



SWG

for

BARCOLANA[®] 56

Women in Sailing by Generali

SAILOR REPORT
FIELD STUDY
(JULY 2024)

Job ref: 39418 – July 2024

Presented by



Methodology

Interviews to athletes

A CAPI quantitative analysis has been carried out on a sample of **197 boys and girls aged 12 to 25** who practice **competitive sailing**.

The athletes have an international background: **56 come from Italy and 141 from other countries**, mainly European.

The interviews have been carried out through a semi-structured survey including single-answer, multiple-choice, matrix and/or open-ended questions. This took the respondents about 15 minutes.

Data has been collected in two different instances:

- at the **420 Open European Championship** held in Portorož on 4 and 5 July 2024
- at the Trentino 2024 **Youth Sailing World Championships** held at Garda Lake on 17 and 18 July 2024

Interviews to coaches

A CAPI quantitative analysis has been carried out on a sample of **49 sailing coaches** who are actively involved in competitive sailing.

The coaches have an international background: **21 come from Italy and 28 from other countries**, mainly European.

The interviews have been carried out through a structured survey including single-answer, multiple-choice and/or matrix questions. This took the respondents about 15 minutes.

Data has been collected in two different instances:

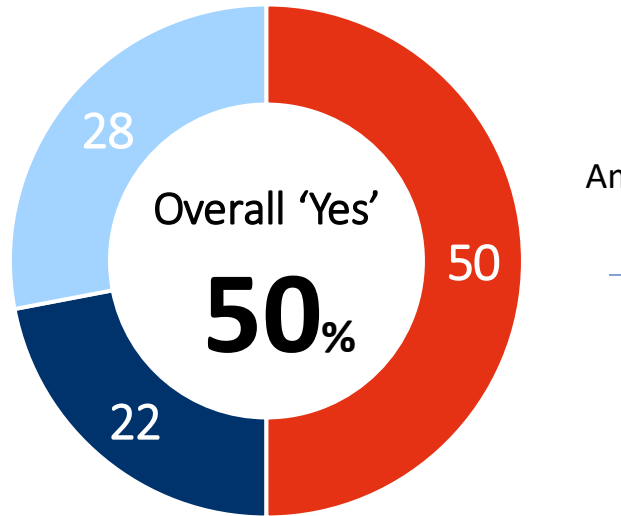
- at the **420 Open European Championship** held in Portorož on 4 and 5 July 2024
- at the Trentino 2024 **Youth Sailing World Championships** held at Garda Lake on 17 and 18 July 2024

Women in Sailing by Generali

Experience in mixed sailing

1 in 2 sailors has never experienced a mixed team, in most cases due to lack of encouragement from societies

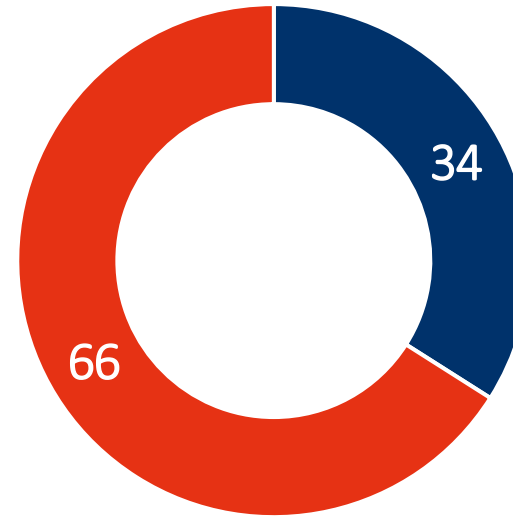
Have you ever been part of a mixed team, i.e. a team composed of male and female sailors? *(More than one answer possible)*



- Yes, I am currently part of a mixed team
- Yes, I have been in the past, but not anymore
- No

Percentage values. Based on a total sample of 197 athletes

Has your society ever encouraged you or offered you to become part of a mixed team?



