

Equestrian factsheet

Equestrian is the 6th most popular activity for women

March 2011

The number of women who take part at least once a week



0.3 Mil

% of women who take part at least once a week



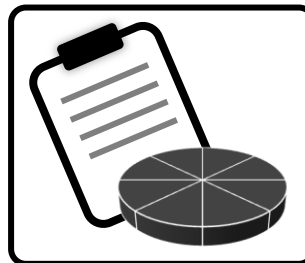
There are 8 women for every 1 man taking part



98% of female horse-riders are White



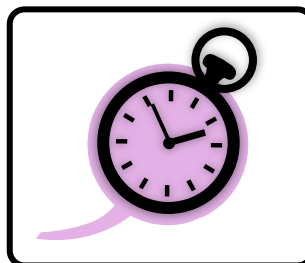
1 in 2 female horse-riders receive tuition



71% of female horse-riders are satisfied with their experience

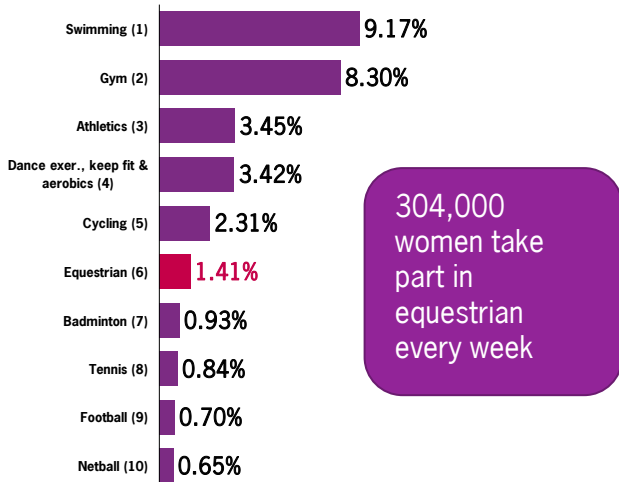


90,000 women would like to do more



Women who take part in equestrian

Women's participation in the top ten sports/activities



304,000 women take part in equestrian every week

Base: All female respondents

Trends in women's equestrian participation

Taken part at least once a week

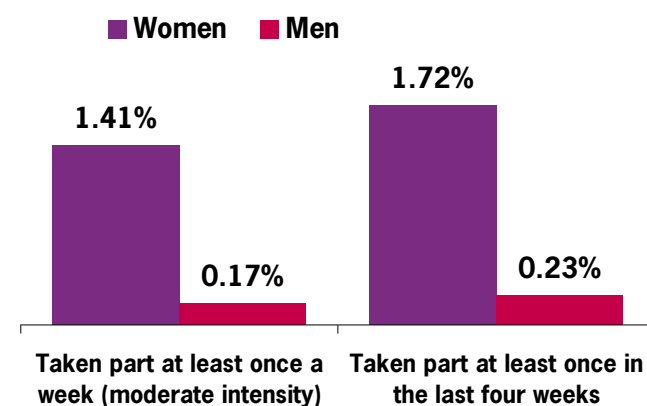


Taken part at least once in the last four weeks



Base: All female respondents (APS2 – 113,056, APS3 – 114,051, APS4 – 113,055)

Proportion of people who take part in equestrian activities by gender

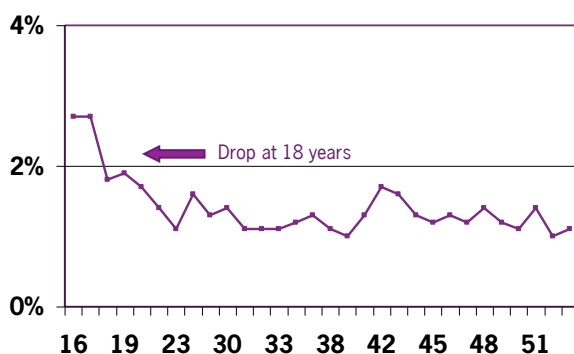


Base: All respondents (women = 113,055, men = 76,091)

Participation in equestrian

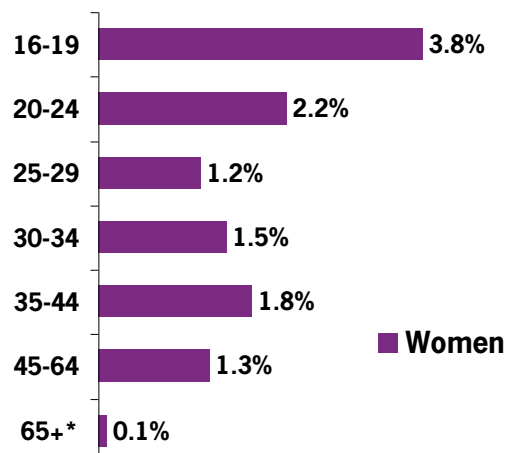
- Equestrian is the 6th most popular activity for women and the top outdoor pursuits activity
- Around 304,000 women took part in equestrian activities at least once a week in 2009-10
- It is one of just seven sports that has more female than male participants – almost nine times as many women as men take part in equestrian activities at least once a week
- Female participation rates have stayed reasonably constant over the past three years
- Equestrian loses around half its participants between the ages of 16 and 22, with the largest drop at age 18.

