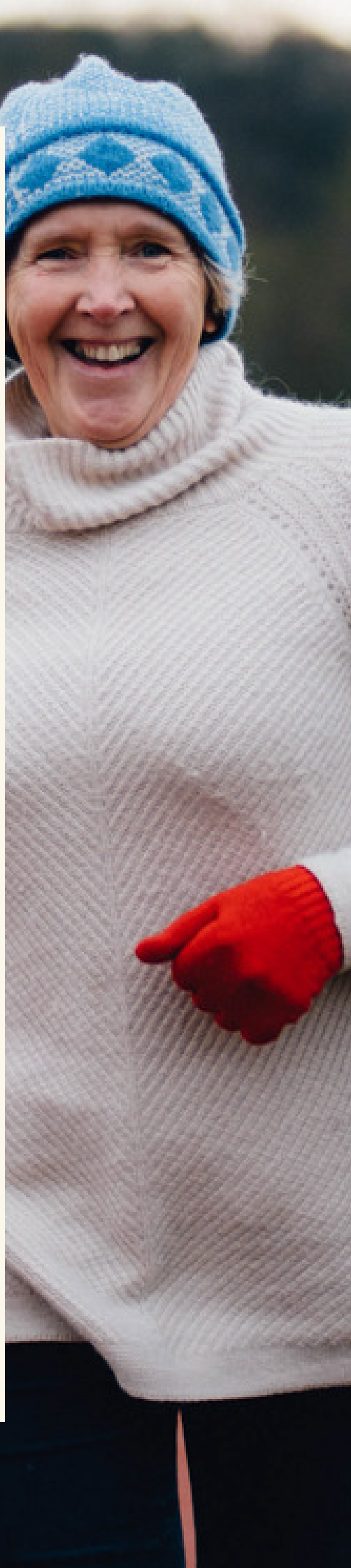
County Durham Women and Girls Survey

Executive Summary



County Durham Sport

Engage, support, inspire
through Sport & Physical Activity

Background

Why?

The survey was designed to provide County Durham Sport and our partners with information regarding females motivations, barriers and activity levels so that sport and physical activity can be targeted effectively. The research is part of the "This Girl Can in County Durham" campaign.

Who?

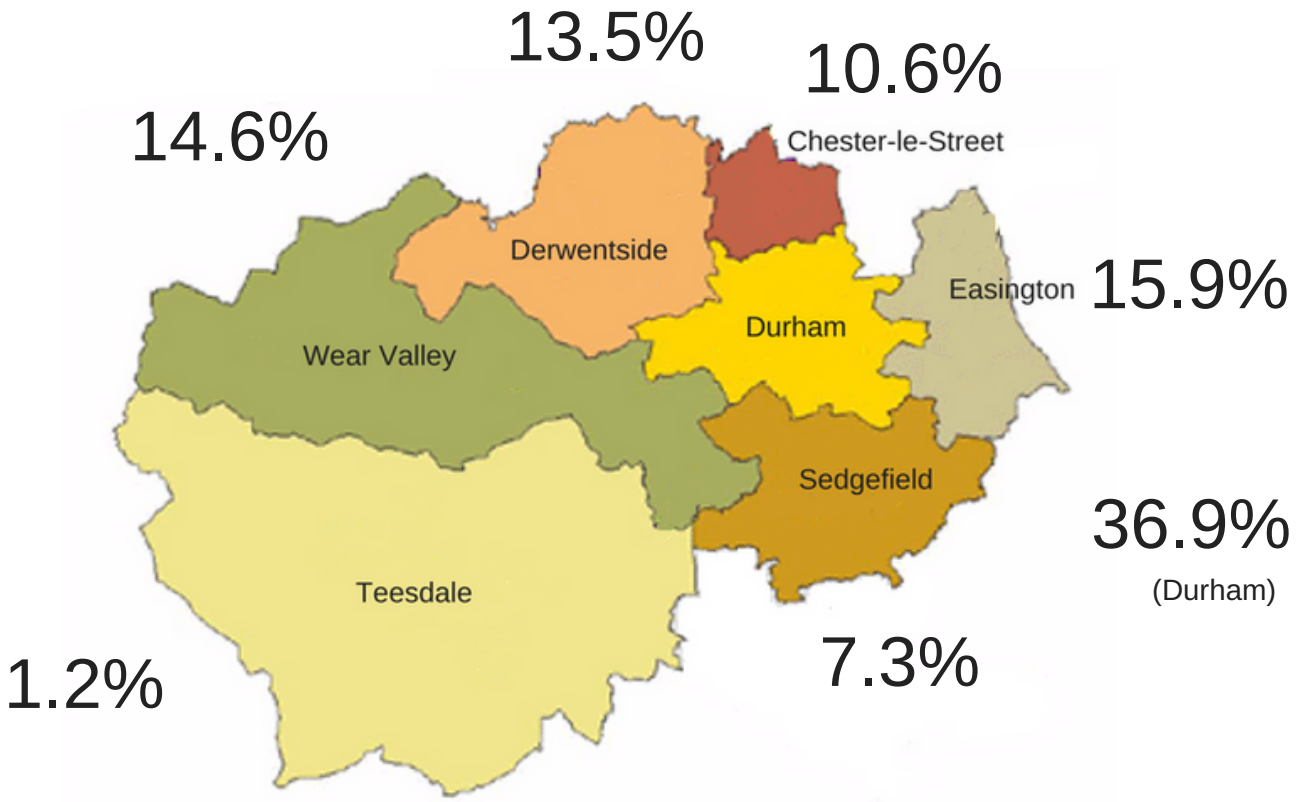
The survey targeted females, aged 14+, who live in County Durham. In total 616 responses were collected.