- Yes
- No

Percentage values. Based on those who have never been part of a mixed team

Among those who have not

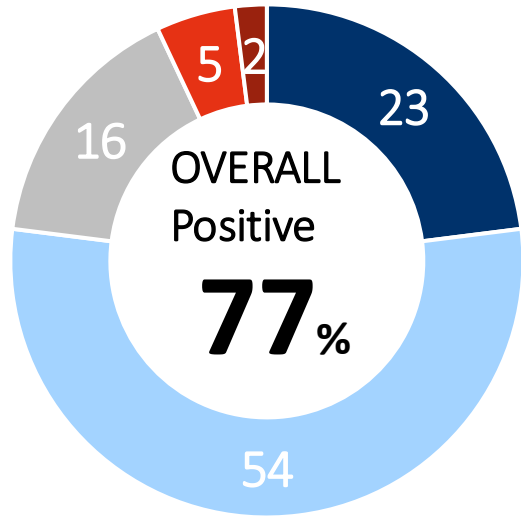


Assessment of current mixed sailing experience

Athletes and coaches who are largely satisfied with their experience in a mixed team.

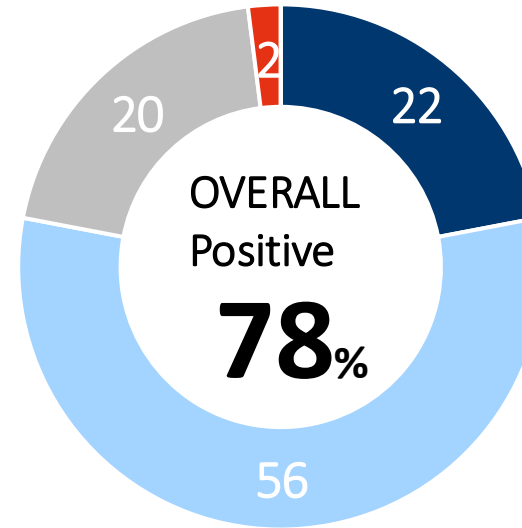
How would you describe your overall experience in a mixed team?

ATHLETES



- Highly positive
- Positive
- Neutral
- Negative
- Highly negative

COACHES



- Highly positive
- Positive
- Neutral
- Negative
- Highly negative

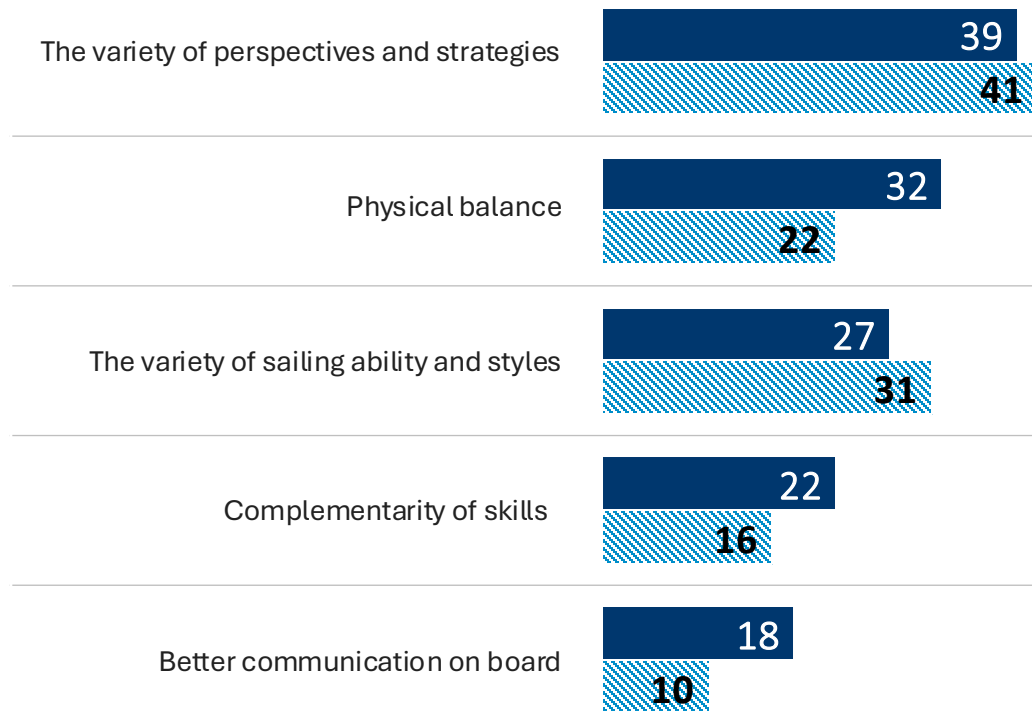
Percentage values. Based on those who are currently part of a mixed team: 44 athletes and 41 coaches

