

A SPOTLIGHT ON WOMEN & GIRLS *in the Waikato region*

WOMEN (18+)
YOUNG WOMEN (12-17)
GIRLS (5-11)



Women and girls' participation in physical activity is on the rise!

WHAT WE DO



of females were active over the last 7 days (compared with 71% of males)

But we can't stop there.



of females **DO NOT** do enough physical activity to positively impact their health*

This is because traditional approaches to being active don't necessarily meet their needs and encourage continued participation over time.

WE WANT TO DO MORE



of women want to do more physical activity



of young women want to do more physical activity



of girls want to do more physical activity

WE KNOW IT'S IMPORTANT



of women and girls understand why taking part in physical activity is good for them

OUR BARRIERS TO PARTICIPATION



of **WOMEN** say that other commitments are taking priority (work and family)



of **GIRLS** and **YOUNG WOMEN** say they are too busy

Women and girls experience a range of other challenges to being active:

Cost	Health	Social confidence
Ability	Appearance concerns	

*For women this means that they are not doing at least 150 minutes of physical activity per week. For young women and girls, this means that they are not doing at least 420 minutes of physical activity per week.



WHAT MOTIVATES US?

FUN



SOCIAL CONNECTION

HEALTH & WELLBEING

WOMEN

92%

“Being physically active is very important for my physical health”

90%

“Being physically active is very important for my mental or emotional wellbeing”

89%

“Being physically active makes me feel good”

YOUNG WOMEN

89%

“Being physically active makes me feel good”

HOW WE PARTICIPATE

Women and girls are more likely to participate in non-competitive sport and activities.

72%

of women participated in non-competitive sport or activities only in the last 12 months

WOMEN



walking



gardening



individual workout



running/jogging



yoga/pilates

YOUNG WOMEN



running/jogging



walking for fitness



games
(eg. tag, four square, bullrush)



workout
(weights/cardio)



playing
(eg. running around, climbing trees)

GIRLS



playing
(eg. running around, climbing trees)



playing on playground



running/jogging



cycling



games
(eg. tag, four square, bullrush)

Want to better deliver to women and girls?

WE CAN HELP!

FREE online workshop



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