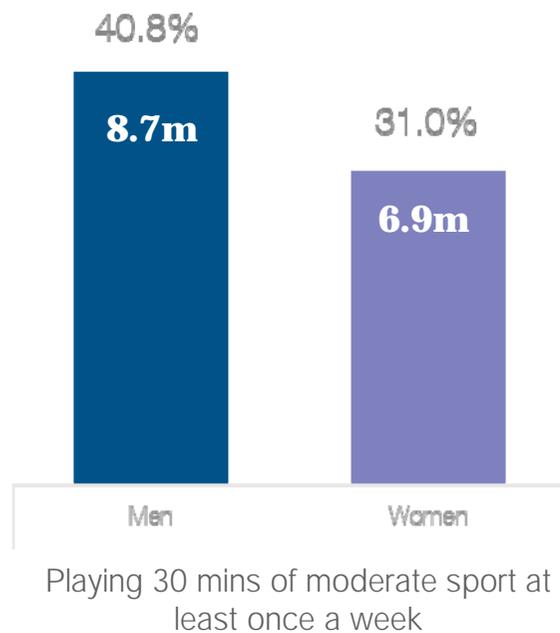


The insight behind This Girl Can

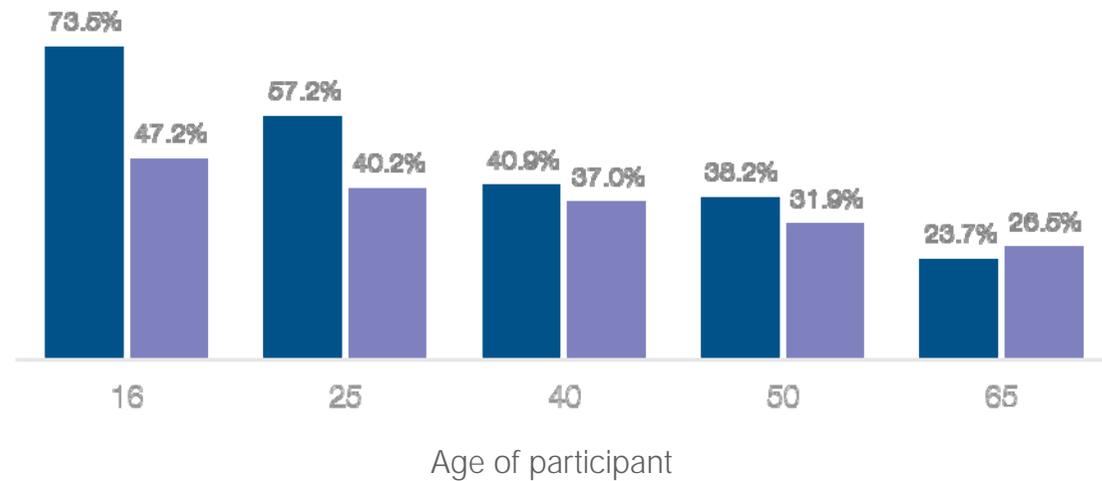


There are 2 million fewer women than men regularly playing sport



More men play sport than women at almost every age

Although participation is at its highest for women at the youngest age group. This is also where we see the largest gender gap



and the opportunity is huge . . .