*WARNING: BASED ON A SMALL SAMPLE

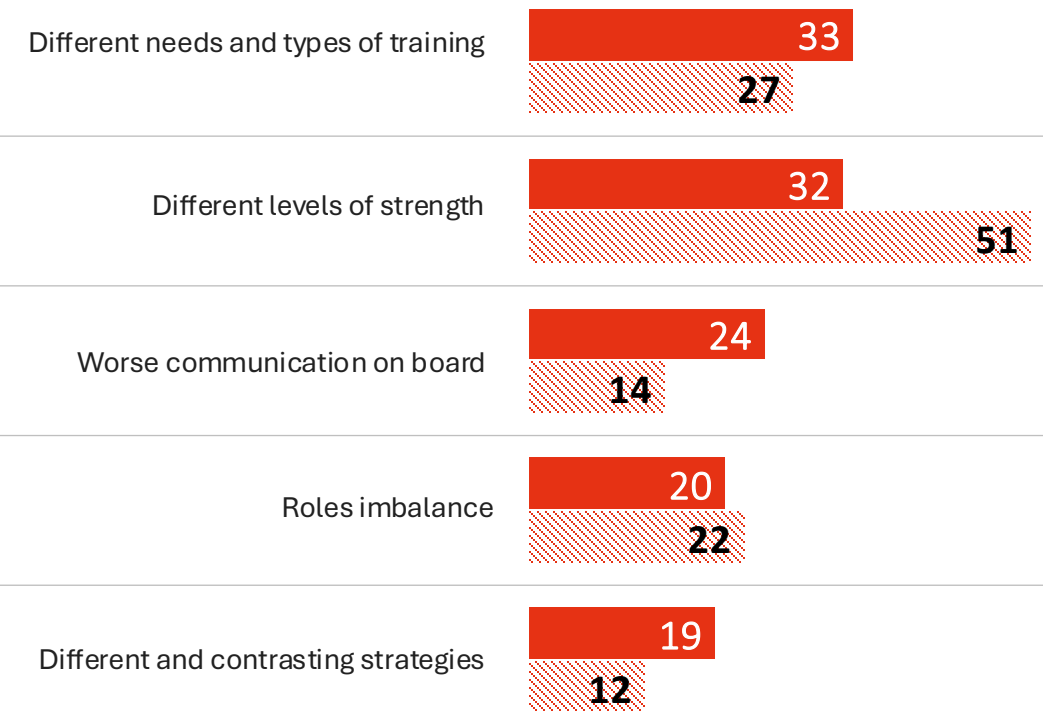
Pros and cons of mixed sailing in SPORTING terms

Mixed teams can offer different strategies and perspectives. The main challenge they face is how to reconcile different training and body types

What are, in your opinion, the main *PROS IN SPORTING TERMS* a mixed team can offer?



What are the main *CONS IN SPORTING TERMS* of a mixed team?
(max 2 options)