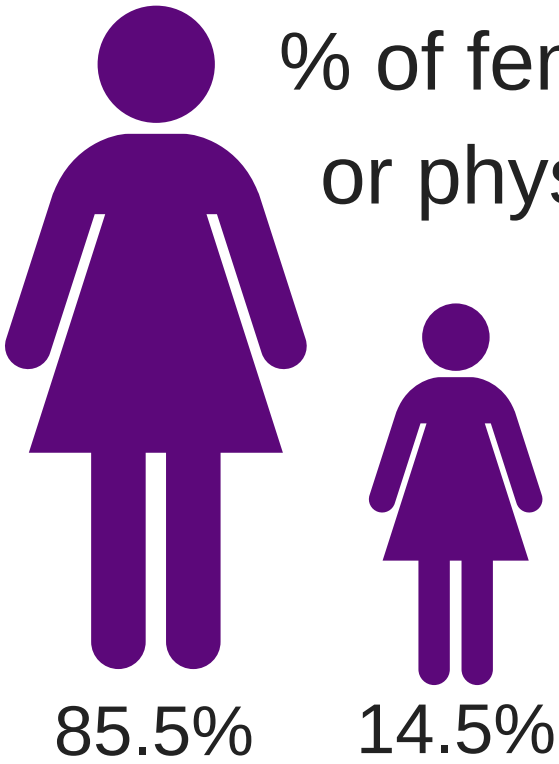
How?

Administered by County Durham Sport, the online survey collected information from respondents regarding their physical activity habits. The survey consisted of mostly multiple choice and single choice questions.

The Results

Breakdown of responses by area:





% of females who had done sport or physical activity in the past 4 weeks

% of females who had not

Active Data

This section focuses on those who responded 'yes' to the question 'In the last 4 weeks, have you done any sport, fitness or recreational activity?' *

These respondents have been classed as 'Active' for the sake of this survey.