Focus on drop off: proportion of women who take part in equestrian activities by age (once in last four weeks)



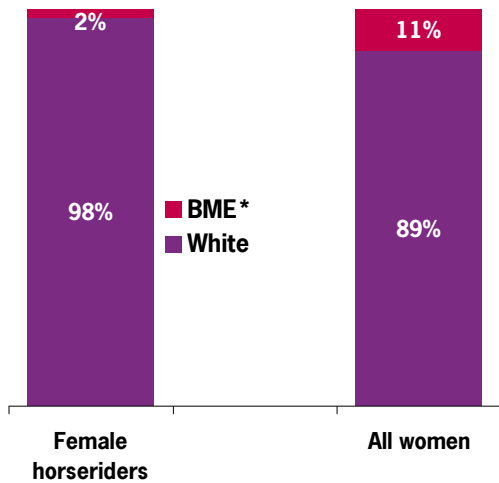
Base: All respondents. Read data with caution as sample size are small for some ages (21, 25-27, 29, 34, 36, 41 & 53 years).

Proportion of women who take part in equestrian activities by age



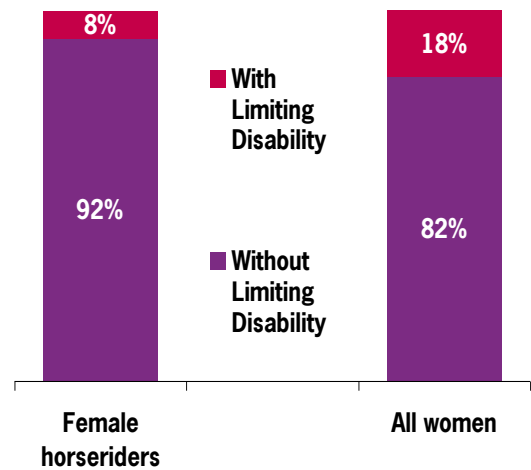
Base: All female respondents. * Read data with caution due to small number of respondents

Profile of women who take part in equestrian activities by ethnicity



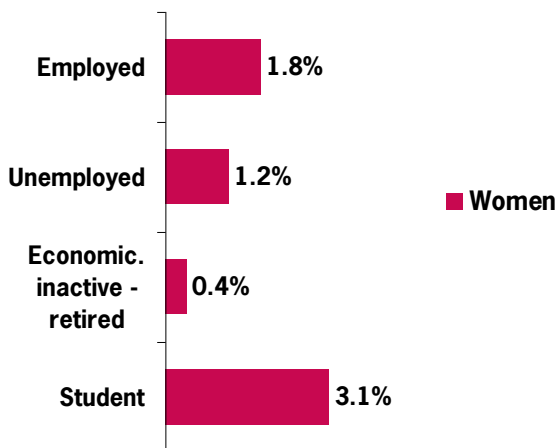
Base: All female respondents. *BME = Black and minority Ethnic. Read data with caution due to small number of respondents

Profile of women who take part in equestrian activities by limiting disability



Base: All female respondents. A limiting disability includes longstanding illness, disability or infirmity.

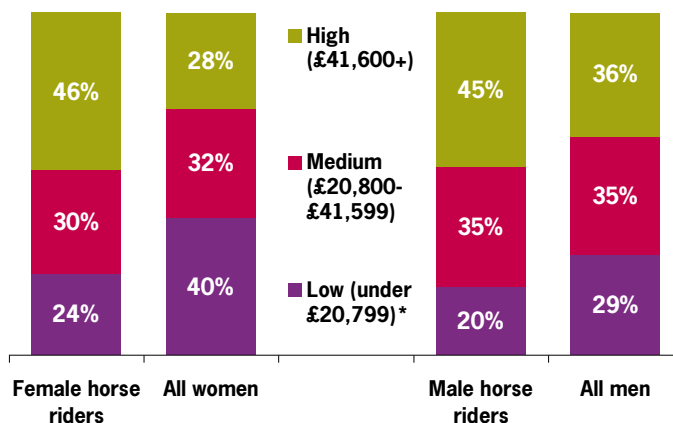
Proportion of women who take part in equestrian activities by working status



Base: All female respondents.

