

# ***Social research on the needs, barriers and innovations in sport and physical activities to adult women in Spain***

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Consejo Superior de Deportes  
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Consejo Superior de Deportes



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## RESEARCH TEAM

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### NATIONAL RESEARCHERS:

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## PROJECT DEP2010-19801 Introduction

Adult women in Spain are still among the socio-demographic groups whose physical activities rank lowest. This inequality deprives a major part of these women from the social and health benefits derived from a regular physical activities practice.



This social problem has not been addressed exhaustively from a scientific point of view and there is not enough knowledge concerning women's physical and sports needs, the barriers which do not allow them to practice sports and the cultural, social and organizational innovations which have to be undertaken.



These innovations should reduce the barriers and increase the users and clients of spanish sport organizations, as well, the women who practice and enjoy the benefits of physical and sports activities, whereas improving their quality of life and reducing inequalities in sport.

## PROJECT DEP2010-19801 - OBJECTIVES

With special focus in adult women (from 30 to 64 years old), **this project aims** at studying the following: the Spanish adult's needs for physical and sports activities, both attended and not attended; the barriers which prevent them from practicing sports as well as the cultural, social and organizational innovations which have to be promoted.

In other words, what is necessary is scientific and technological advance in the study of the innovations to introduce in the infrastructures, administration processes and sports facilities of the public institutions and the sports companies.

### **These innovations** should:

1. Reduce the barriers and increase substantially the number of adult women who practice physical and sports activities, whereas improving their quality of life and reducing inequalities in sport
2. Increase the number of users and customers of spanish sport organizations from the large group of adults in Spain, with special focus on adult women



## PROJECT DEP2010-19801 - METHODOLOGY

Based on the framework of **Feminist Theories of Difference** and the **Bronfenbrenner's bioecological theory**, a **quantitative methodology** was applied.

A representative sample of the spanish adult population (ranging from 30 to 64 years old) full filled a questionnaire through a personal interview. The sample was randomly selected using multistage sampling method. The Distribution of the interviews will be proportional to the distribution of the men and women according to demographic size of the municipalities of residence.

### **Pilot Study in Community of Madrid n=360**

50.3 % women, 49.7% men; age  $45.3 \pm 10.5$

### **Study in Spain n=3.463 personas adultas**

1.739 women ( $44,5 \pm 9,6$ ), 1.740 men  $46,6 \pm 9,7$ )

Confidence interval 95,5%,

Error level  $\pm 1.7\%$



## PROJECT DEP2010-19801 EVOLUTION

DATES	STATE	KEY ACTIVITIES
PHASE 1 2010-2011	Finished	Research team meetings: Situation analysis and Questionnaire,s construction and validation
PHASE 2 2011	Finished	Pilot Study in Community of Madrid- Field work: Design and execution
PHASE 3 2012-2013	Finished	<p>Pilot Study – Results: Analysis and divulgation</p> <p>XII AEISAD Conference – Donosti, Spain 2012</p> <p>VII International Conference AECD – Granada, Spain 2012</p> <p>10<sup>TH</sup> Conference of European Association for Sociology of Sport – Córdoba, Spain 2013</p> <p>1<sup>a</sup> EU Conference Gender Equality in Sports – Vilnius, Lituania 2013</p> <p>Paper: RICYDE International Journal of Sports Sciences (Accepted and revised) : <i>Gender differences in the habits of physical activity of the adult population in the Community of Madrid</i></p> <p>Study in Spain-Field work: Design and execution</p>
PHASE 4 2014	In Process	<p>Study in Spain – Results: Analysis and divulgation</p> <p>11<sup>TH</sup> Conference of European Association for Sociology of Sport – Utrech, Holland 2014</p> <p>XX Simposio Internacional en Ciencias del Deporte, el Ejercicio y la Salud – SJ, Costa Rica 2014</p> <p>6<sup>th</sup> IWG World Conference on Women and Sport - Helsinki, Finland 2014</p> <p>ISSA 2014 World Congress of Sociology of Sport - Beijing, China 2014</p> <p>XIII AEISAD Conference – Valencia, Spain 2014</p> <p>Programas Mujer y Deporte – Consejo Superior de Deportes and WC Olympic Spanish Committee</p>