**85.5% of respondents*

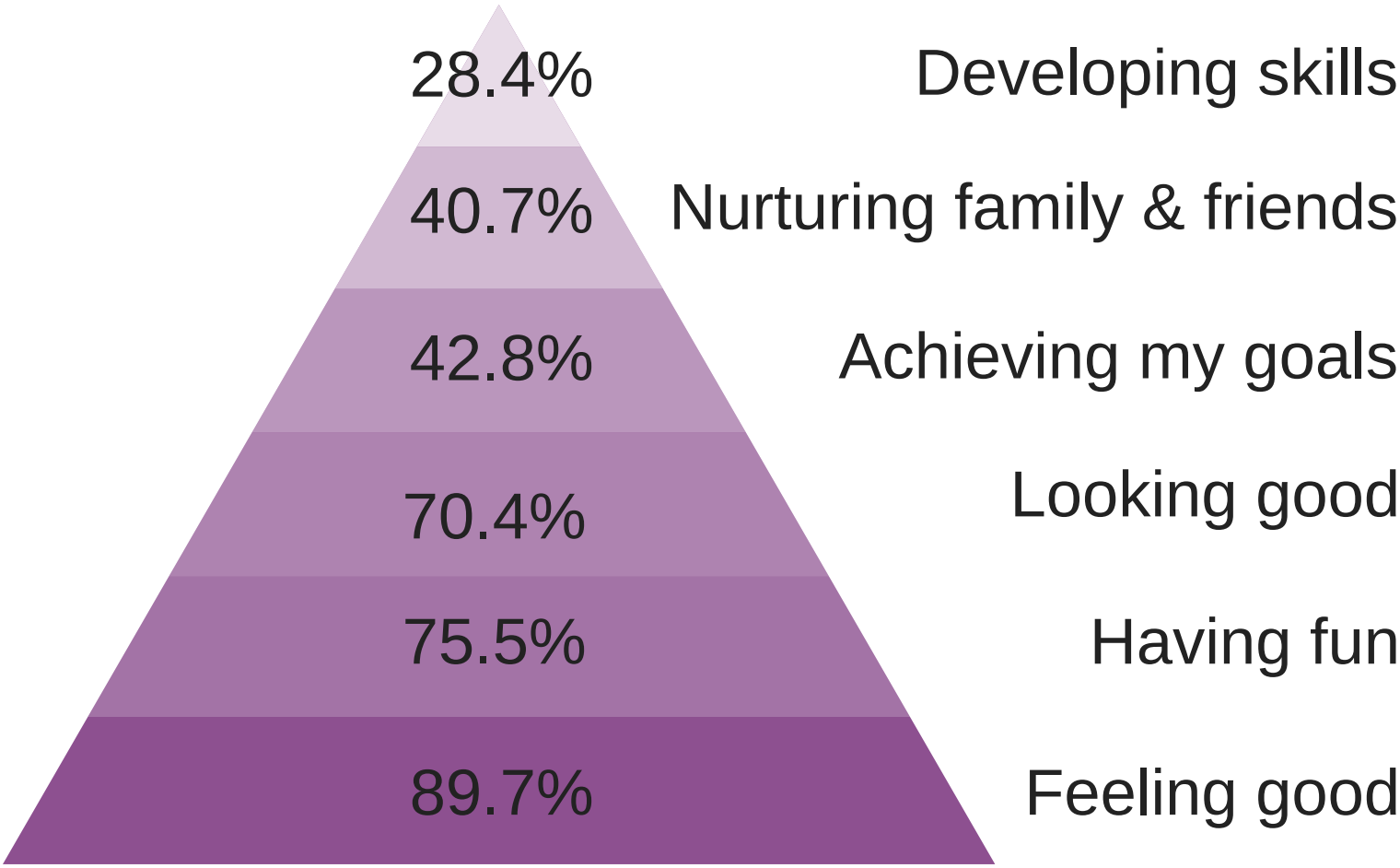
Females activity levels compared to the same time last year

53%
are doing
more activity

29%
are doing
the same amount of activity

18%
are doing
less activity

The reasons why females participate in sport and physical activity



Running, walking, gym based activities, swimming & cycling

are the top 5 activities that females participated in over the 4 weeks prior to completing the survey

When females like to participate in sport:

