORKFORCE

Leadership statistics are drawn from Women in Sport's annual *Trophy Women?* report. The 2014 report tracked the number and percentage of female Board members, executive positions and all leadership positions across Sport England funded National Governing Bodies. The report also looked specifically at four key leadership roles: Chief Executive; Chair; Development Director; Performance Director. (Last updated: May 2014. New report scheduled for release Q3 2015).

- 49% of Sport England funded National Governing Bodies have less than a quarter of their Board membership made up of women
- Over a quarter of Boards surveyed reported a lower percentage of women on their Boards compared with the prior year
- 23% of NGB Chief Executives were female
- 11% of NGB Chairs were female
- 33% of NGB Development Directors were female
- 18% of NGB Performance Directors were female

COMMERCIAL INVESTMENT & MEDIA COVERAGE

Commercial Investment & Media Coverage statistics are taken from Women in Sport's 2014 report *Women's Sport: Say Yes to Success*. (Last updated: March 2014)

Media Coverage

- Women's Sport makes up 7% of all sports media coverage in the UK
- Just over 10% of televised sports coverage is dedicated to women's sport
- 2% of national newspaper sports coverage is dedicated to women's sport
- 5% of radio sports coverage is dedicated to women's sport
- 4% of online sports coverage is dedicated to women's sport

Commercial Investment

- Between September 2011 and December 2013, women's sport received just 0.4% of reported UK sponsorship deals in sport
- Between September 2011 and December 2013, women's sport sponsorship deals accounted for 5.4% of the total number of sponsorship deals recorded
- The most valuable women's sport deal recorded in the World Sponsorship Monitor in 2013 totalled £450,000 (Continental // FA Women's Superleague)
- The most valuable men's sport deal recorded in the World Sponsorship Monitor in 2013 totalled £280,000,000 (Adidas // Chelsea FC)

WOMEN IN SPORT SPOKESPEOPLE & INTERVIEWS

Women in Sport spokespeople are available for comment on issues relating to women's sport. Current spokespeople are listed below; new spokespeople will be added throughout 2015. (*Last updated: April 2015*)

Spokespeople

Ruth Holdaway – Chief Executive, Women in Sport

Sally Hancock – Chair, Women in Sport

CONTACTING THE WOMEN IN SPORT MEDIA OFFICE

To arrange interview or comment from Women in Sport, for statistics not contained within this document, or for any further queries:

Women in Sport Media Office Contacts

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