

**Female Participation in Sport
in Universities across
Edinburgh and Glasgow.**

**A Report to Scottish Universities Sport (SUS)
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December 2008**

Executive Summary

The aim of this exploratory research was to determine a general picture of what female students in Edinburgh and Glasgow universities felt were the main barriers to their participation in sport and exercise and how the universities are assisting their students to overcome these. The project also considered the reasons why female students are involved in university sport and exercise and students' general perceptions on a number of issues.

There were eight universities involved in this study. Both qualitative and quantitative data was collected in the form of questionnaires and interviews.

The research project includes a review of previous studies in similar areas which gains background information on the topic which assisted in the creation of the hypothesis: 'there are a number of barriers facing female students and as a result they do not participate in university sport and exercise.'

The main findings from the research were:

- Female students do not necessarily follow national trends regarding levels of inactivity
- Time is the largest perceived barrier to participation
- Keeping physically fit was the main reason for participation in any form of sport and exercise
- Universities do not think that female participation is a particular problem in their institutions.

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Nature of Research problem

Scottish Universities Sport (SUS) wish research to be undertaken into why female students at the universities in Edinburgh and Glasgow participate in sport and exercise; the barriers that some female students face to participation and what is being done to help the students overcome these issues.

SUS completes an annual audit, gathering quantitative data on the number of female students that participate in university sports clubs. However a more in depth study is needed as there has been no recent qualitative research on what female students feel are barriers to their participation.

The research will aim to gather data on

- The number of female students participating in sport/physical activity at University
- The main reasons why students do or do not join a university sports club and/or gym
- Perceived barriers to participation in sport and exercise for female students
- Ways in which Universities are attempting to encourage more female participation
- Perceptions on whether the students feel they do enough exercise to benefit their health and whether they regard exercise as important.

Literature Review

Before undertaking research it is important that previous research on the topic is analysed. The information will assist in developing the research methodology, the questionnaires and the interviews content and will allow a comparison between new and existing data.

Through researching a variety of literature sources, the barriers facing women resulting in low levels of female participation in sport and exercise was a recurring theme and so this is the main focus of the research. Other issues included lack of female leadership in the organisation and governance of sport and adverse perceptions of elite female athletes (Women's Sport and Fitness Foundation, 2007, UK Sport, 2006.)

Examination of the sources found that none focus specifically on female participation within universities. This study seeks to satisfy the need for further research in this area.

General findings

Women's participation levels are at a disturbing low level with 80% of women not doing enough sport or exercise to benefit their health and figures are set to decline further over the next 10 years without action (WSSF, 2007 p7.) UK Sport (2006) released figures which illustrated that only 1 in 5 (19%) women participate in sport and exercise at least 3 times a week, compared to their male counterparts who have 3 in 5 (60%) participating.

Barriers to participation

Some sports, especially physical contact sports are traditionally seen as male dominated and regarded by some as fundamentally unfeminine. Due to this negative stereotype some women are put off participating for fear of being considered unfeminine and/or deviant. Some parents may actively discourage their daughter from getting involved in these sports and some women may even limit their training to avoid developing a muscley body in order to remain 'feminine' (*Hargreaves, 2007 pp13-15.*)

33% of females do not like others to see how they look when they are taking part in sport and exercise and would prefer to participate in female only activities. (*UK Sport, 2007 p16*) Women have less self confidence than men when participating and women rate their sports performance or ability more negatively than men. (*European Journal of Physical Education, 2001 p26*) For women the relationship between body image and physical activity is a vicious circle; the more self conscious they feel, the less likely they are to be active and yet participation in sport has a positive effect on girls' perceptions of their bodies. (*Hargreaves, 2007 p17*)

Time is often a barrier to female sports participation - housework, looking after elderly/infirm relatives and work are just some of the responsibilities that prevent women from participating in sport and exercise. (*European Journal of Physical Education, 2000 p26*) Figures indicate that 4 in 10 women would participate more if they were less busy. (*Women's Sport and Fitness Foundation, 2007 p22*)

Recommendations

More in depth knowledge regarding barriers and motivations for female participation in sport and exercise should be examined. The existing research could have been improved to produce more reliable and representative results by considering female participation within universities and the sources had results which were applicable to the UK and England, rather than focusing on Scotland specifically. (*UK Sport, 2006, Women's Sport and Fitness Foundation, 2006 and 2007, Sport England, 2006*)

Conclusion

In conclusion the data shown in these studies has provided a good base of reasoning for the importance of the study. The literature showed that lack of female participation is regarded as a very important issue that needs to be dealt with effectively for women to reap long term benefits of sport and exercise. The literature illustrated that the largest gap between male/ female participation is the 16-24 age bracket which would support a study in this area. It is also important for universities to engage with their female students and encourage them into all elements of sport and exercise – grass root participation, coaching, leadership and elitism. (*Women's Sport and Fitness Foundation, 2007 p35*)

The two main questions arising from the literature relating to the research topic are;

- What are the main barriers facing female university students in Scotland?
- How can these barriers be overcome so that female students who are not interested in sport and exercise can be encouraged to become involved?

Hypothesis

These themes have led to the following hypothesis: There are a number of barriers facing female students and as a result they do not participate in university sport and exercise.

Methodology

Telephone and web questionnaires were both popular methodologies used in the literature review sources. The sample sizes ranged from 600-363,000. For this reason two self completion questionnaires and semi structured interviews with a specific population were deemed the most appropriate methods to obtain the valid and reliable data which is needed for the research project.

Questionnaires allow the researcher to gather highly structured, specific data from the respondents on their feelings, thoughts and opinions on particular concepts. Gratton (2004) highlighted that questionnaires have many advantages for research: accessibility, anonymity, provision of structured data and potential reduction in bias. However ‘interviews allow the opportunity to explore issues and gather detailed information on respondents’ attitudes and opinions’ (Gratton, 2004 p134) which can allow theory to develop about the research topic.

The population of the research included 8 universities. Edinburgh, Heriot-Watt, Napier, Queen Margaret, Glasgow, Strathclyde, Glasgow Caledonian and the West of Scotland. The research topic focussed specifically on these Universities as with time constraints it would not have been possible to cover all areas in Scotland. These universities provide a good selection of the different types of university and between them they have 59.5% of all the students studying in Scotland.

Table 1: Table shows universities included in the research and university type

University	Type
The University of Edinburgh University of Glasgow	Traditional
Heriot-Watt University Strathclyde University	Modern
Napier University Glasgow Caledonian University	New
Queen Margaret University University of the West of Scotland	Specialist

Questionnaire 1 (see appendix 1) was sent to the Sports Union President or equivalent at each university in the format of a word protected document to be completed and

returned by email in their own time. These questionnaires gathered quantitative data regarding male/female member ratios at university sports clubs and information about what each Sports Union was doing specifically to encourage female participation.

Questionnaire 2 (see appendix 4) was distributed to 15 female students at each of the universities, resulting in a sample group of 120 which was deemed an appropriate representation of the total population. The students were randomly selected due to them being present at the Students Union.

Interviews (see appendix 7) were set up with an appropriate individual from each university who was able to answer questions on how female participation is encouraged in their facility and how barriers to participation are overcome. Some of these interviews were conducted face to face and others over the phone.