Percentage values. Based on the total sample

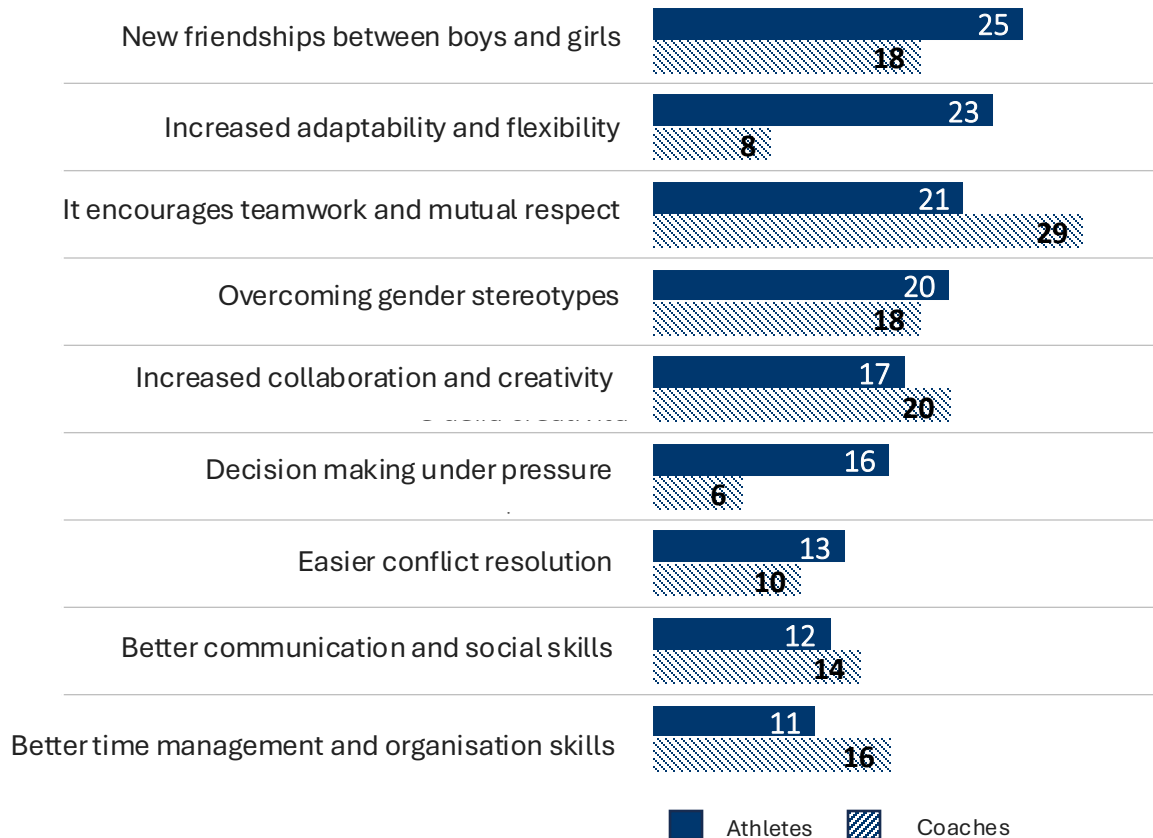
■ Athletes ■ Coaches

■ Athletes ■ Coaches

Pros and cons of mixed sailing in RELATIONAL terms

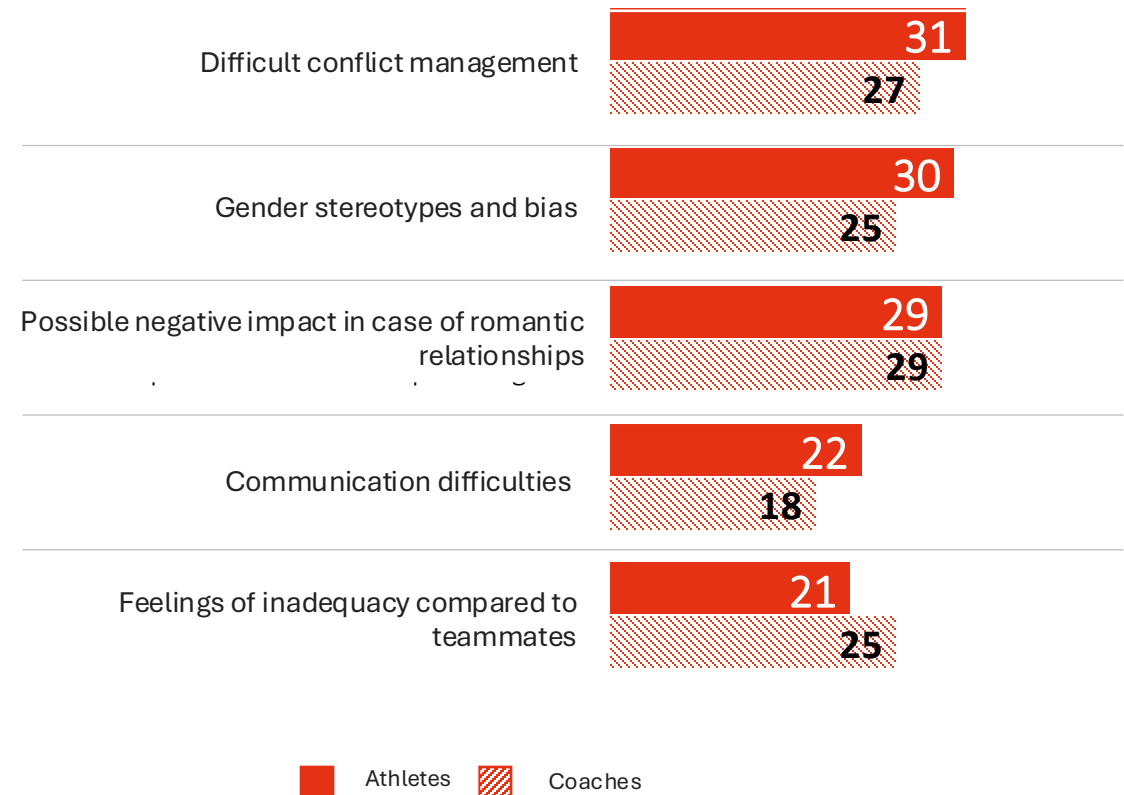
Being part of a mixed team can help broaden one's circle of friends but can also create various types of conflicts that might be difficult to handle

What are, in your opinion, the main **PROS IN TERMS OF HUMAN RELATIONS** a mixed team can offer? (you can choose 2 options)



Percentage values. Based on the total sample

What are the main **CONS IN TERMS OF HUMAN RELATIONS** of a mixed team? (max 2 options)



