



Women's
SPORT AND
FITNESS
FOUNDATION



Who are 'Back to Netballers' and what do they want from their netballing experience?

B2N audit and survey

Objective

- England Netball want to know who is playing B2N, what they enjoy, what they would change and what they want from their netball experience in the future
- On behalf of England Netball, WSFF has carried out a B2N survey, at the same time England Netball carried out an audit of members (September 2010)

The audit

- Carried out at the B2N sessions in September
- 25 clubs responded (408 respondents)

The survey

- 24 questions asked
- E-mailed out to around 3,000 participants. Also promoted via Facebook
- We had 343 responses to the survey
- 61% had been to at least one season of B2N

Who are B2Ners?

Demographic features	Audit results	Survey results
16-24	22%	14%
25-34	37%	44%
35-44	26%	33%
White	97%	93%
BME	3%	7%
With degree	42%	54%
Have-children	47%	43%
Full-time employment	54%	64%
Part-time employment	27%	21%
Looking after children	5%	6%
Students	10%	5%

Previous experience of netball

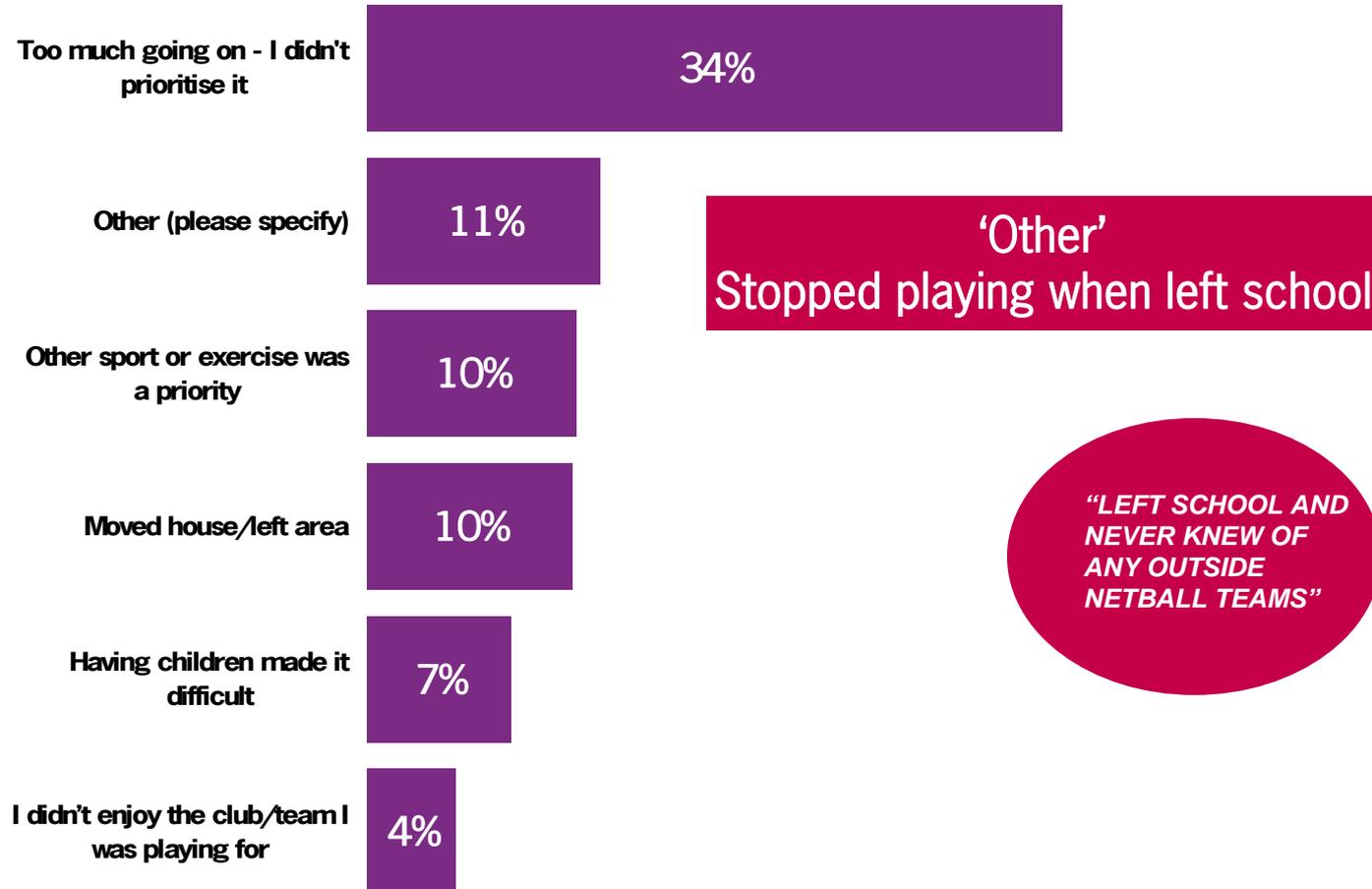
44% of women have not played netball for over 10 years (fewer than 2% have never played)

