

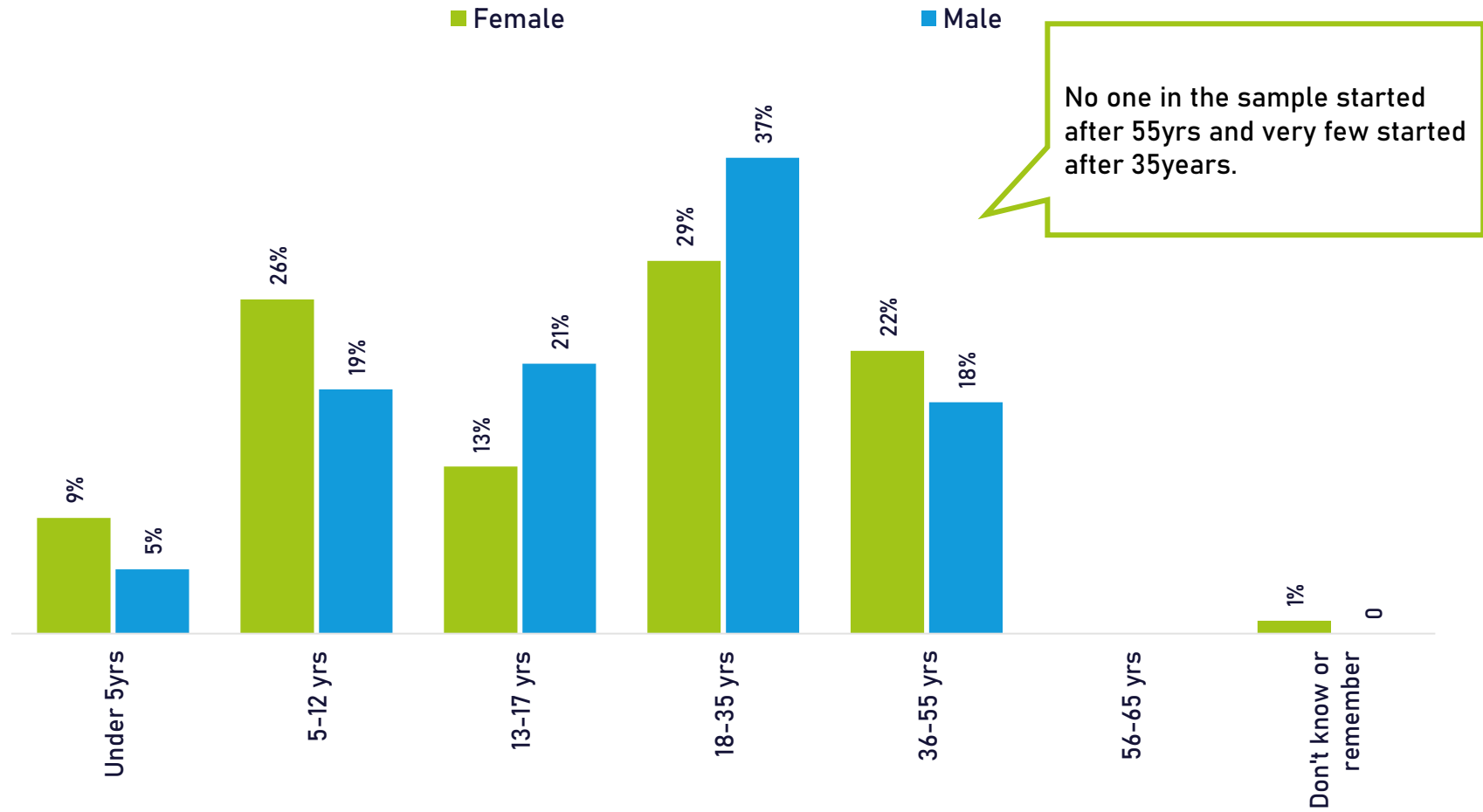
# WOMENS SPORTING JOURNEYS

## ORIENTEERING INSIGHTS

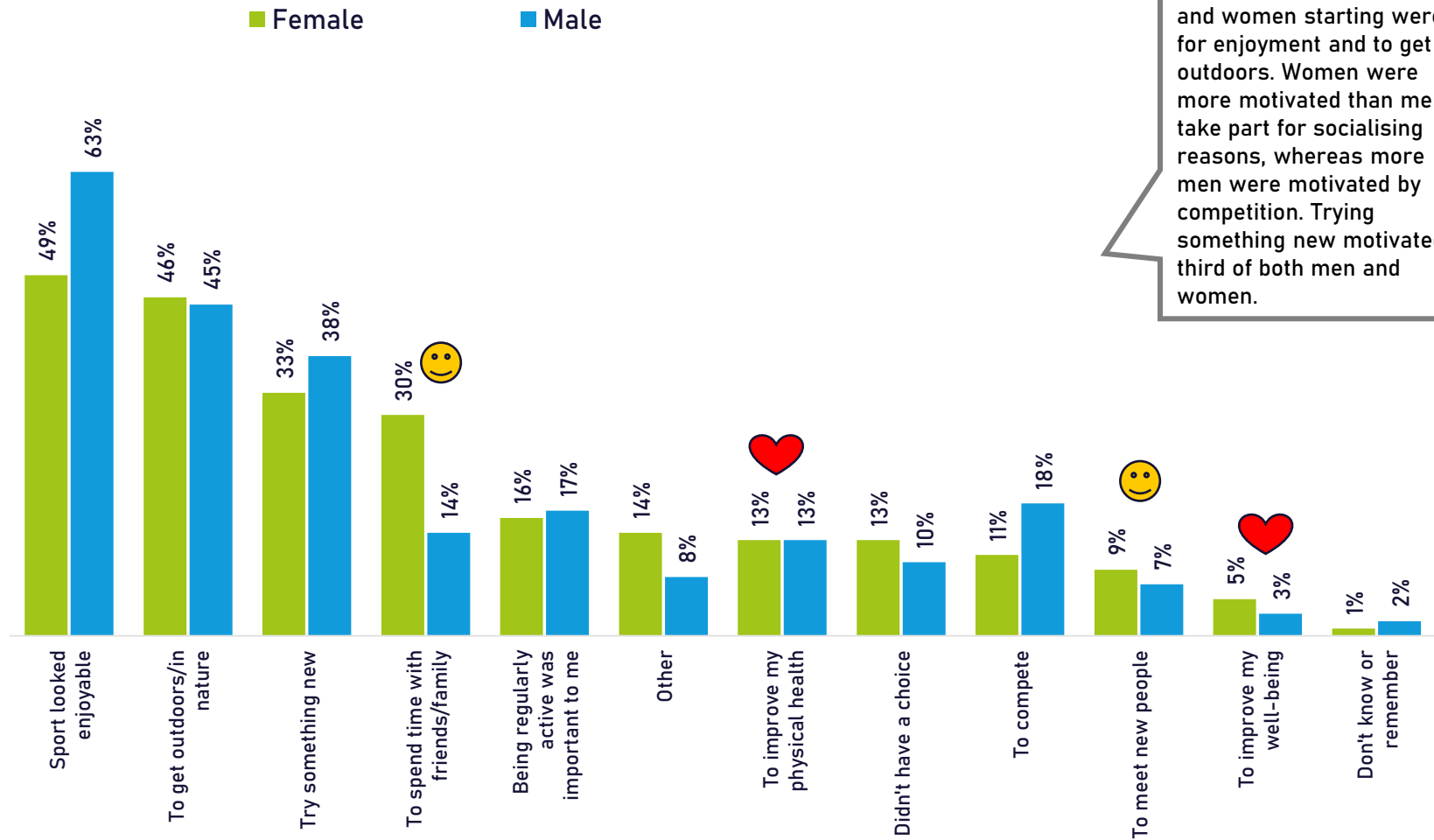
NOVEMBER 2021



# STARTING | What age did you start orienteering?

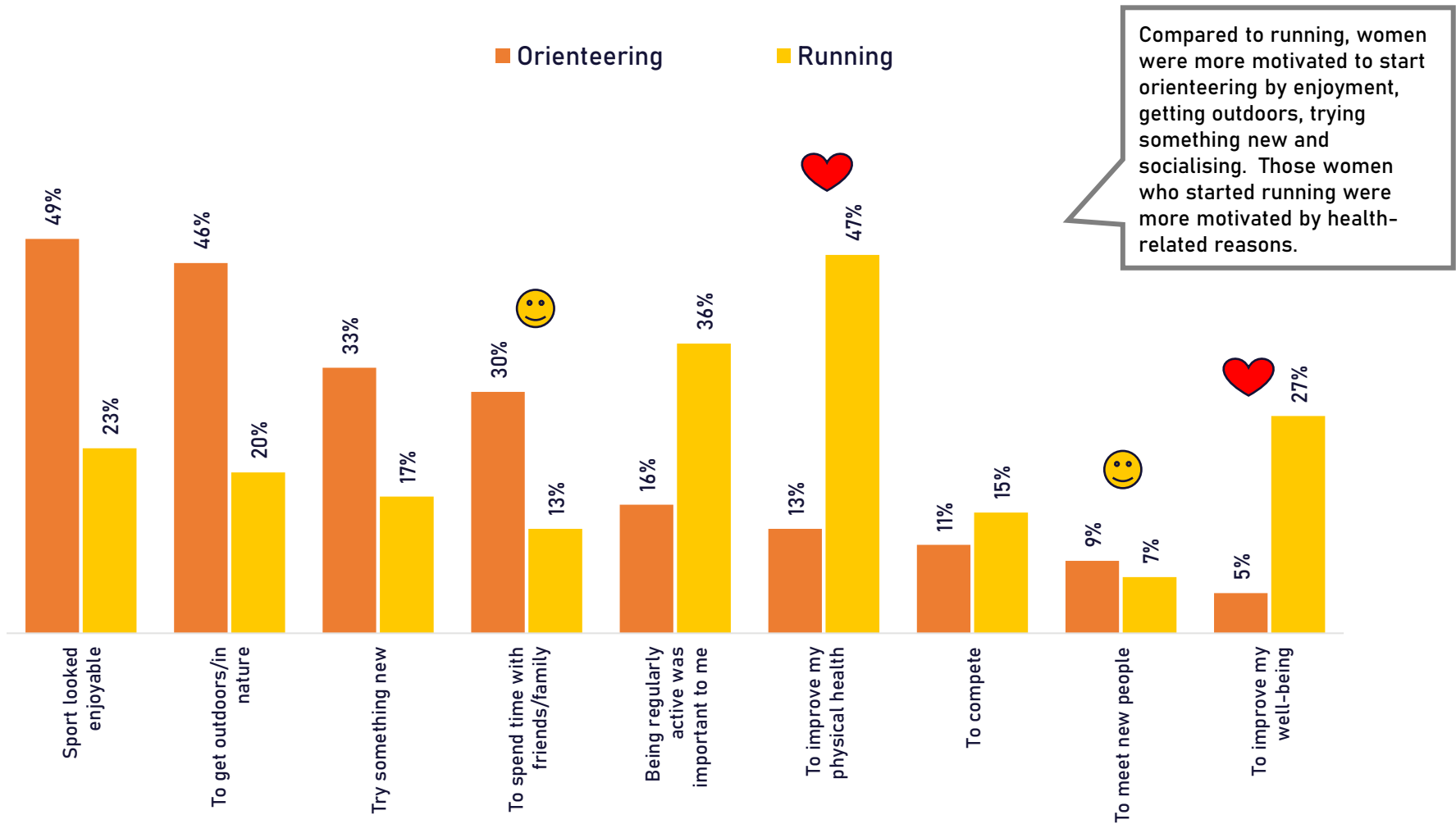