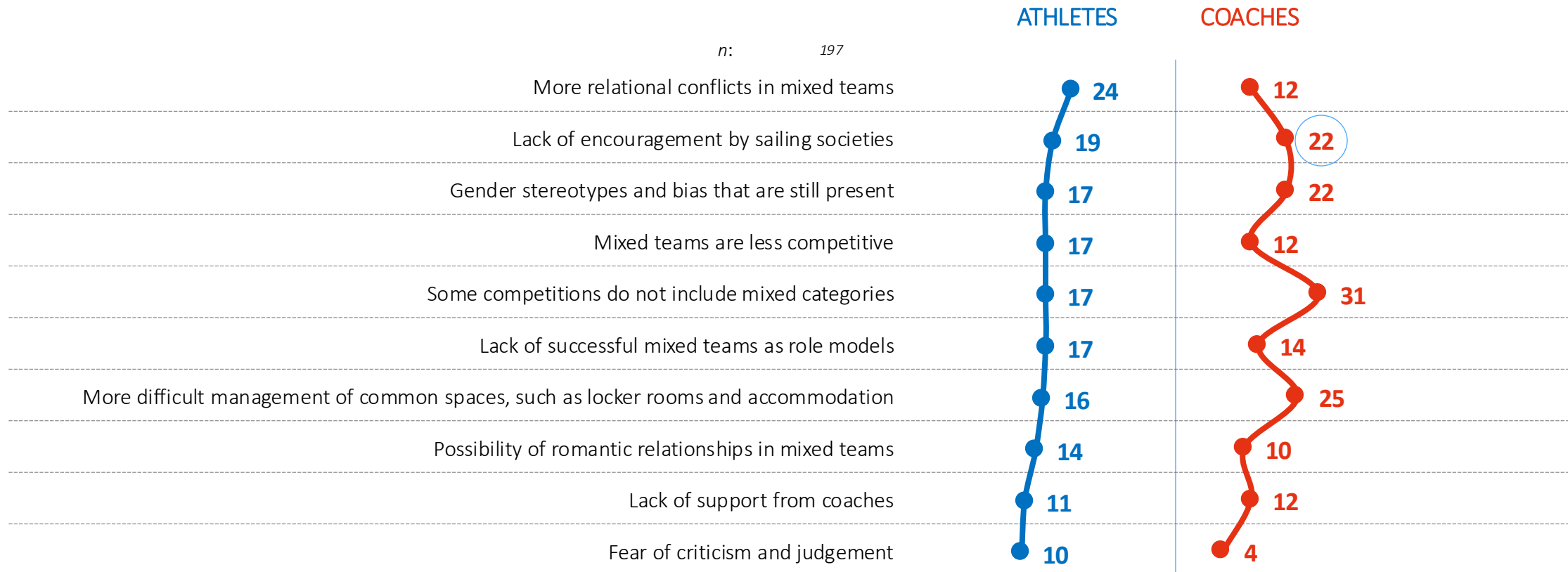
All rights reserved

Barriers to the diffusion of mixed teams

Relational conflicts, lack of encouragement and gender stereotypes hinder the diffusion of mixed teams

In your opinion, why are mixed teams not very common today?