The information established from the literature review helped generate questions for both the questionnaires and interviews. The questionnaires included different types of questions to collect both qualitative and quantitative data: closed (pre-coded), open, ranking, filter questions and Likert scales. The interviews were based around four questions which were then opened up to further discussion. These were then tested by two colleagues to ensure they flowed smoothly and all questions were interpreted correctly.

The quantitative data from both questionnaires will be analysed using the precodes related to possible answers. There are several questions that have 'other' options which may require additional coding. (Appendix 5)

To analyse data from the qualitative interviews data reduction will be completed in the form of coding. Each code issued must be made valid by relating to the question, exclusive so no codes overlap with each other, and exhaustive so that each group of data fits somewhere. (Appendix 9) As suggested by Gratton (2004) the data will be coded by two individuals to ensure the results are as accurate as possible and eliminate errors. After all the data has been coded, the data analysis programme SPSS will be used to generate graphs and statistics.

Limitations

Some data was missing from the response to Questionnaire 1. As Glasgow Caledonian and Strathclyde membership database systems do not detail gender, information regarding the number of female members at certain clubs was absent from their response.

Securing interviews with representatives from Queen Margaret and the West of Scotland Universities was unsuccessful.

As the questionnaires were prescriptive and gave options rather than asking for opinions, some students will have picked an option rather than saying what the real reason was.

As there were only 10 weeks to complete this research, not all areas within female participation could be covered.

Profile of Sample Group

15 questionnaires were distributed to female students at each of the 8 universities involved in this research, resulting in a total of 120 female students being sampled.

Table 2: Table shows the ages of the respondents

Age	Frequency
17	6
18	18
19	32
20	29
21	23
22	10
23+	2

Out of the 120 respondents only 40.8% (49) were members of a university sports club at the time of questioning, however 59.2% (71) were members of the gym and 33 (27.5%) were members of both a university sports club and gym.

Results

When asked how much of a problem they felt female participation was at their university, 4 (50%) Presidents said no problem, 2 (25%) said not really a problem. 1 (12.5%) said it was ok and 1 (12.5%) said a big problem.

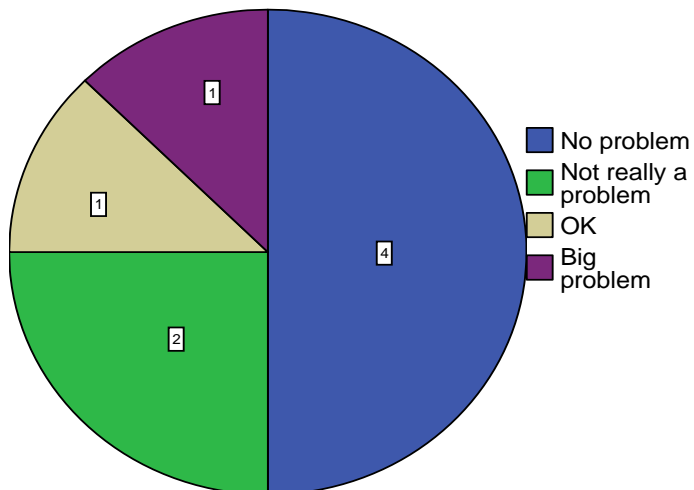


Figure 1: Pie Chart to show how much of a problem respondents felt female participation was at their universities

Data collected from Questionnaire 1 showed that the number of student members in University Sports Clubs ranged from 100 to 4155. The number of female members at these clubs ranged from 40 to 2013. However as 1 University was not able to provide this data, this is an inaccurate picture.

Table 3: Table showing the total number of members and the percent of female members at each university

University	Total Members	Female Members	Percentage
Edinburgh	4155	2013	48.7%
Heriot-Watt	2000	500	25%
Napier	1016	400	39.4%
Queen Margaret	300	220	70.3%
Glasgow	2393	1038	43.4%
Glasgow Caledonian	1200	660	55%
Strathclyde	1299	Unknown	Unknown
West of Scotland	100	40	40%

Why female students participate in sport and exercise

What the main reasons were for joining a University sports club

40.8% (49 students) were members of a club. The table below shows their reasons for joining a club.

Table 4: Table shows reasons for joining a sports club

Reason	Number	Percent (%)
Played the sport at school	15	30.6
Wanted to try something different	17	34.7
Friends joined the club	17	34.7

Why the respondents joined the University gym

Out of the 120 respondents 59.2% (71) were members of the gym. The table below show their reasons.

Table 5: Table shows reasons and numbers of participation

Reason	Number	Percent (%)
Keeping physically fit	41	58.6
Good value for money	11	15.7
Good facilities	2	2.9
Easily accessible	16	22.9

Main reason why respondents take part in sport and exercise

84 (70%) respondents were either members of a university sports club or gym. Main reasons for participation

- 47.6% (40) keeping physically fit
- 22.6% (19) maintaining/losing weight
- 29.8% (25) social reasons

No respondents chose the other options that were given or offered their own reason.

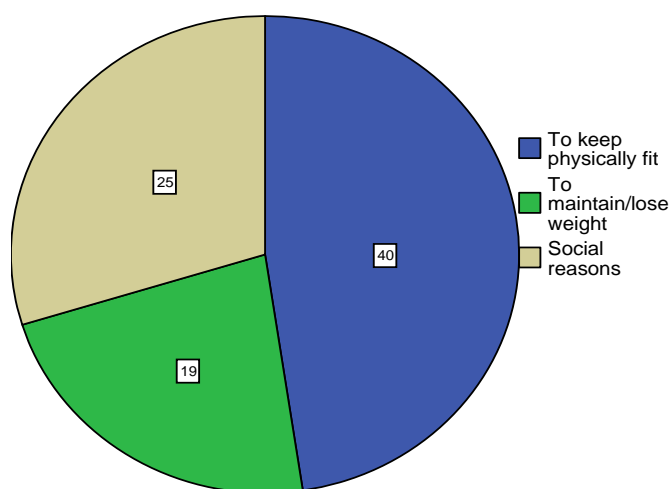


Figure 2: Pie chart to show why respondents joined the University gym

Why female students do not participate in sport and exercise

Why female students are not members of a university sports club

The table below shows the reasons why 71 female students did not join a university sports club.

Table 6: Table to show why respondents are not members of a sports club

Reason	Frequency	Percent (%)
Don't like the competitiveness	15	21.1
None that appealed	14	19.7
Don't think they'd be good enough	10	14.1
Haven't got time	9	12.7
Didn't fancy joining anything	8	11.3
No one to go with	7	9.9
None train at suitable times	5	7
Sports clubs are too cliquey	3	4.2

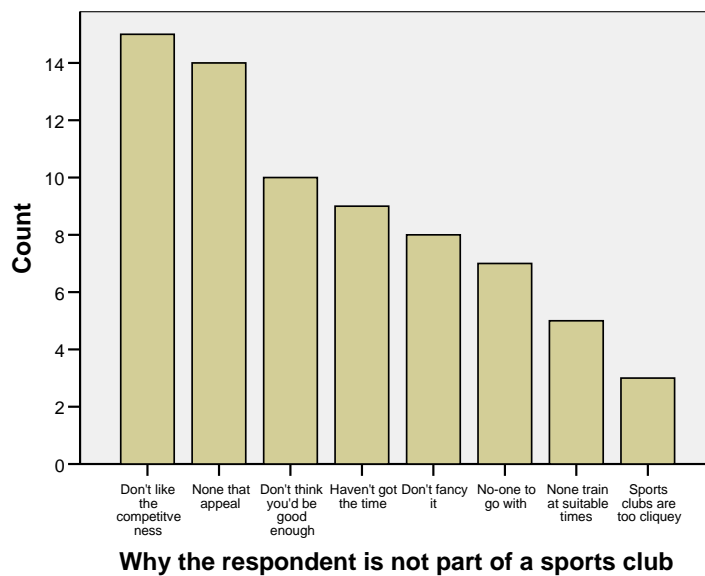


Figure 3: Bar chart to show why respondents are not members of a sports club

Main reason why the respondent is not a member of the gym

The table shows the reasons why 48 respondents (40.8%) are not members of the gym.

