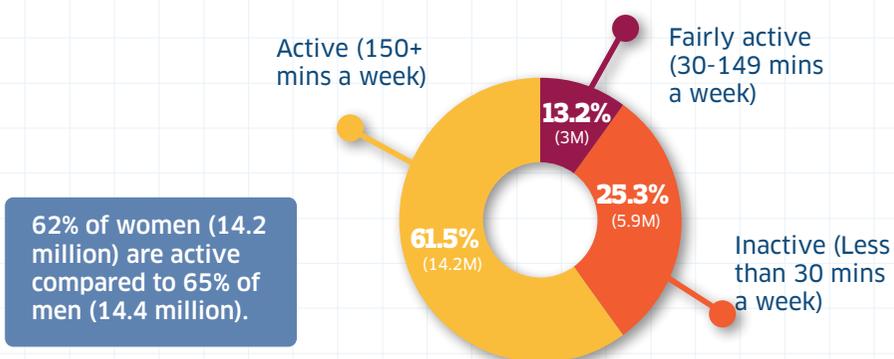


State of the Nation: A Spotlight on Women

Adults in the UK are recommended to take part in at least 150 minutes of moderate intensity or 75 minutes of vigorous exercise per week. Although there has been a 0.7% increase since November 2018¹ in the proportion of women in England who are meeting the guidelines, many women are not active enough. This factsheet outlines the current state of the nation and factors influencing the activity levels of women in the UK.

Levels of activity



Activity levels of women in England November 2018-2019¹

What barriers to physical activity do women report?

Common barriers reported by women include:



Coaching and activity levels

Despite being less active, women are more likely than men to receive coaching (22% vs 13%)⁴.

63% of adults who received coaching in the last 12 months were women



Women are also more positive than men about the coaching they receive and believe it helps them to⁵:



Improve their mental health and well-being
82% vs 69%



Improve their physical health
90% vs 82%



Improve their fitness
90% vs 81%



82% of women rated their last session as good compared to 77% of men.⁵

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Coaching and activity levels (Continued)

However, women are less likely to coach than men (5% vs 7%)⁶:

44% of adults who coached within the last 12 months were women⁶



Barriers to coaching identified by women include:



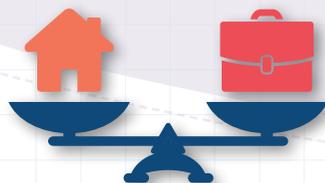
Cost of training/ qualifications

38% of female coaches identify cost as a barrier⁶



Lack of time

33% of female coaches stopped coaching because they no longer had time⁸



Balancing home/work life

33% of female coaches identify balancing work/home life as a barrier⁶

Family commitments are a significant barrier for female coaches⁷

How can coaches increase women's activity levels?

There are a number of ways that coaches can encourage women to be more active and meet the recommended physical activity guidelines.

Offer non-traditional activities

Non-traditional activities³:

- Combat ability concerns
- Build confidence

Promote the social aspects

Opportunity to socialise:

- Is important for women⁹
- Increases motivation to participate³

Encourage women to be active together

Group exercise:

- Increases commitment⁹
- Helps to form habits
- Provides peer support

Make sessions fun

Fun and enjoyment:

- Combined with challenge encourages continued participation²

Provide role models

Inspire women to think they can be active too:

- Provide role models^{9,11}
- Share relatable stories⁹
- Challenge cultural messages¹¹

Remove barriers to coached sessions

Ways to encourage coached sessions¹⁰:

- Provide sessions at a range of times
- Emphasise fun³
- Offer solutions to childcare

References

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