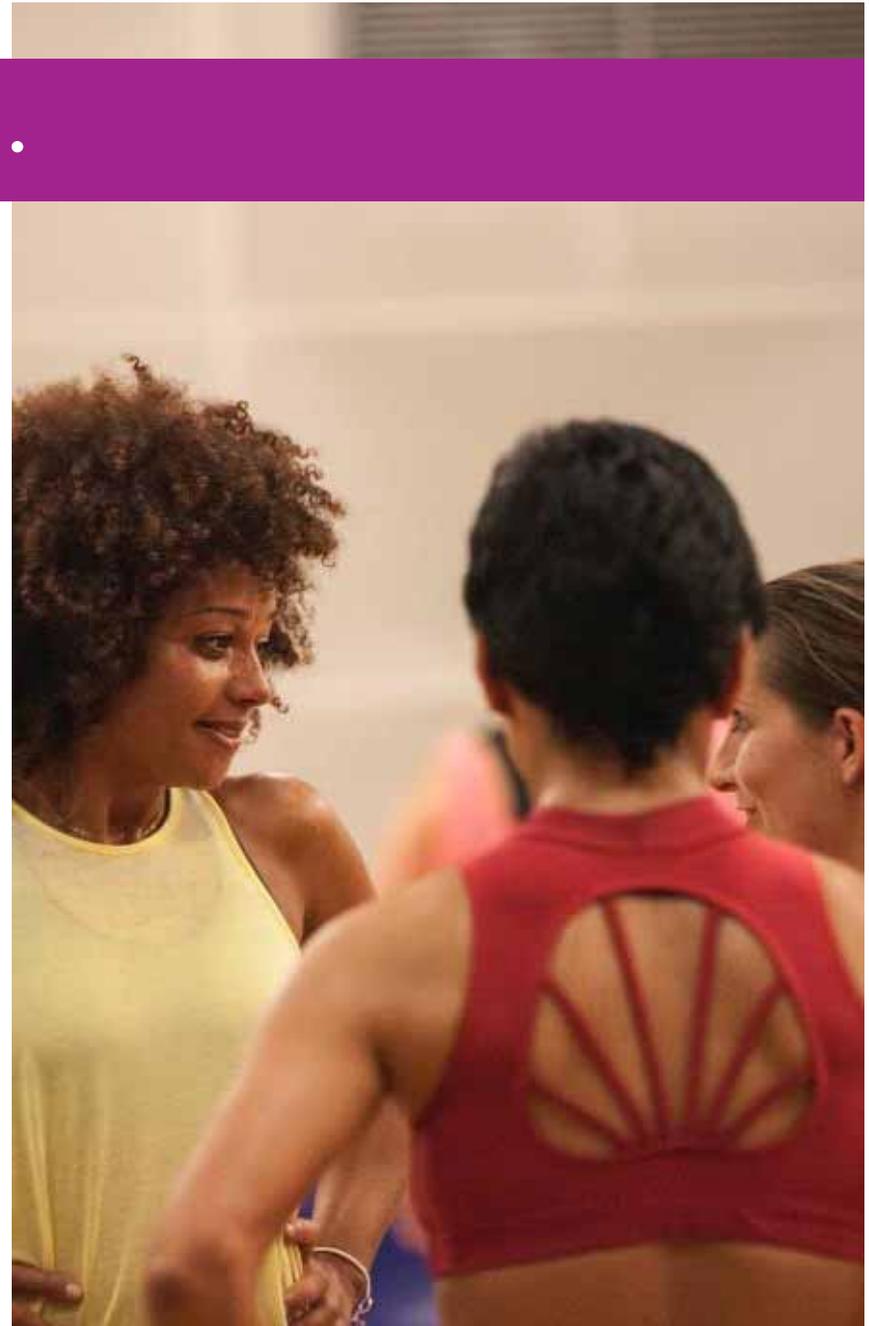
There are **9.4 million women** in England aged between 14-40 yrs old

When asked, **7.0m** say they would like to participate more in sport and physical activity

4m currently active at least once a week but want to do more

3.0m are **NOT** currently active

But something is stopping them . .



It's the fear of judgement that is truly significant and a unifying barrier to taking part

INACTIVE



- Getting sweaty
- Changing in front of others
- It's not feminine
- Reminiscent of school
- No equipment/clothing
- Don't know anyone
- Lycra
- Not fit enough
- Forgotten the rules
- Too competitive
- The family comes first
- Male instructors



ACTIVE

That's not to say fear of judgement stops when someone gets active!

Three dimensions of judgement

The societal body ideal



8/10

Girls aged 11-21 believe there is too much discussion about women's weight in the media

50%

Of the same group say they would like to look more like the images of girls and women they see in the media

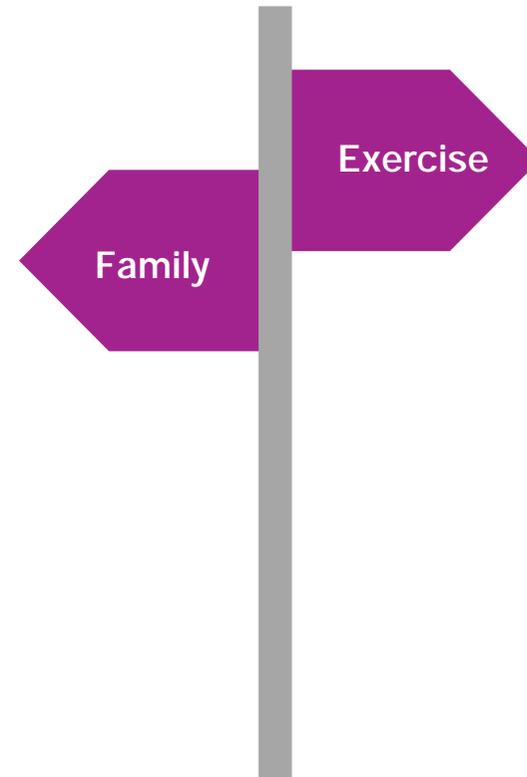
No win on ability

Butch



Rubbish

Damned if you do, damned if you don't



Focus group highlights

- Our women know they should exercise
→ But they feel judged and intimidated

"I don't dare go to the weights section - it is really intimidating"

"I'm self-conscious going to a gym. There are fit women on the treadmill and big men."