Weekends

58%

Morning

48%

Evenings

78%

Lunch time

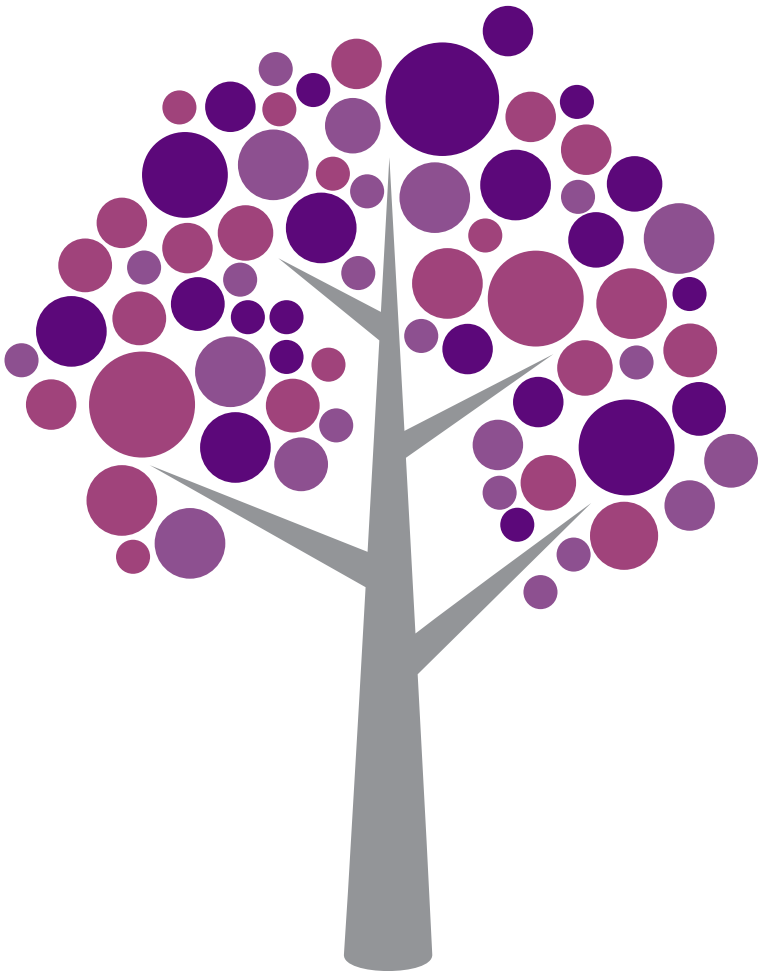
15%

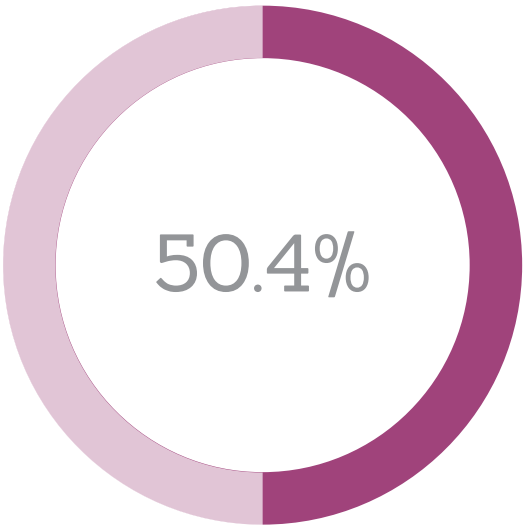
Weekdays

40%

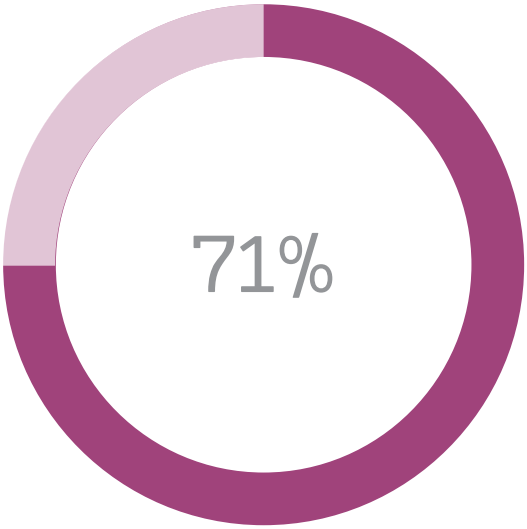
Where females take part in activity:

Outdoors	76.7%
Leisure Centre	31.5%
Home	19.3%
Private Gym	18.5%
Sports Club	18.5%
School Facility	15.6%
Community Centre	15%
Church Hall	5.8%





of females have received tuition from a coach or instructor in the past 4 weeks



of females are a member of a sport or fitness club

28% of females would consider coaching or leading a session, 58% would not and 14% already do.