# STARTING | Why did you start orienteering?



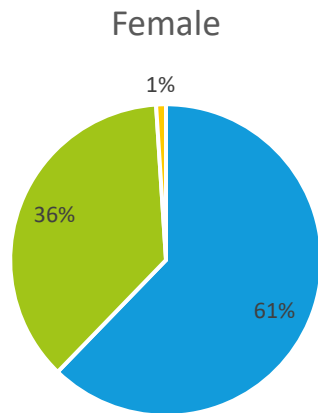
The main reasons for men and women starting were for enjoyment and to get outdoors. Women were more motivated than men to take part for socialising reasons, whereas more men were motivated by competition. Trying something new motivated a third of both men and women.

# STARTING | Motivations for orienteering v running in women?

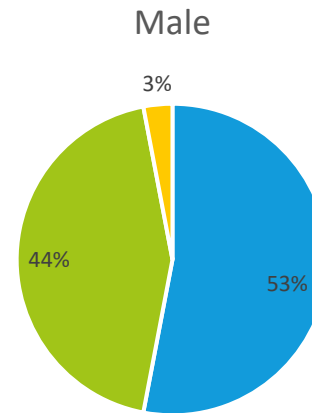




# JOURNEYS I Have you taken a break from orienteering?

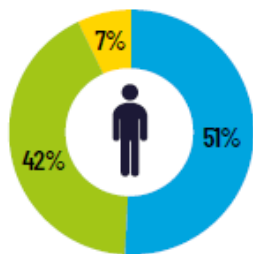
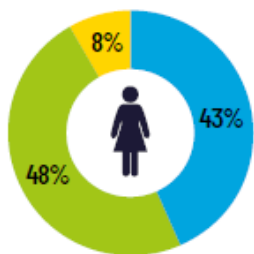