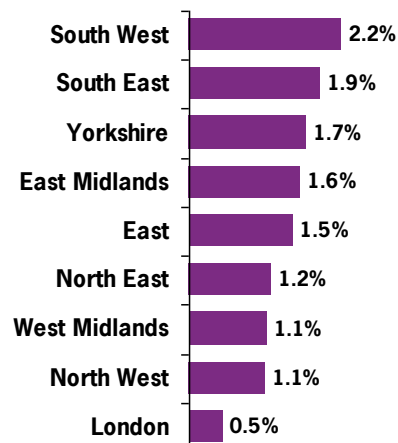
- Female horse-riders are predominately White
- Only 8% of women with some form of limiting disability take part in equestrian – this is much lower than the general female population
- Female students are most likely to take part in equestrian, followed by employed women
- 46% of female horse-riders live in households with high incomes
- The proportion of female horse-riders is highest in the South West. Not surprisingly that London – with its lack of open spaces – has the lowest participation rates – with four times fewer women taking part.

Profile of people who take part in equestrian activities by household income



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

Proportion of women who take part in equestrian activities by Sport England region



Base: All respondents

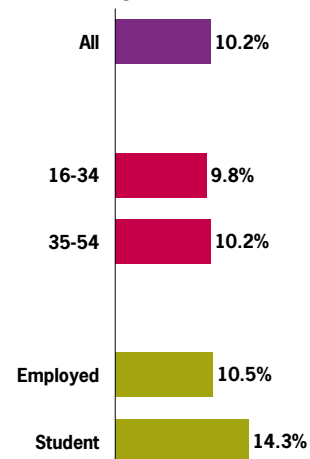
Organised participation



Club membership

- Around one in ten women take part in equestrian activities as part of a sports club
- Women make up around 90% of all club members – only netball has a larger profile of female members (97.2%).

Women who take part in equestrian activities as a member of a sports club



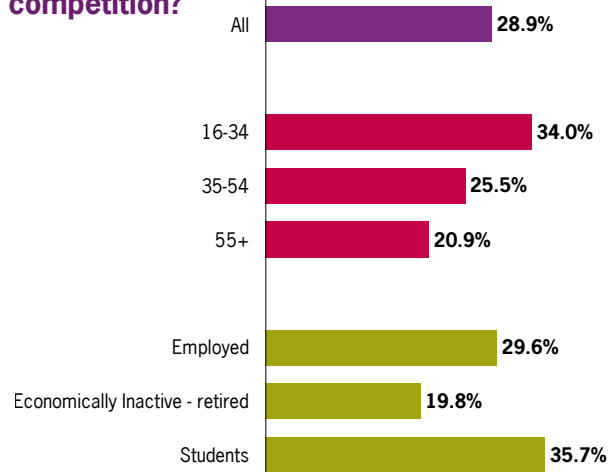
Base: All female respondents who took part in equestrian activities at least once in the last four weeks. See Note 1



Taken part in organised competition

- While a relatively small proportion of women take part in horse riding as a member of a sports club, a larger proportion takes part in competition – with students being the most likely to compete.

Women who take part in organised competition?



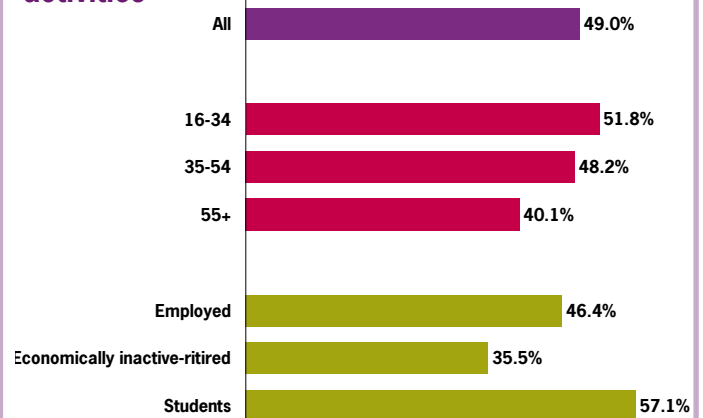
Base: All female respondents who took part in equestrian activities at least once in the last four weeks. See Note 2



Received tuition or coaching

- Female horse-riders are 5th most likely of all sportswomen to receive tuition
- As equestrian is a highly skilled activity, it is understandable that lots of female riders receive formal coaching. Almost half of all women receive tuition or coaching, with students and young women being most likely older riders – perhaps who are already skilled having trained when younger - are less likely to receive formal tuition.