36% played within in PE lessons (29% had played at university (survey = 40%))

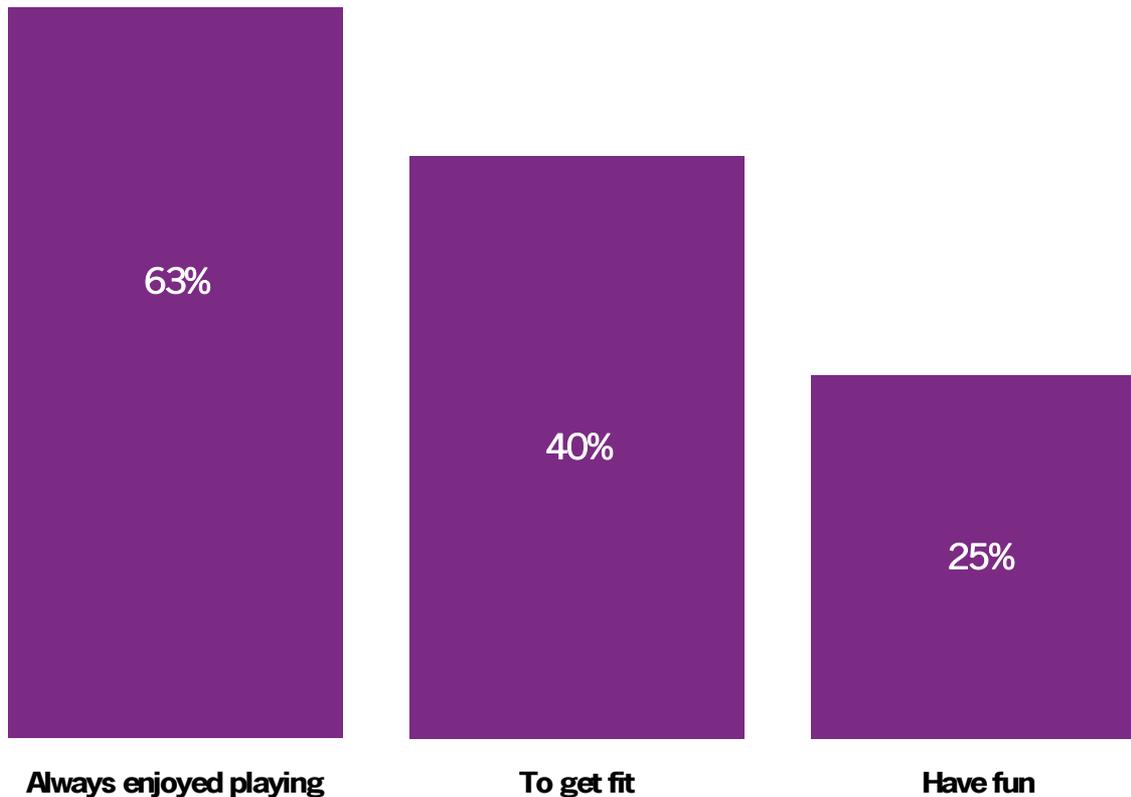
86% of survey respondents consider themselves a returner to netball. Just 6% consider themselves a beginner.

Note: The survey respondent's profile is slightly different from the true B2Ners profile – principally it is older and more likely to have a degree and be in employment. The survey did not pick up as many of the young students. The survey respondents are more likely to be from a BME group than what is reflecting in the sessions. This reflects the fact that the survey was carried out online and as such is likely to pick up more people who access their email regularly. However, the survey can still be used to understand what B2Ners want from their experience and in the future.