80%

of females would like to do more sport or physical activity over the next 12 months

How females like to find out about activity:

Word of mouth	**72%**
Social media	**65%**
Online	**52%**
Posters / flyers	**25%**

Inactive Data

This section focuses on those who responded 'no' to the question 'In the last 4 weeks, have you done any sport, fitness or recreational activity?' *

These respondents have been classed as 'Inactive' for the sake of this survey.

**14.5% of respondents*

Females activity levels compared to the same time last year

9.9%
are doing
more activity

39.5%
are doing
the same amount of activity

50.6%
are doing
less activity

Main reasons females don't participate:

Don't have the time	**46.9%**
Cost - too expensive	**38.3%**
I'm not fit enough	**33.3%**
I don't want to go on my own	**29.6%**
I won't be good enough	**19.8%**
There's not many options where I live	**18.5%**
I hated PE at school	**17.3%**
I usually do but have not been recently	**8.6%**
It's too competitive	**6.2%**
I don't have the right equipment	**3.7%**

Inactive females attitude to sport and physical activity:

I'm beginning to be interested / I've been thinking about it but have not done anything yet	**37%**
Recently I have had other priorities / I've recently stopped for one reason or another but hope to get back soon	**21%**
It's not on my radar	**19%**
I'm usually active but dip in and out when other life things take over	**14%**
I'm actively looking for the right activity / place	**6%**
I've started to participate but need to make it a habit	**4%**
I play regularly	**0%**

When females would like to take part in activities:

71.9%
Evenings

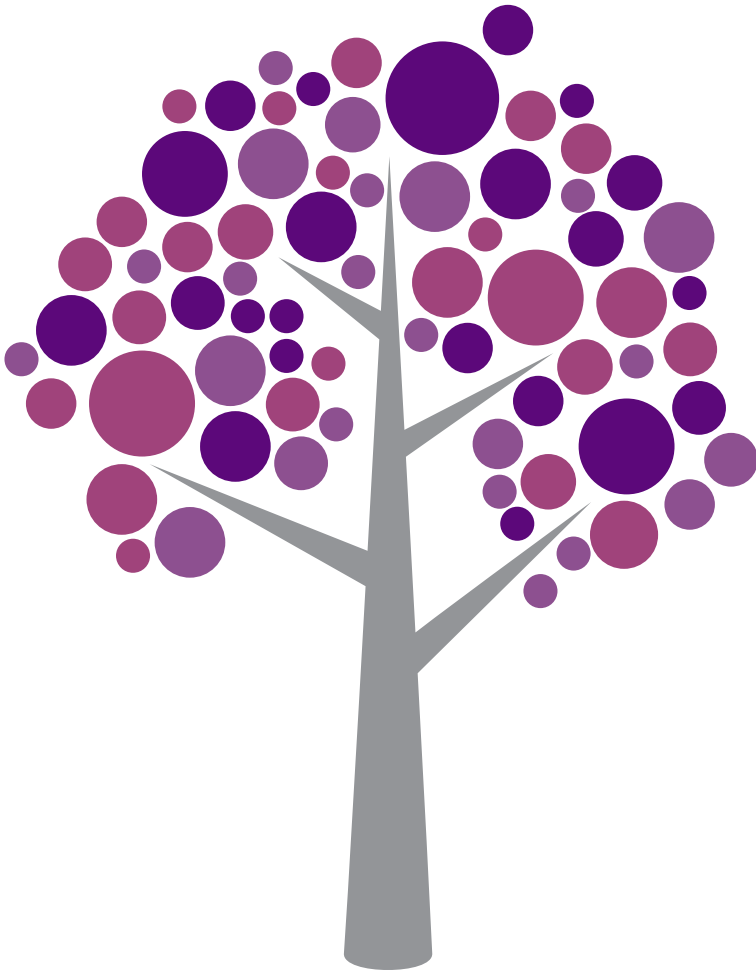
29.7%
Mornings

28.1%
Weekdays

3.1%
Lunch time

Where women would prefer to take part in activities:

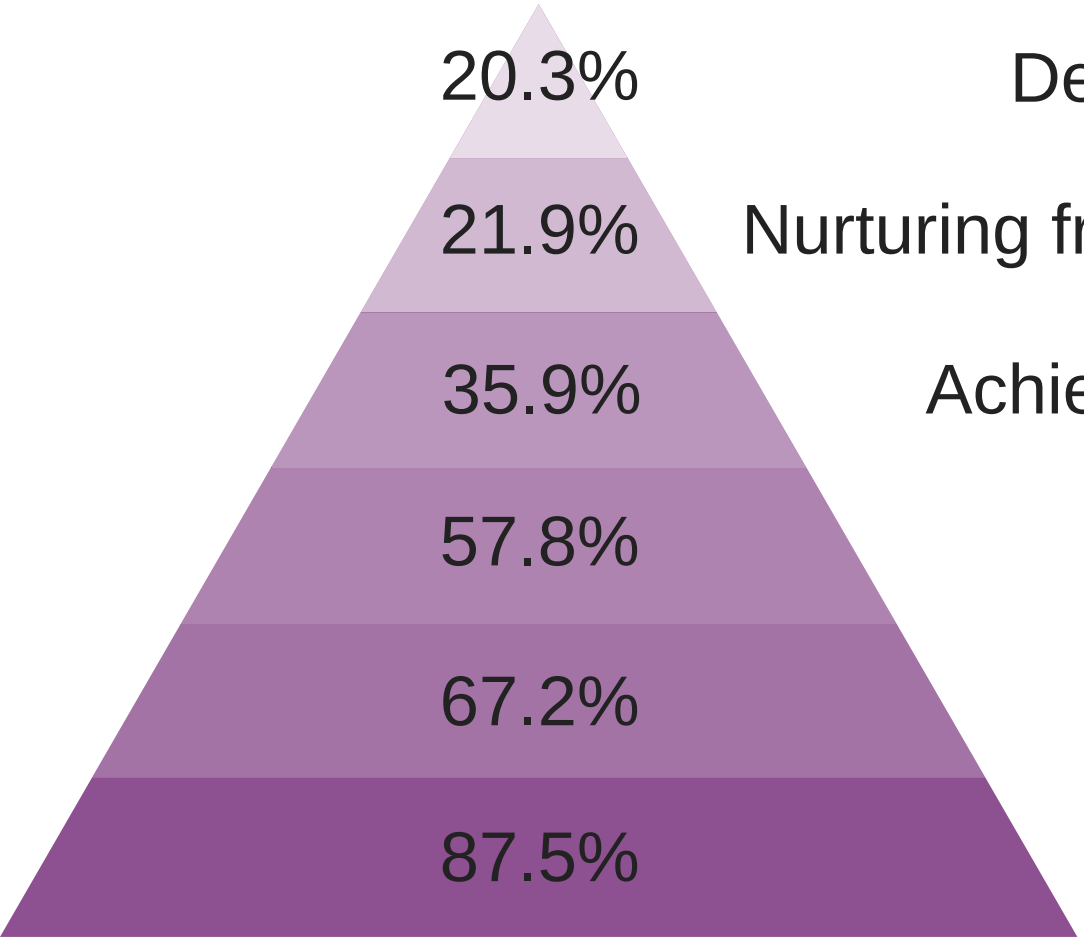
Outdoors	59.4%
Leisure Centre	54.7%
Community Centre	50%
School Facility	39%
Church Hall	35.9%
Home	23.4%
Private Gym	20.3%
Sports Club	14.1%



Factors that would help females become active:

Free or cheaper activities	**54.7%**
Someone to go with	**46.9%**
More time	**37.5%**
More activities where I live	**31.2%**
More info available before activities	**25%**
Childcare	**23.4%**
None, I'm not interested	**0%**

Motivating factors to participate:



Developing skills

Nurturing friends & family

Achieving my goals

Looking good

Having fun

Feeling good

81%

of females would like to do more sport or physical activity over the next 12 months

How females would like to find out about activity:

Social Media	67.2%
Online	59.4%
Posters / flyers	42.2%
Word of mouth	31.3%

Satisfaction with sports provision:

Data taken from all respondents

Very Satisfied

19.5%

Fairly Satisfied

46.3%

Neither satisfied or dissatisfied

22.4%

Fairly dissatisfied

9.2%

Very dissatisfied

2.6%

For more information or for a targeted analysis of the data, please contact Beth on beth.donkin@countydurhamsport.com or 0191 374 6127

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