Table 7: Table shows reason and numbers for not joining the gym

Reason	Number	Percent (%)
Not enough time	24	49%
Not interested	8	16.3
No-one to go with	8	16.3
Too expensive	4	8.2
Members elsewhere	3	6.1
Don't like the facilities	2	4.1

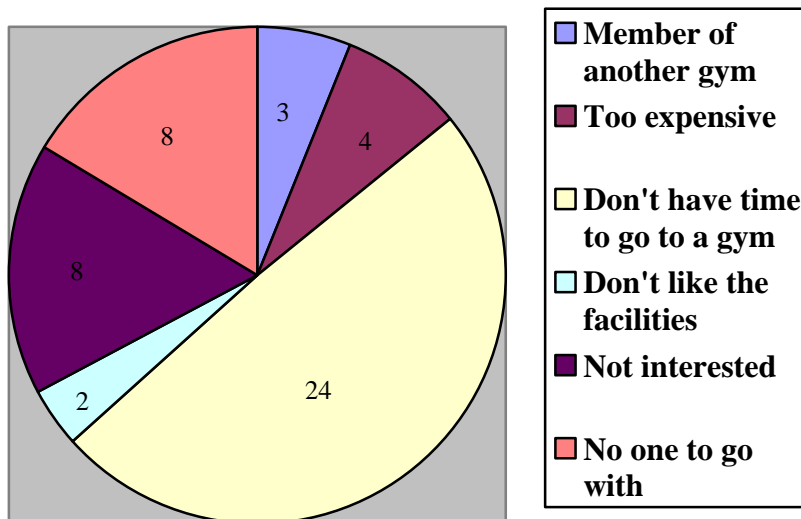


Figure 4: Pie chart to show the reasons why respondents are not members of the University gym

Main reason why respondents take part in no sport and exercise within their university

The table below shows the reasons why 30 respondents do not participate in any university sport and exercise.

Table 8: The reasons why respondents do not participate in sport and exercise

Reason	Frequency	Percent (%)
Not enough time due to part time job	10	33.3
No one to go with	7	23.3
Not interested in sport and exercise	6	20
Don't like the competitiveness of sport	4	13.3
Not enough time due to university work	1	3.3
Don't like how they look while exercising	1	3.3
Too expensive	1	3.3

The research also highlighted data relating to students perceptions on a number of issues including:

- The importance of exercise to them
- Whether they think they do enough exercise to benefit their health,
- Opinions on elite female athletes
- Whether they feel there is an equal opportunity for women to be involved in the organisation of their club as men was found.

Please see appendix twelve for more information.

The main results of the findings were

- The majority of Sports Union Presidents or equivalent did not think female participation was a problem at their particular institution
- Keeping physically fit was the main reason why students participate in sport and exercise
- Time was the main perceived barrier to participation
- The competitive nature of sport was also a strong deterrent to participation.

Discussion

The research results confirmed some key findings from the literature and also brought up some new conclusions about female participation in the Edinburgh and Glasgow Universities.

Previous research has indicated that as a nation Scotland is inactive, unfit and increasingly overweight and as a result the health of two thirds of the Scottish adult population is now at risk from physical inactivity, making it the most common risk factor for coronary heart disease in Scotland today (WSSF, 2006.) However this research illustrates that the majority of students - 88 (73.3%) participate in sport and exercise with 33 respondents (27.5%) being members of both a university sports club and gym. This may be due to increased awareness of the health benefits of sport and exercise, the diverse range of sports and exercise classes available at university facilities, the change in perception that sport is not only for men and the increased opportunities for women to become more involved in the organisation of their clubs.

The main reason for students not participating in any sport and exercise was a lack of time due to having a part time job. Statistics have shown that increasing numbers of students have to work whilst at university to fund their studies and living costs. According to a survey conducted by NatWest (2007), more than 40% of undergraduates in the UK worked during term time last year. Julie Falls, Glasgow said 'time is a main barrier to female participation so we have introduced an 'express workout' which enables a good workout in just half an hour...students can come in over lunch or in between lectures.' According to June Adamson, Edinburgh, time is only a perceived barrier and 'students need to prioritise sport and make it more important in their life.' Of the 37.5% of respondents who stated that exercise was important to them, none of them indicated that time is an issue.

The literature review suggested that females do not participate in as much sport as men as they dislike the competitive element to team sports. The research supported this with the highest percentage of respondents indicating this as the main reason for not joining a university sports club (21.1%). From the Sports Union questionnaires it was highlighted that some Universities have an inter-mural programme in place. This

allows students to play sport on a regular basis and focuses on 'it's not the winning; it's the taking part that counts.' This enables those keen on sport but not the competitive element to stay involved in sport and exercise. 'Inter-mural netball encourages participation amongst girls who may otherwise be put off from competitive sport.' (Joe Gray, Edinburgh)

Another common reason why respondents did not join a university sports club was because there were none that appealed to them. (19.7%) In an attempt to combat this universities are increasing the range of activities they offer. Edinburgh Sports Union is the largest with 65 clubs, and university gyms are providing a wider range of classes. 'We have a diverse range of classes and recently more dance and self defence have been added.' (Julie Falls, Glasgow) As well as this Universities are encouraging new clubs to be set up where there is enough interest from female students. Ross Simpson, Heriot-Watt says 'we actively encourage new female clubs where the numbers are available to start a club' and Mike Wallace, Napier says 'we are currently in the process of setting up a wider choice of sports that women may be interested in.'

From looking at membership figures of sports clubs, females were only the majority members at two universities – Queen Margaret and Glasgow Caledonian. This supports the literature which stated that more men participate in sport than women. This could be because 'girls are less physically active at school and this carries on when they reach university which isn't helped by the general perception that being sporty is manly and that it is unfeminine to be interested in sport.' (Anne Marie Hughes, Strathclyde) University facilities are trying to overcome the male dominated atmosphere by adding screens and having a wide range of female-orientated classes. Euan Millar, Glasgow said 'mixed clubs, especially martial arts, can easily fall into having solely male members. However due to our efforts clubs such as Muay Thai and boxing have record numbers of female members.'