Why did B2Ners previously stop playing?



Why did they join B2N? (participants could give three reasons)

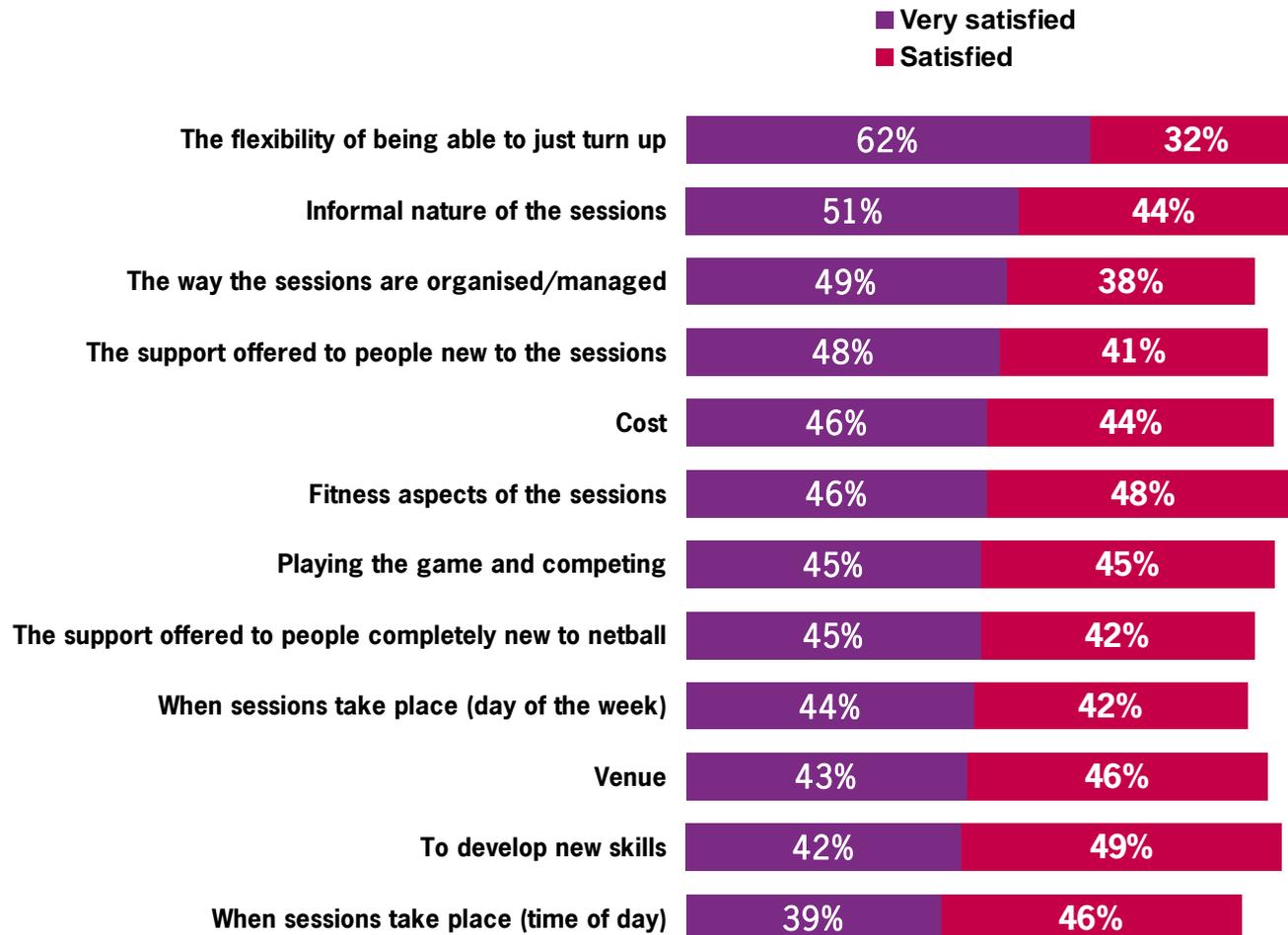


Making friends was not a main priority, although it was a consideration

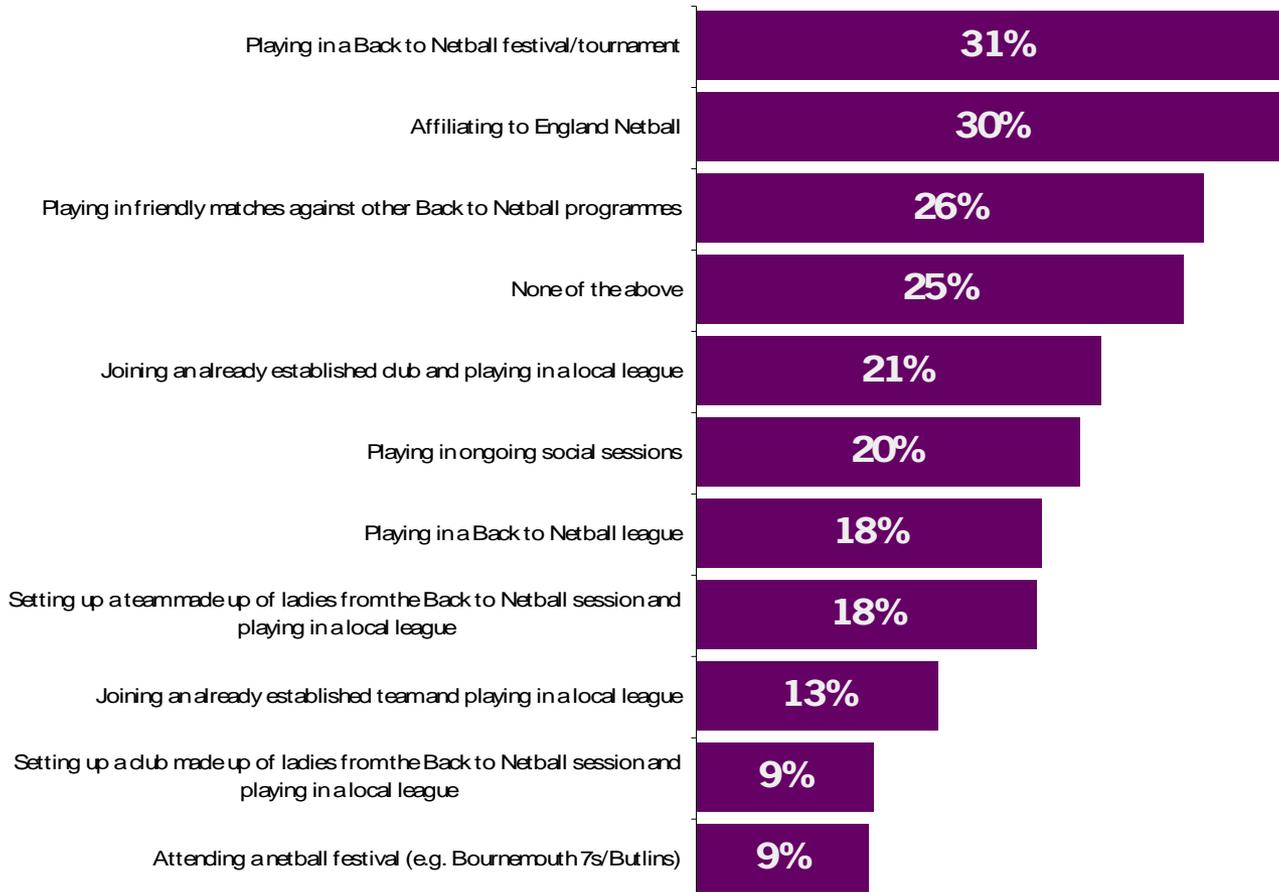
“Sounds odd - but I was allowed to!!! I thought you had to be young to play (I had always played at a good level, whereby everyone was young and fit, so didn't think older players could play.”

How satisfied are B2Ners with B2N?