- They thought the creative material tested was liberating and motivating
→ And they're craving for someone to champion real women

"It made me realise that everyone else is also worried, maybe they're not judging so much"

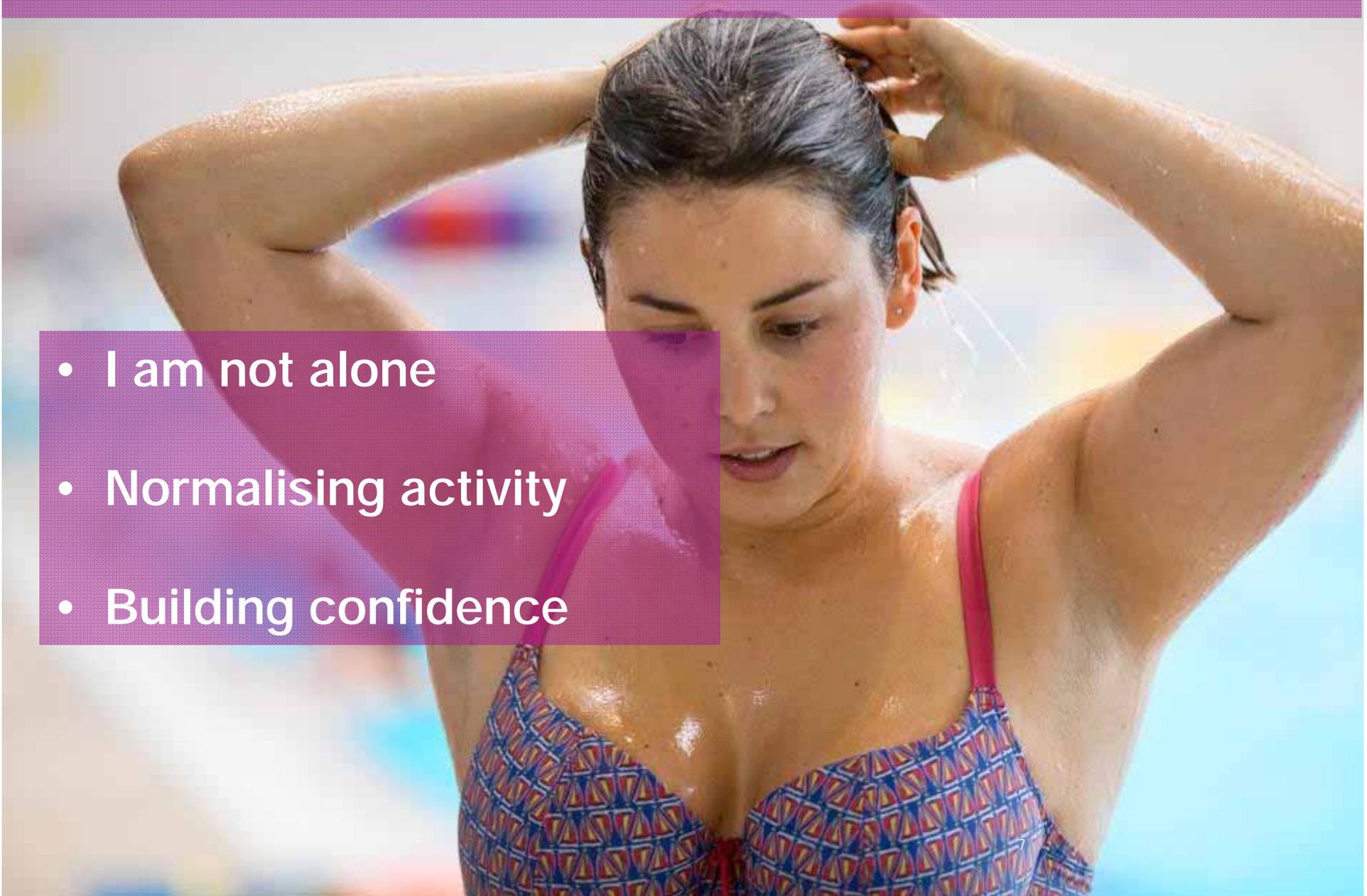
"Like "Just do it", but for normal people."