The results showed that keeping physically fit was the main reason why respondents joined a sports club and/or gym. The physical benefits of exercise have been well documented and university sports departments are using social sites on the internet, such as Facebook and Bebo to get this message across to their students. 'We felt this

was a good method of reaching out to our students.’ (Julie Falls, Glasgow) According to the Women’s Sport and Fitness Foundation (2007 p14) 1/3rd of women feel self conscious while they are exercising as they do not like others to see how they look. However data from the research illustrated that only 1 respondent stated this as their main reason for not joining a sports club and/or gym.

Conclusion

In conclusion the questionnaires and interviews demonstrated that there was a wide range of opinions and perceptions regarding female participation across the 8 universities, with varying levels of student participation and encouragement.

The hypothesis was disputed by some respondents however many universities were aware of the problem concerning female participation and were making efforts to help the students overcome the barriers which they felt were a problem.

Recommendations

Universities should create marketing tactics which are aimed exclusively at females in particular highlighting that exercise is not an overly time consuming process, intramural programmes, opportunities to set up new clubs.

In order to establish more information regarding the issue of a lack of female participation, qualitative interviews with female students about the barriers preventing them from participating in university sport and exercise and their views about how the university could help overcome them would provide greater knowledge on this issue.

Although a sample of 120 is a decent representation of the population, more questionnaires could be distributed at each university which would create a more detailed picture of participation within universities.

To ensure the data accurately represents the population any missing data should be collected.

The questions in the questionnaire although pre selected to ensure the research problem was answered left many other areas unquestioned. If the study was completed again, using the same method, additional questions should be added to the questionnaire, on a wider range of topics.

The research should be carried out across Scotland to see what the national picture of student participation in sport and exercise is and whether there are differences to the scene in Edinburgh and Glasgow.

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Total word count: 3,386

Appendix One: Questionnaire 1

1. Are you male or female?

Male Female

2. Which university are you Sports Union president of?

Edinburgh	1	<input type="checkbox"/>
Heriot Watt	2	<input type="checkbox"/>
Napier	3	<input type="checkbox"/>
Queen Margret	4	<input type="checkbox"/>
Glasgow	5	<input type="checkbox"/>
Glasgow Caledonian	6	<input type="checkbox"/>
Strathclyde	7	<input type="checkbox"/>
University of Western Scotland	8	<input type="checkbox"/>

3. How many student members are there in all of your universities sports clubs combined?

4. What percent is this of the total number of students at your university?

5. Out of the student members of sports club, how many are female?

6. A) Which is the largest sports club at your university?

B) How many members does it have?

C) How many female members?

7. Which 3 sports clubs have the most female members?

1

2

3

8. Which 3 sports clubs have the least female members?

- 1**
- 2**
- 3**

9. On a scale of 1 to 5 how much of a problem do you feel lack of female participation is at your university?

No problem *1* *2* *3* *4* *5* *Huge problem*

10. What is your Sports Union doing to encourage participation amongst your female students?

Appendix Two: Question 10 of Questionnaire 1

Edinburgh

At present we do not see a major problem with our levels of female participation (relative to male) so we are doing little in the way of specifically targeting females. Although we are trying to boost participation amongst all students.

Where we are strong:

One of the only female cricket teams in Scottish Unis

Likewise with table tennis

Inter mural netball encourages participation (almost exclusively amongst females) who may be otherwise put off from competitive sport

Inter mural hockey works in a similar way

Also have a large number of female sports bursars to act as role models for females at Edinburgh Uni.

Heriot-Watt

We actively encourage new female clubs where the numbers are available to start a club – this year we are working on a female rugby team.

We have an engineering company that sponsor all our female clubs

Napier

Currently in the process of setting up a wider choice of sports that women may be interested. This year we have seen increased participation through rock climbing, surfing, equestrian, yoga, basketball and we are actively searching for new means of getting women involved in university sport.

QMU

None

Glasgow

During Freshers week we had a targeted campaign to attempt to increase female participation in sport. A larger proportion of females make use of our health and fitness facilities but we wanted to increase the percentage that played in clubs

We have worked hard on making our sports facilities more accessible to females. For example the weights rooms that are typically male dominated.

Similarly mixed clubs, especially martial arts, can easily fall into having solely male members. However, due to our efforts and cooperation from the clubs such as Muay Thai and boxing have record numbers of female members.

Glasgow Caledonian

In Caley we have an equal opportunities policy therefore there is generally a girls and boys team of each sports and girls and boys can participate in all non competing sports activities

Strathclyde

We recruit at the start of the year in Sports Fairs on both campus's. Currently putting out womens hockey 2 teams on a Saturday and on a Wednesday. 3 netball teams in a regional league and 2 in SUS league. Womens football are not struggling for numbers

at all, regularly have 16+ in squad. Equestrian is pretty much dominated by females and women's basketball and tennis are fielding teams each week in the league

UWS

As there are only so many sports that are female specific at our university and we have a very limited budget we have not done anything to encourage women in particular, we encourage all students.

Appendix Four: Questionnaire 2

Female Participation in Sport and Exercise in Scottish Universities

The results from this questionnaire will be used as part of a research project that is being conducted on behalf of Scottish Universities Sport. All the information given will be dealt with confidentially.

1. How old are you?

- | | | |
|------------------------|---|--------------------------|
| 17 | 1 | <input type="checkbox"/> |
| 18 | 2 | <input type="checkbox"/> |
| 19 | 3 | <input type="checkbox"/> |
| 20 | 4 | <input type="checkbox"/> |
| 21 | 5 | <input type="checkbox"/> |
| 22 | 6 | <input type="checkbox"/> |
| 23+ | 7 | <input type="checkbox"/> |
| Other (please specify) | | |

2. Which university do you go to?

- | | | |
|------------------------------------|---|--------------------------|
| Edinburgh | 1 | <input type="checkbox"/> |
| Heriot-Watt | 2 | <input type="checkbox"/> |
| Napier | 3 | <input type="checkbox"/> |
| Queen Margaret | 4 | <input type="checkbox"/> |
| Glasgow | 5 | <input type="checkbox"/> |
| Glasgow Caledonian | 6 | <input type="checkbox"/> |
| Strathclyde | 7 | <input type="checkbox"/> |
| University of the West of Scotland | 8 | <input type="checkbox"/> |

3. Are you a member of a university sports club?

Yes No

If no please go to question 13

4. Which club are you a member of?

5. Why did you join this club?

- | | | |
|-----------------------------------|---|--------------------------|
| Played the sport at school | 1 | <input type="checkbox"/> |
| Wanted to try something different | 2 | <input type="checkbox"/> |
| My friends joined this club | 3 | <input type="checkbox"/> |
| Other (please specify) | | |

6. On a scale of 1 to 5, do you think there is an equal opportunity for women to be as involved in the day to day running of your university sports club as men?