93% are satisfied with their overall experience of B2N – 60% are very satisfied



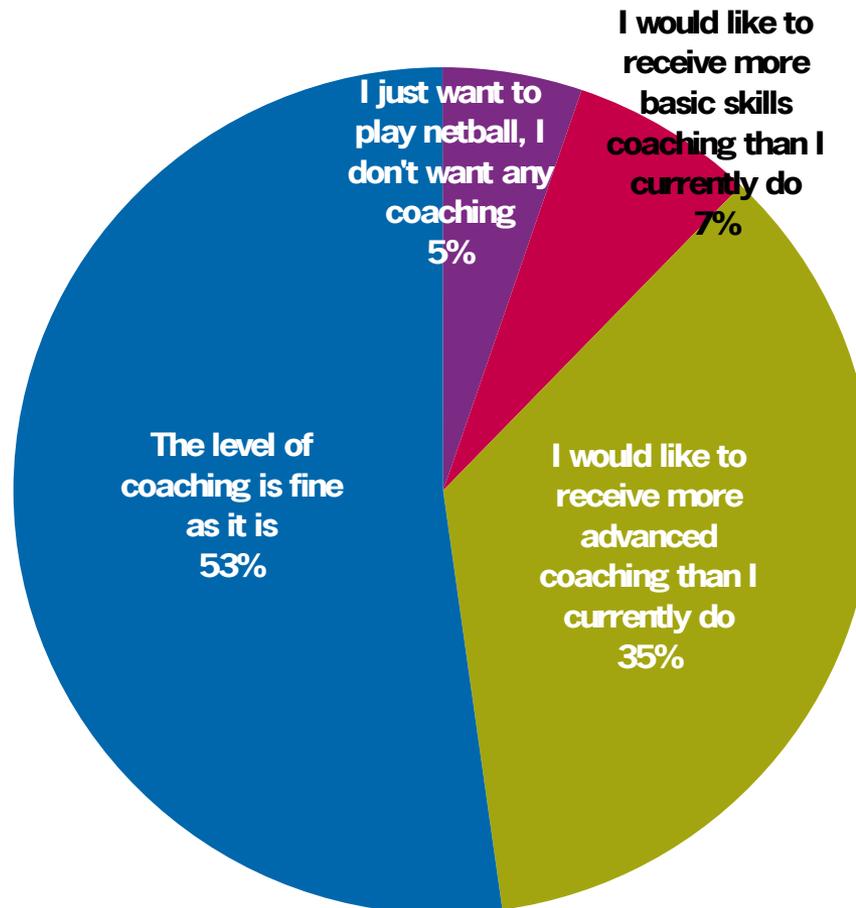
Activities that B2Ners have taken up since joining B2N



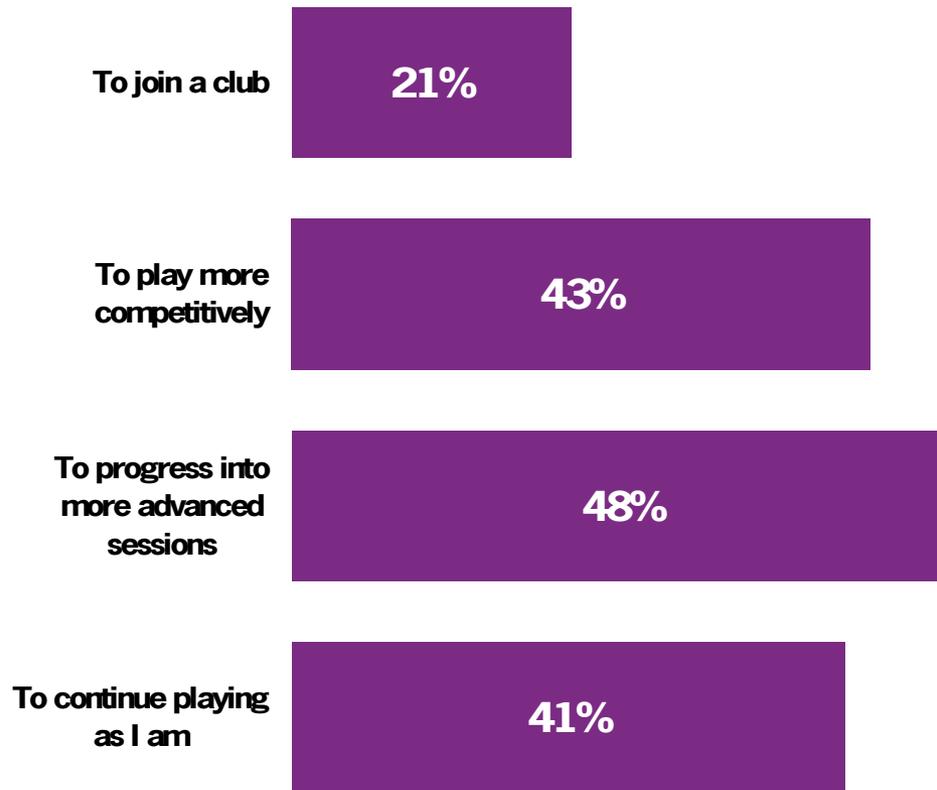
How satisfied are B2Ners with the quality of coaching on offer?