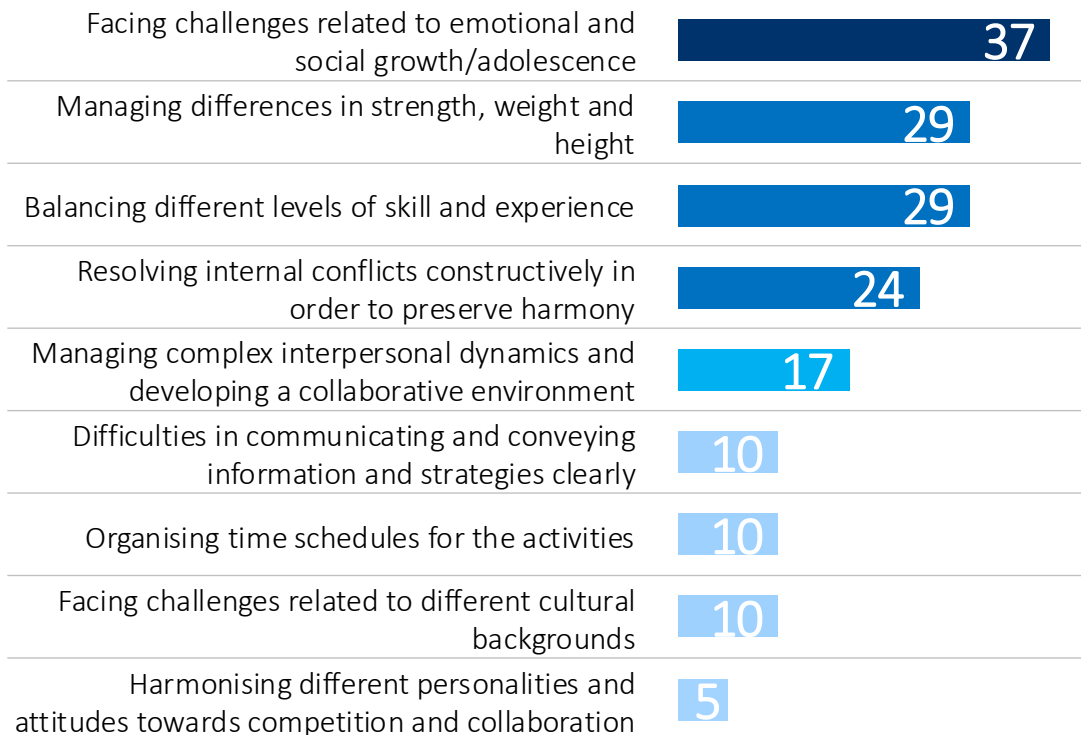
n: 197



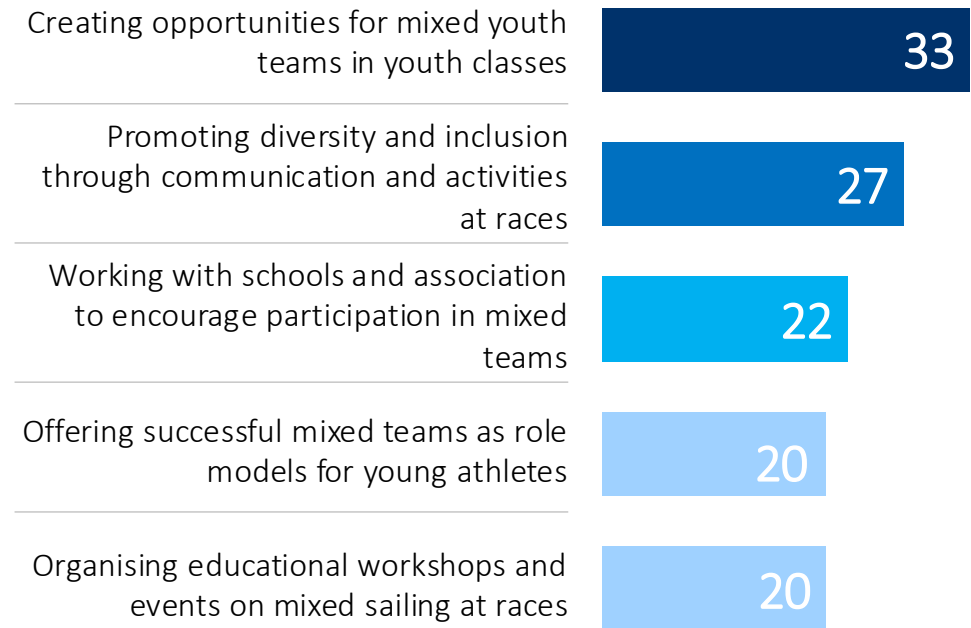
Percentage values. Based on the total sample

Challenges for coaches and strategies to encourage participation

What are the main challenges you face when training mixed teams?



In your opinion, what measures could be taken to encourage greater participation in mixed teams in sailing competitions?



“There is nothing so stable as change”
Bob Dylan



Values, behaviours, tastes, consumer and political choices. Our mission is to interpret and to anticipate them.

Founded in Trieste in 1981, SWG designs and carries out market surveys, opinion and institutional polls, sector studies and monitoring, analysing and integrating the trends and the dynamics of the market, of politics and of society. SWG provides support to its clients and helps them make strategic, communication, and marketing decisions by collecting data, understanding and interpreting the public opinion and the stakeholders' opinions and behaviours, taking into consideration the dynamics of social, political and economic scenarios, and applying reliable and innovative methodologies.

- ✓ **Reliability**, 41 years of market experience and managerial skills
- ✓ **Innovation** in terms of tools, processes and content