Equal opportunity 1 2 3 4 5 *No opportunity*

7. How many committee places are there at your University Sports Club?

8. How many of the committee are female?

9. On a scale of 1 to 5 how easy is it for females to become coaches in your sports club?

Very easy 1 2 3 4 5 Very difficult

10. On a scale of 1 to 5 how easy is it for females to become referees in your sports club?

Very easy 1 2 3 4 5 Very difficult

11. On a scale of 1 to 5, how often does your sports club feature in your student newspaper?

Very often 1 2 3 4 5 Never

12. When your sports club features in the newspaper, what are the articles about?

Match reports 1
Results 2
Up coming events 3
Other (please specify)

Please go to Question 14

13. Why are you not a member of a university sports club? Please tick the most appropriate answer

None that appeal to you 1
Sports clubs are too cliquey 2
Don't think you'd be good enough 3
None train at suitable times 4
Other (please specify)

14. Are you a member of the university gym?

Yes No

If yes go to question 18

15. Why are you not a member of the university gym? Please tick most appropriate answer

- Member of another gym 1
- Too expensive 2
- Don't have time to go to a gym 3
- Gym doesn't offer membership 4
- Don't like the facilities 5
- Not interested 6
- Other (please specify)

16. What would encourage you to join the gym? Please tick most appropriate answer

- Cheaper admission fees 1
- Women only gym sessions 2
- More staff on hand to answer questions 3
- Modernised facilities 4
- Nothing 5
- Other (please specify)

17. What is your main reason for not participating in sport and exercise? Please tick the most appropriate answer

- Not enough time due to university work 1
- Not enough time due to part time job 2
- Admission fee/membership to the gym is too expensive 3
- No-one to go with 4
- Not interested in sport or exercise 5
- The gym is too busy 6
- Don't like how you look when exercising 7
- Poor facilities on offer 8
- Fear of being considered unfeminine 9
- Other (please specify)

Please go to question 20

18. Why did you join the university gym? Please rank the following in order of their importance in making your decision. 1 – most important, 4 – least important

- Want to keep fit 1
- Offers good value for money 2
- Good facilities 3
- Easily accessible 4
- Other (please specify)

19. What is the main reason for your participation in sport and exercise? Please tick the most appropriate answer

- To keep physically fit 1
- To maintain/lose weight 2
- Social reasons 3
- To alleviate stress 4
- Peer pressure 5
- Other (please specify)

Please indicate the extent to which you agree/disagree with the following statements

20. I do enough exercise to benefit my health

Strongly agree **1** **2** **3** **4** **5** *Strongly disagree*

21. Exercise is important to me

Strongly agree **1** **2** **3** **4** **5** *Strongly disagree*

22. Elite female athletes are not as talented as elite male athletes

Strongly agree **1** **2** **3** **4** **5** *Strongly disagree*

23. Traditional sports (e.g. football, rugby, hockey) are unfeminine

Strongly agree **1** **2** **3** **4** **5** *Strongly disagree*

24. Sportswomen are unfeminine

Strongly agree **1** **2** **3** **4** **5** *Strongly disagree*

Thank you!

Appendix Five: Additional Quantitative Coding of Questionnaire 2

Question 13

- 5 – Don't fancy it
- 6- No-one to go with
- 7 – Haven't got time
- 8 – Don't like the competitiveness

Question 15

- 7 – No-one to go with

Question 16

- 6 – If friends joined
- 7 – If I had more free time

Question 17

- 10 – Don't like the competitive element
- 11 – Don't like the sports kit
- 12 – Haven't got the energy

These options were added as they had been written in the 'other' option. By adding this additional option, data analysis will be quicker and more accurate.

Appendix Eleven: Interview Questions

1. Research from the Youth Sports Trust has illustrated that 40% of girls drop out of all sports activity by the time they are 18. What current specific marketing strategies do you have in place to target this group?
2. Research from the Women's Sport and Fitness Foundation has illustrated that young women (16-24 year olds) are half as active as their male counter parts. What do you think are the barriers to their participation and what are you doing to overcome these obstacles?
3. Do you offer sports bursaries to students? If so how many do you give each year and what is the male/female ratio?
4. Do you host any women only events? What were these and were they well attended? Lead to any significant membership increases?

Appendix Eight: Transcripts of Interviews

Interview 1 – Julie Falls from Glasgow University

Sport and Recreation Service
Stevenson Building
Glasgow
18/11/08 1.40pm

- 1. Research from the Youth Sports Trust has illustrated that 40% of girls drop out of all sports activity by the time they are 18. What current specific marketing strategies do you have in place to target this group?**

Our facility has recently had a complete refurbishment – we've got new CV machines which are now linked up to the television network and all our marketing images include pictures of different types of users.

A screen has been added in the weights room to separate the fixed and free weights. We felt that by adding a screen it would reduce the intimidating male dominated atmosphere in the weights room and encourage girls to go in.

There is a diverse programme of classes and recently more dance and self defence classes have been added. We think it is important to listen to what the students want – if enough students want a certain class we are very flexible and will introduce it into our schedule or at least give it a trial period and if any classes aren't well supported we usually change it to something that people have requested.

We have a good informative website and we now have pages on bebo and facebook – we felt this was a good method of reaching out to our students and on these pages we have our classes timetable, information about any forthcoming events, images and pictures of the facility and a page about the benefits of exercise.

All the staff in our centre are well trained, friendly and approachable. Free inductions are offered to students when they join the gym. We do this to teach them how to use the equipment but it also lets students know that they can approach the staff with any issues they may have in the future.

We run an outreach programme – students come to the gym and ask us to provide this service. We go to the common rooms in halls of residences (which have more females) and either do a talk or take a class. This is to give the students a taster

which will hopefully encourage them to come along to the gym and get involved in the classes.

We've introduced a handball competition. Handball isn't popular among UK students but very popular among international students. Again, we've introduced this so international students will get involved.

2. Research from the Women's Sport and Fitness Foundation has illustrated that young women (16-24 year olds) are half as active as their male counterparts. What do you think are the barriers to their participation and what are you doing to overcome these obstacles?

I think time is a main barrier to female participation so we have introduced an 'express workout' which enables a good workout in just half an hour, which means students can come in over lunch or in between lectures and feel like they have worked hard.

I also think girls are often intimidated by the gym, especially the weights room so as I mentioned earlier we have put up screens to offer more privacy.

I don't think the gym is a main priority with freshers – I think they are more likely to join a sports club as it is more social and a good way to meet new people and make friends.

We have an advice centre for students to call in and ask any questions they may have about physical activity. These questions can be about anything – diet, specific exercises for certain parts of the body, what exercise plan would suit them best. This advice is free of charge and students don't need to make an appointment – can call in anytime.

3. Do you offer sports bursaries to students? If so how many do you give a year and what is the male female ratio?

This year we have 22 bursaries: 14 male and 8 female. Generally more men tend to apply for bursaries. I think this is because men tend to be of a higher level of sport than women when they reach university, however we equally encourage both genders to apply.

4. Do you host any women only events? What were they? Were they well attended? Lead to any significant membership increases?

We don't hold any women only events due to equality legislation. I don't think that women only events would encourage more females to go – I don't think boys are a reason why females don't get involved in exercise; time restrictions and lack of knowledge are more of an issue.

A lot of women come to the classes – they are definitely the majority. I think this is because women prefer to exercise in a group. Whether this is because of female solidarity or because they know that when they go to the class they will get a good workout and not have to wait around for a machine I don't know.

Interview 2 – Anne Marie Hughes from Strathclyde University

Centre for Sport and Recreation
Cathedral Street
Glasgow
18/11/08 11am

1. Research from the Youth Sports Trust has illustrated that 40% of girls drop out of all sports activity by the time they are 18. What current specific marketing strategies do you have in place to target this group?