■ Continuous participation ■ Took a break ■ Stopped



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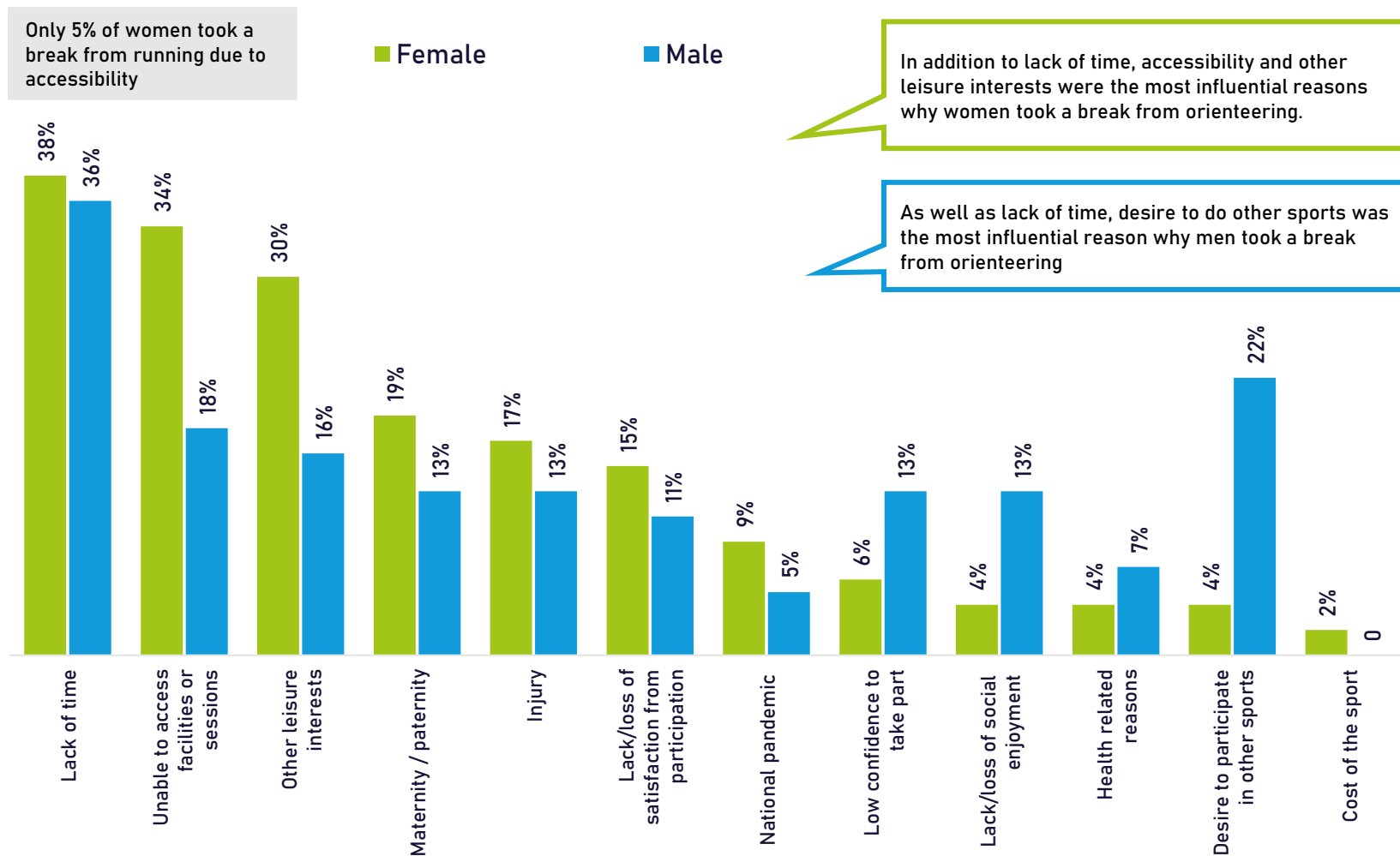
## Have you taken a break from or stopped your main sport?



■ Continuous participation ■ Break and return ■ Stopped Base: F 2564, M 2230

Once engaged, the majority of men and women continuously participate in orienteering. Women are more likely to continuously participate in orienteering compared to all sports. Those who take a break are very likely to return with low dropout rates compared to all sports.

# TAKING A BREAK | Why did you take a break from orienteering?



## ENGAGEMENT | An inclusive sport

### An inclusive sport

Orienteering is seen as an inclusive sport where people of all ages, juniors to masters, and abilities, beginners to elites, can take part in the same events. It is seen as a sport for life.

### A sport for the whole family

Orienteering is seen as a sport for all of the family, including babies in backpacks, grandparents with their children and grandchildren, parents and teenage children. People have different experiences during parenthood but at some point all return with a shared experience with their children.

### The post-university transition

A number of people noted the challenges they faced doing orienteering when they left university. The loss of mini-bus transportation was a barrier.

### Volunteer-led

The majority of respondents recognize the value of volunteers in orienteering and feel a sense of duty to give back to their sport.