- ✓ **Care and craftsmanship**, customisation of the offer and the interpretation
- ✓ **People**, professional ethics and methodological rigour
- ✓ **Data**, diversified sources and its own field research company
- ✓ **Algorithms**, reliable and scalable solutions

SWG S.p.A. - Società Benefit since December 2022

SWG is a member of ASSIRM, ASSEPRIM, MSPA and ESOMAR. Its management system is certified according to UNI EN ISO 9001:2015. Its Privacy Policy has been updated in compliance with GDPR.

SWG S.p.A., in line with the objectives of common benefit implemented in the company's articles of association and Code of Ethics, has obtained the gender equality certification in accordance with UNI/PdR 125:2022

The purpose of the Business Gender Equality Certification System is to promote the adoption of policies for gender equality and women's empowerment at the company level and thus to improve women's ability to access the labour market, leadership and work-life balance.

TRIESTE

Via S. Giorgio 1 - 34123
Tel. +39 040 362525
Fax +39 040 635050

MILAN

Via G. Bugatti 5 - 20144
Tel. +39 02 43911320
Fax +39 040 635050

ROME

Piazza di Pietra 44 - 00186
Tel. +39 06 42112
Fax +39 06 86206754

BRUSSELS

Av. De la Renaissance, 1– 1000
info@pollingeurope.eu