We listen to the feedback from our students and any suggestions that they make are listened to. From them we found that quite a few of them did not like going into the pool with men, mainly because they felt self conscious so we have introduced 2 sessions a day of women only times in the pool.

We have also introduced more female orientated classes such as hip hop dancing and bollywood dancing. These classes are extremely well attended and although they are open to both men and women, they tend to be female dominated.

We realised that our changing area wasn't very appealing to females so we now have 2 changing areas. The newer area has lockers, cubicle showers and hair dryers and has a much nicer atmosphere to it than the previous one had.

- 2. Research from the Women's Sport and Fitness Foundation has illustrated that young women (16-24 year olds) are half as active as their male counterparts. What do you think are the barriers to their participation and what are you doing to overcome these obstacles?**

I think girls tend to have body image issues and don't like others to see them when they are getting changed. This was one of the reasons why we updated our changing facilities – to give them a bit more privacy when they are getting changed.

Girls tend to be less physically active at school and this carries on when they reach university. This isn't helped by the general perception that being sporty is manly and that it is unfeminine for women to be interested in sport.

However saying this in my opinion more women attend classes (about 80% females and 20% males) but more men are members of the gym.

- 3. Do you offer sports bursaries to students? If so how many do you give a year and what is the male female ratio?**

This year we have given bursaries to 20 males and 4 females. Obviously it varies on the level of applicants but generally more men apply for bursaries. I think this is because men tend to maintain the competitive level of sport whereas women lose their participation to other things and don't prioritise it.

- 4. Do you host any women only events? What were they? Were they well attended? Lead to any significant membership increases?**

We have gym challenges where women compete against women but in the same competition men compete against men – so no no specific women only events.

Interview 3 – June Adamson from Edinburgh University

Centre for Sport and Exercise
Pleasance
25/11/08 9.15am

- 1. Research from the Youth Sports Trust has illustrated that 40% of girls drop out of all sports activity by the time they are 18. What current specific marketing strategies do you have in place to target this group?**

We have no specific strategies to target females but I feel that our facility and classes are very appealing to female students. We have the largest range of classes – many of which are female orientated – hip hop, hula hooping etc. A lot of women attend the exercise classes – I think this is because women prefer to have a visual stimulus and tend to work harder in a group.

There are so many dance opportunities at Edinburgh University and although some men do get involved in this, women are definitely in the majority. We have the largest selection of dance classes and every year there is a dance show – this gives the students something to aim towards and provides a great social atmosphere.

2. Research from the Women’s Sport and Fitness Foundation has illustrated that young women (16-24 year olds) are half as active as their male counterparts. What do you think are the barriers to their participation and what are you doing to overcome these obstacles?

I think students perceive time as a barrier to participation, but I think they just need to prioritise sport and make it more important in their life. Students tend to make their own barriers, maybe psychological – if they are overweight they may not want to go to a class as they don’t want people to see them exercising or if students are shy they may not want to go to a class or the gym by themselves.

Accessibility can be a barrier, however I don’t think that is an issue with the CSE as we are located so centrally.

We are linked with the University Counselling Service – they refer clinically depressed students to us and I will have a talk with them and discuss how exercise may be able to help them. We work out what the student wants to gain from the exercise – whether these are psychological or physiological. We encourage them to come to the gym on a regular basis which will get them into the habit of exercise and give them a routine. We encourage them to bring a friend with them – as well as providing company it also motivates them and keeps them coming regularly.

We also have recreation supervisors in the gym who are available to advise students and give them advice on any issues they may have.

3. Do you offer sports bursaries to students? If so how many do you give a year and what is the male female ratio?

We have given out 202 sports bursaries and scholarships this year: 96 to men and 106 to females. We normally have a 50:50 split of applicants – just depends on the strength of the candidate.

4. Do you host any women only events? What were they? Were they well attended? Lead to any significant membership increases?

Used to have women only sessions on the nautilus machines but we stopped due to equality opportunities. I don't think women only sessions would make much of a difference to participation – don't think it is the men that put women off going to gym.

Interview 4 – Sarah McMahon from Heriot-Watt University

Phone interview
27/11/08 2.45pm

1. Research from the Youth Sports Trust has illustrated that 40% of girls drop out of all sports activity by the time they are 18. What current specific marketing strategies do you have in place to target this group?

We offer a wide range of classes and a higher percent of women attend these than men (roughly 95-98%) I think this may be because of the preconceived idea that classes are girly – this maybe isn't helped by the name of the classes 'back to abs and chillout.'

All our marketing visuals feature women being active – trying to destroy the perception that exercising and being fit is unfeminine.

2. Research from the Women's Sport and Fitness Foundation has illustrated that young women (16-24 year olds) are half as active as their male counterparts. What do you think are the barriers to their participation and what are you doing to overcome these obstacles?

I think our changing facilities are definitely a reason why females are put off exercising here. They are old and mouldy and the showers have disgusting shower

curtains – we want to install swing doors but these are too expensive. We have hairdryers but again these are old and not very good.

We have quite a lot of Muslim students at our university but unfortunately we don't offer any women only sessions and you can see into a lot of our facilities, so this is a barrier to their participation.

Apart from these factors I think we are a female friendly facility and the sports union offers women only sports clubs – but I'm sure Ross has told you about these.

3. Do you offer sports bursaries to students? If so how many do you give a year and what is the male female ratio?

Ross Campbell Sports Development Co-ordinator at Heriot-Watt gave me this information

This year Heriot-Watt has given out 19 sports scholarships – 13 men and 6 women and 12 bursaries – 9 men and 3 women. Generally more males apply than females but this is understandable as Heriot-Watt is a male dominated university.

4. Do you host any women only events? What were they? Were they well attended? Lead to any significant membership increases?

No we don't have any women only events due to equality issues. We used to offer women only free weight sessions (women are often put off going into the weights room as you just need to go in to smell the testosterone) but these were not very successful so we stopped them. We do have aerobic workshops which are open to men and women but more women tend to go to them.

Interview 5 – Laura Snedden from Napier University

Phone interview
27/11/08 3.20pm

1. Research from the Youth Sports Trust has illustrated that 40% of girls drop out of all sports activity by the time they are 18. What current specific marketing strategies do you have in place to target this group?

We do not have any marketing strategies that focus on females specifically. All our marketing is geared towards both male and female students. All our marketing visuals

feature both men and women and both sexes have an equal opportunity to become involved in the gym.

- 2. Research from the Women's Sport and Fitness Foundation has illustrated that young women (16-24 year olds) are half as active as their male counterparts. What do you think are the barriers to their participation and what are you doing to overcome these obstacles?**

I think girls don't like the masculine fuelled atmosphere in the gym and this puts them off from going. However I think if they went with a friend they would have the confidence to use the machines, although maybe not venture into the weights room.

- 3. Do you offer sports bursaries to students? If so how many do you give a year and what is the male female ratio?**

No information given.

- 4. Do you host any women only events? What were they? Were they well attended? Lead to any significant membership increases?**

No we do not offer any women only events, classes or sessions due to equality legislation.

Interview 6 – Martina McGeehan from Glasgow Caledonian

Telephone interview
27/11/08 4.15pm

- 1. Research from the Youth Sports Trust has illustrated that 40% of girls drop out of all sports activity by the time they are 18. What current specific marketing strategies do you have in place to target this group?**

We have no marketing strategies aimed specifically at women – just the same marketing strategies for the whole student population. Our marketing strategy does tend to be aimed at beginners and people who have not exercised in a while, but again not specifically to females.