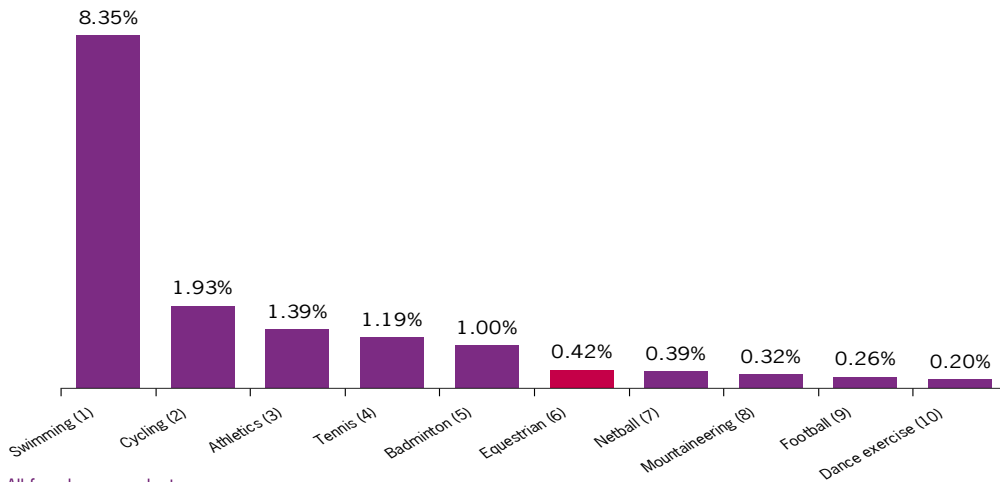
Women who receive tuition in equestrian activities



Base: All female respondents who took part in equestrian activities at least once in the last four weeks. See Note 3

Latent demand for equestrian

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



Base: All female respondents

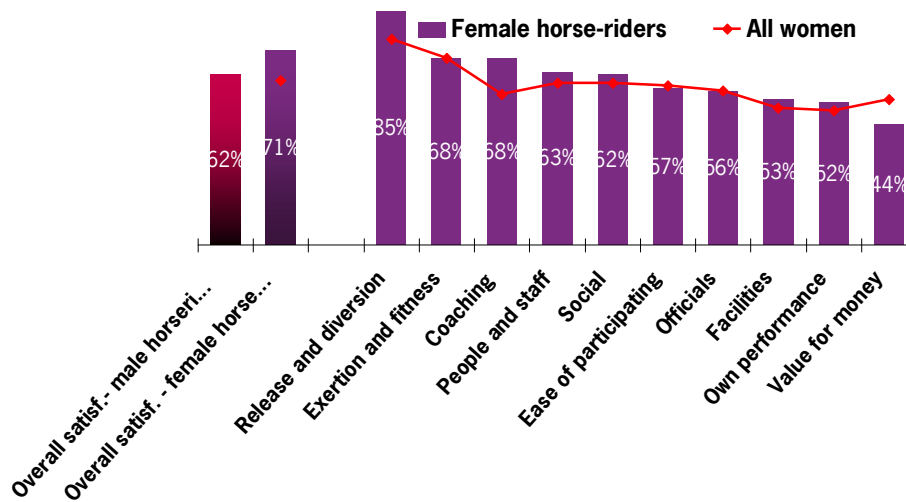
Latent demand

- Demand for more equestrian is relatively high – there are only five other sports that rank higher
- 90,000 women would like to do more than they currently do.

Female horse-riders rank 5th out of 42 sports for overall satisfaction with their horse-riding experience

Satisfaction with experience of equestrian

Satisfaction of female horse-riders compared with all women who do sport



Source: Sport England's Satisfaction with the quality of the sporting experience survey (2010). Base: Female respondents (16+). Percentage figure is for those who rated their satisfaction as 8-10 on a 1 to 10 scale. See Note 4

Notes

1 Club membership is based on those who have been a member of a sports club to participate in equestrian activities in the past four weeks.

2 Organised competition is defined as 'having taken part in any organised competition in equestrian activities in the last 12 months'.

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

4 Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes.

To convert overall percentages to numbers use the following figures:

Survey	Male 16+	Female 16+
APS 2	20,170,100	21,266,200
APS 3	20,368,300	21,408,400
APS 4	20,548,100	21,557,300

Source: Office for National Statistics England Mid-year Population Estimates, 2007, 2008 and 2009

Women's Sport and Fitness Foundation

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