- 90% are satisfied with the quality of coaching

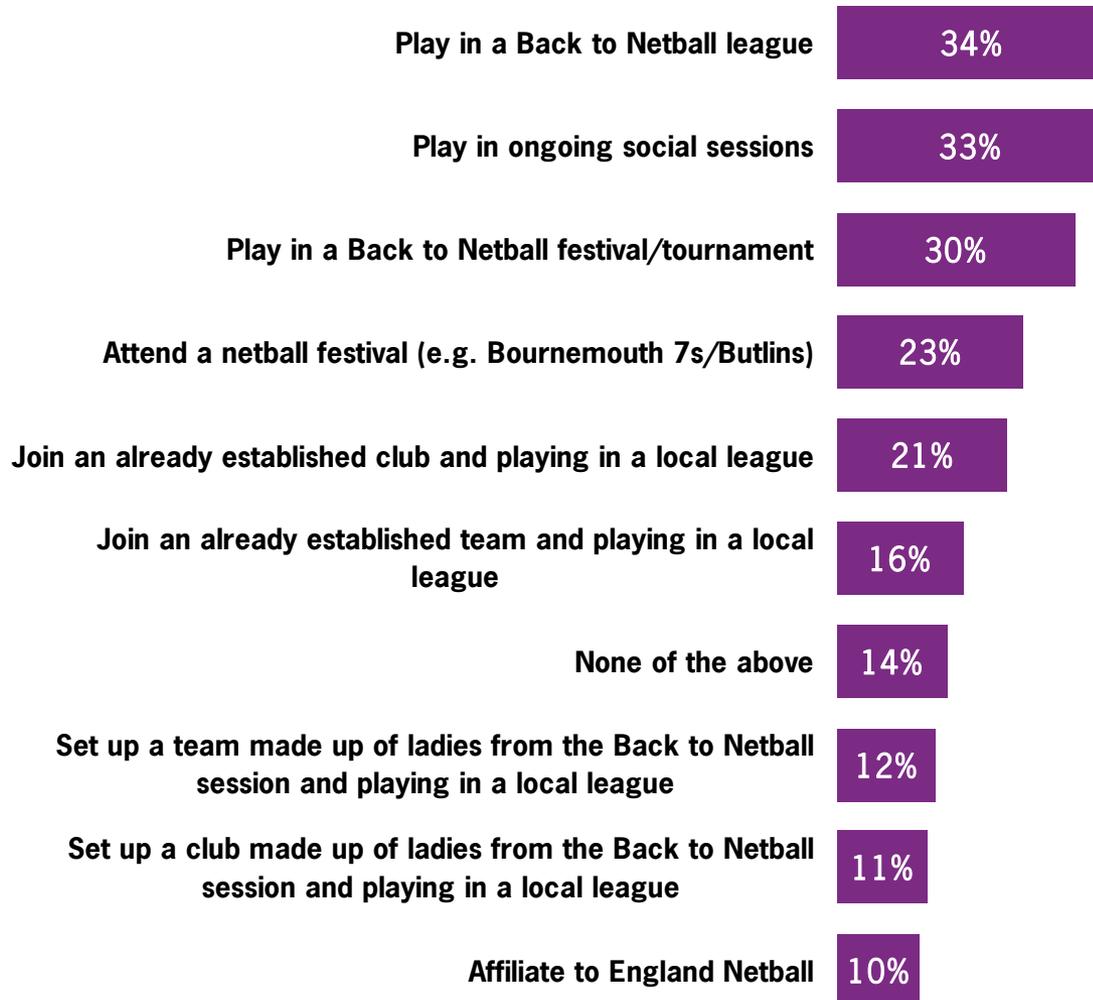
88% are satisfied with the amount of coaching they receive



What do B2Ners want from their netballing future?



Which of the following would B2Ners like to do?



Further information

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