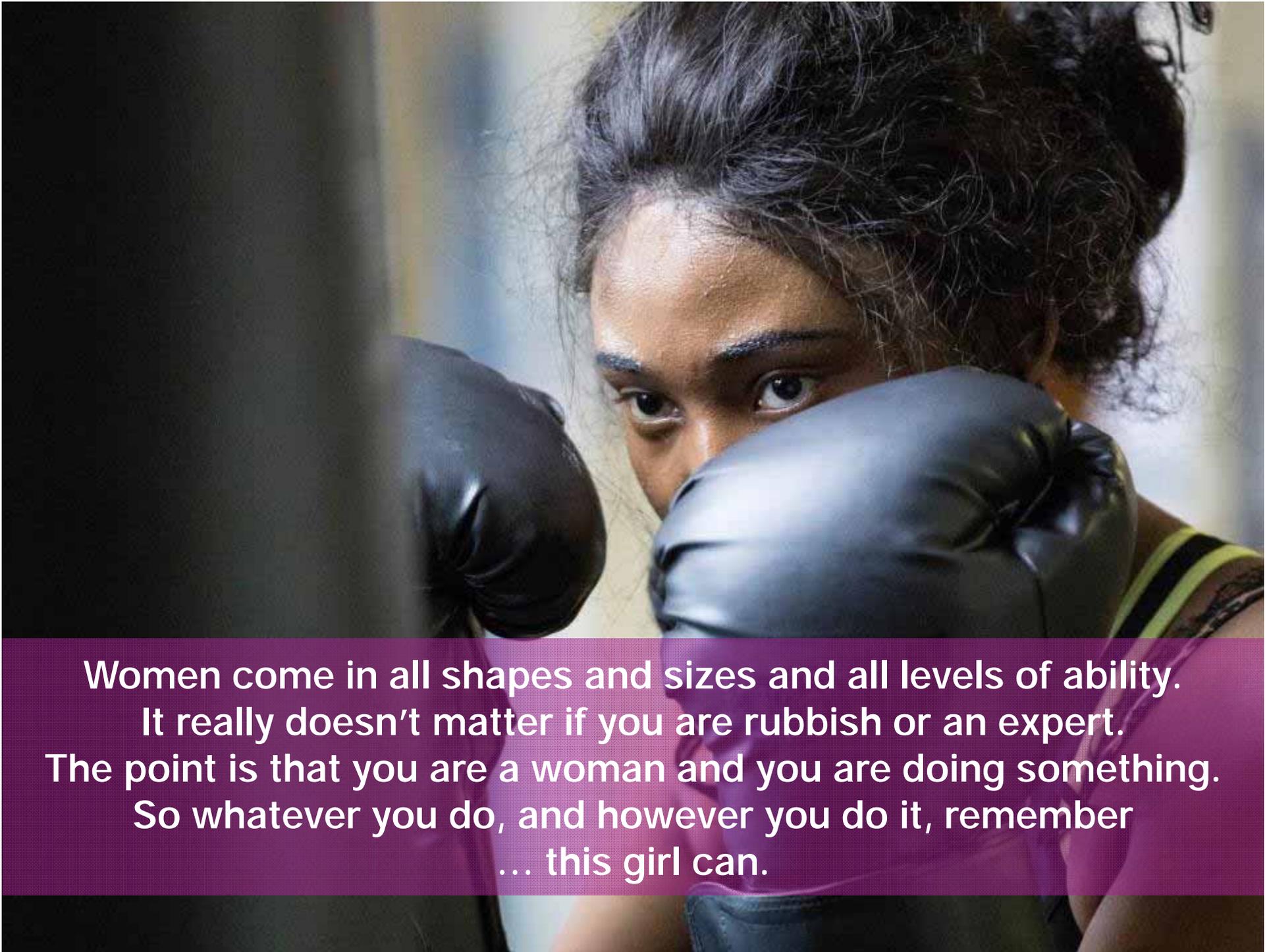
"It makes you feel inadequate when you see perfect people."