We have an exercise referral scheme which is designed to encourage students who have no self confidence. We spend time getting to know the students and then advise them on the benefits that exercise could bring them and work out which classes they should go – but this service is not specifically for females, open to men as well.

- 2. Research from the Women’s Sport and Fitness Foundation has illustrated that young women (16-24 year olds) are half as active as their male counterparts. What do you think are the barriers to their participation and what are you doing to overcome these obstacles?**

I think the changing rooms put female students off. We used to have communal showers but we have since introduced cubicles. We also have a no lycra or crop top policy. I think it is important to reeducate people about the real benefits of exercise rather than it being a competition of who can lift the most weights or exercise for the longest period of time.

Any studios that have a lot of mirrors tend to be screened off so people can’t see in. I think this is important as people are often self conscious about people watching them while they are exercising.

We offer free advice on the best ways to exercise or any diet questions students may have – but of course this option is for men too.

- 3. Do you offer sports bursaries to students? If so how many do you give a year and what is the male female ratio?**

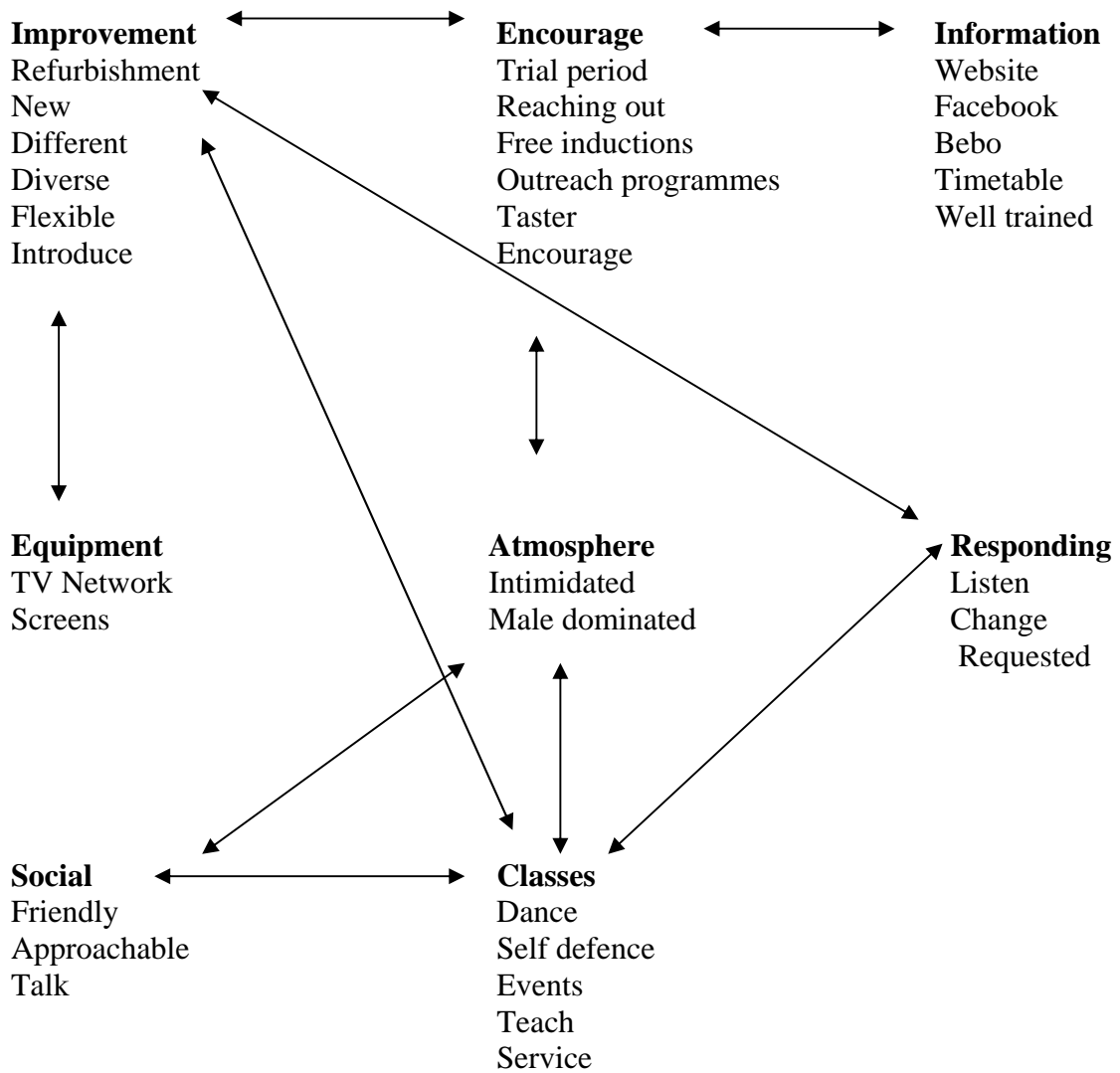
This year we have given out 12 bursaries – 6 male and 7 females. 21 applicants applied and it was roughly half and half.

- 4. Do you host any women only events? What were they? Were they well attended? Lead to any significant membership increases?**

We have Kumsa which is for our Muslim women – the windows are covered over so men can not see in.

We used to do women only classes which were generally 6 week beginner classes but we found that men were not the problem – it was the lack of self confidence, self esteem and perceptions about the male dominance in the gym that prevented females from getting involved.

Appendix Ten: Coding Relationships



Appendix Eleven– List of Respondents

Questionnaire 1 was sent to:

Joe Gray – Edinburgh University Sports Union President

Ross Simpson – Heriot-Watt University Sports Union President

Mike Wallace – Napier University Student Activities Officer

Andrew McClean – Queen Margaret University Student Vice President

Euan Millar – Glasgow University Sports Union President

Campbell Steel – Strathclyde University Sports Union President

Hannah Dunwoody – Glasgow Caledonian Vice Presidents Sport and Societies

Siobhan Wilson – University of the West of Scotland Sports President

Interviews were with:

June Adamson – Edinburgh University

Sarah McMahon – Heriot-Watt University

Laura Snedden – Napier University

Julie Fall – Glasgow University

Anne Marie Hughes – Strathclyde University

Martina McGeehan – Glasgow Caledonian University

Appendix Twelve– Further Results

The data collected from the research also provided these findings. They were not included in the main body of results as they are secondary to the main theme of this research.

Extent to which respondents think they do enough exercise to benefit their health

When the respondents were asked if they thought they did enough exercise to benefit their health, 8 (6.7%) strongly agreed, 56 (46.7%) 39 (32.5%) neither agreed nor disagreed, 13 (10.8%) disagreed and 4 (3.3%) strongly disagreed.

Extent to which respondents think exercise is important to them

14 (11.7%) strongly agreed, 53 (44.2%) agreed, 31 (25.8%) neither agreed nor disagreed, 18 (15%) disagreed and 4 (3.3%) strongly disagreed.