- They preferred images that were:
 - Using real looking women
 - Using women in the moment or looking content at having completed exercise
 - Not unflattering, but relatable

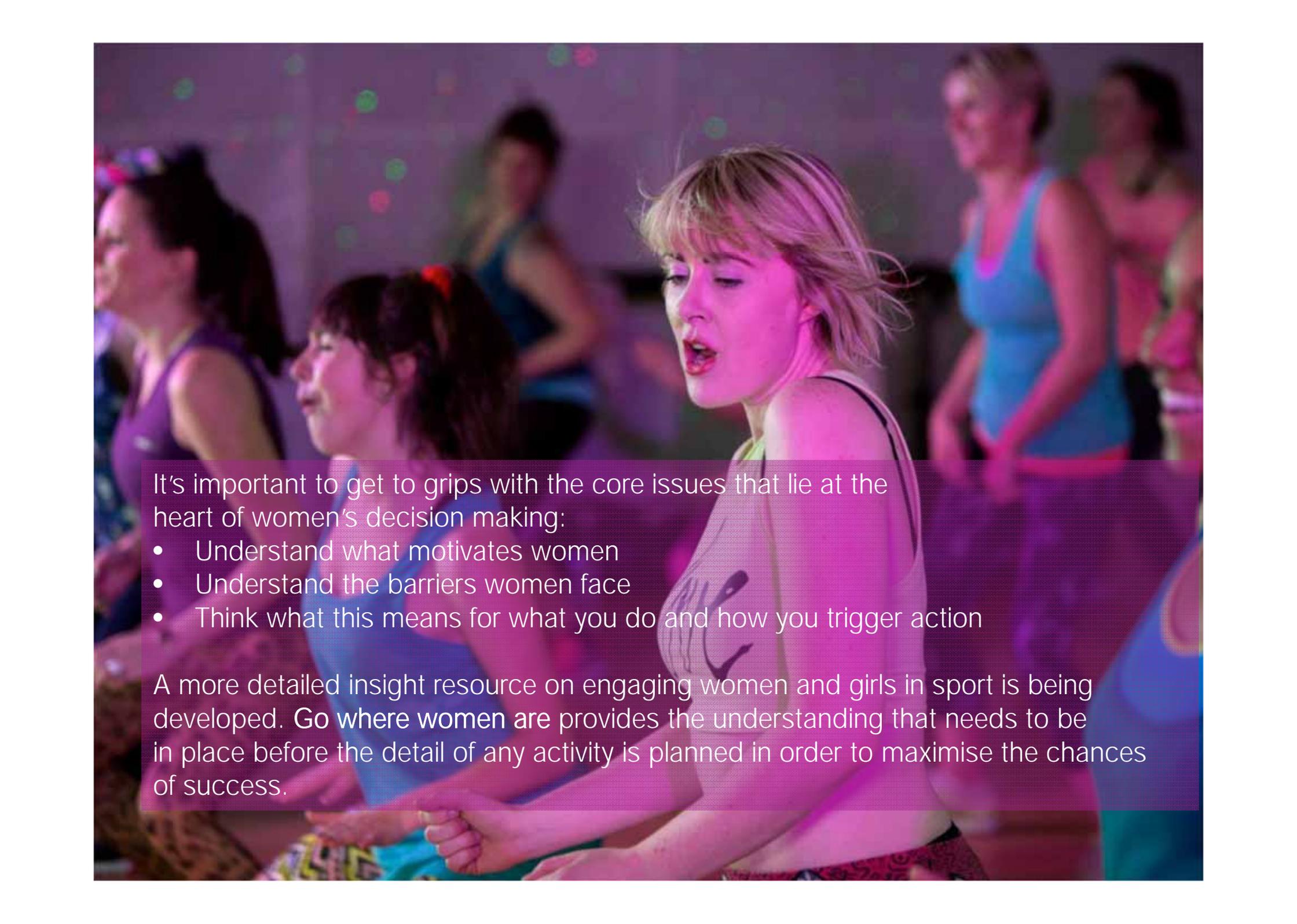
Liberating women from the fear of judgement

- I am not alone
- Normalising activity
- Building confidence





Women come in all shapes and sizes and all levels of ability.
It really doesn't matter if you are rubbish or an expert.
The point is that you are a woman and you are doing something.
So whatever you do, and however you do it, remember
... this girl can.



It's important to get to grips with the core issues that lie at the heart of women's decision making:

- Understand what motivates women
- Understand the barriers women face
- Think what this means for what you do and how you trigger action

A more detailed insight resource on engaging women and girls in sport is being developed. *Go where women are* provides the understanding that needs to be in place before the detail of any activity is planned in order to maximise the chances of success.