Extent to which the respondents believe that elite female athletes are not as talented as elite male athletes

7 (5.8%) believe that elite female athletes are not as talented as elite men athletes, 45 (37.5%) 35 (29.2%) disagree and 33 (27.5%) strongly disagree. No respondents chose the 'strongly agree' option so it was omitted from the pie chart.

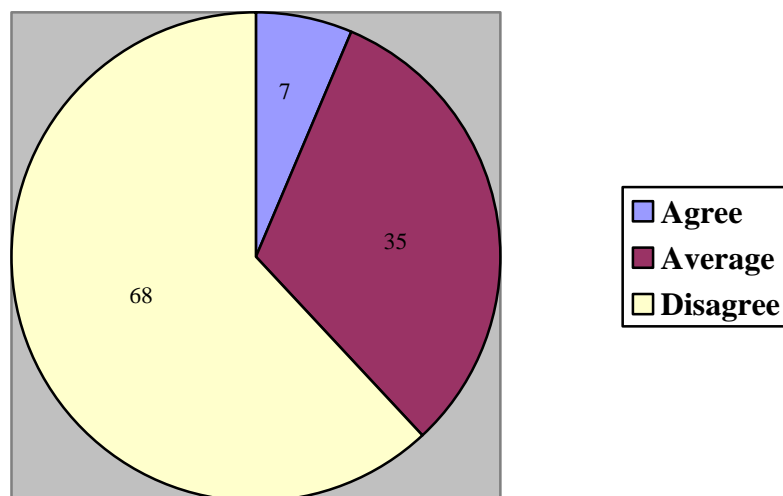


Figure 1: Pie Chart to show respondents opinions on whether they think elite female athletes are not as talented as elite male athletes

Extent to which respondents think traditional sports are unfeminine

3 (2.5%) strongly agreed, 16 (13.3%) agreed, 47 (39.2%) neither agreed nor disagreed, 37 (30.8%) disagreed and 17 (14.2%) strongly disagreed.

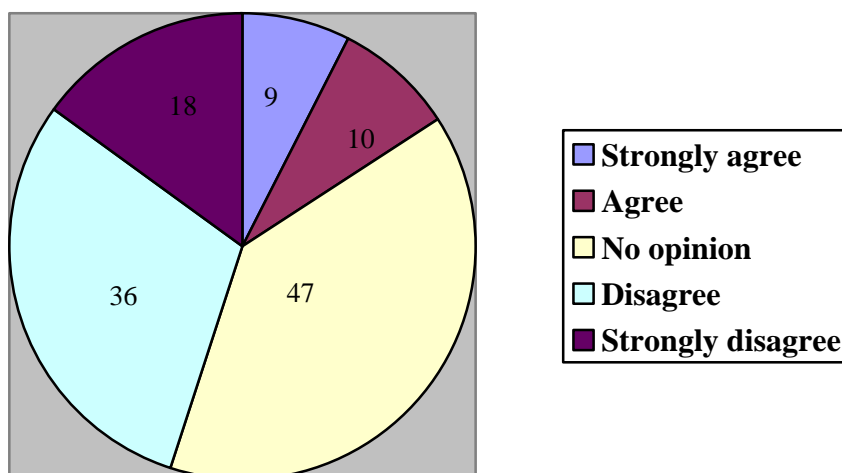


Figure 2: Pie chart to show respondents opinions on traditional sports being unfeminine

Extent to which respondents think that sports women are unfeminine

25 (20.8%) strongly agreed, 14 (11.7%) agreed, 18 (15%) neither agreed nor disagreed, 39 disagreed and 24 (20%) strongly disagreed.

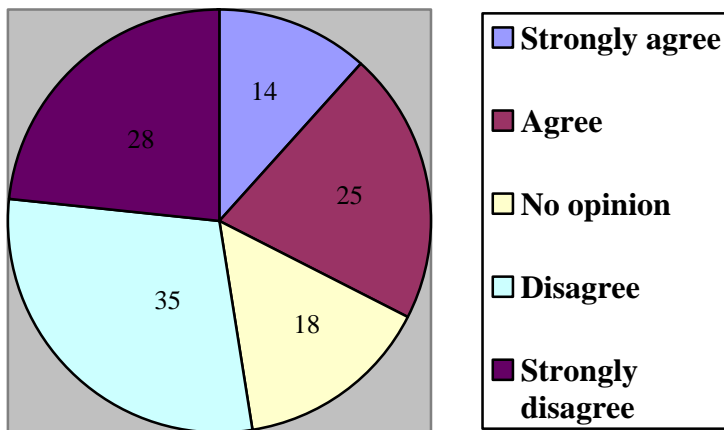


Figure 3: Pie chart to show respondents feelings on whether sports women are unfeminine

Respondents' opinions on whether women have an equal opportunity as men to be involved in the organisation of their club

Out of the 49 respondents who were able to answer, 26 students (53.1%) said there was an equal opportunity, 11 students (22.4%) said there was a fairly equal opportunity, 11 students (22.4%) said there was an average opportunity and 1 student (2%) said there wasn't really the same opportunity. No one said that there was no opportunity.

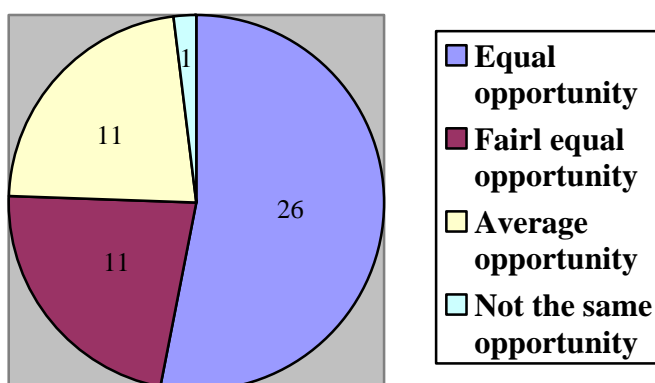


Figure 4: Pie chart to show respondents opinions on whether women have an equal opportunity as men to be involved in the organisation of their club.

The research showed that from the 49 respondents who answered the question relating to women having an equal opportunity to be involved in the organisation of their club, the majority (53.1%) said that they felt there was an equal opportunity. Only 1 respondent indicated that they felt there was not an equal opportunity. This disagrees with the literature review which stated that females are under-represented in the organisation and leadership of sports clubs. It would be interesting to have quantitative information about how many female captains there actually are.

The table below shows the female ratios at the largest sports clubs at each university.

Table 1: Table to show the percent of female members at the largest university sports club

University	Largest Club	Total Members	Female Members	Percent
Edinburgh	Snow	744	423	56.9%
Heriot-Watt	Football	150	30	20%
Napier	Snow	123	35	43.1%
QMU	Snow	60	40	66.7%
Glasgow	Snow	409	182	44.5%
Glasgow Caledonian	Badminton	120	Unknown	Unknown
Strathclyde	Football	134	20	14.9%
UWS	American Football	30	5	16.7%

What would encourage the respondents to join their university gym

The table below shows what would encourage students to join the gym.

Table 2: Shows what would encourage students to join the gym.

Reason	Number	Percent (%)
More free time	19	38.8
If friends joined	12	38.8
Cheaper admission fees	7	14.3
Nothing	7	14.3
Modernised facilities	3	6.1
Women only gym sessions	1	2

Appendix Thirteen – Tables and Figures

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