



SOCIOLOGICAL SURVEY

FIA EUROPEAN YOUNG WOMEN PROGRAMME

Evaluation of the FIA European Young Women Programme and recommendations to the stakeholders of the sport on how to increase the participation of young women

The sociological survey was conducted for two years (2018-2019) by CDES-PROGESPORT (Limoges-France)

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PROJECT

“FIA EUROPEAN YOUNG WOMEN PROGRAMME”

(2018-2019)

SOCIOLOGICAL SURVEY

EXECUTIVE SUMMARY

(published in February 2020)



Foreword

The FIA, together with nine partners¹, implemented in 2018 and 2019 a competition model for the promotion and development of young women in motor sport at grassroots level: the “FIA European Young Women Programme” also known as “The Girls on Track Karting Challenge”. More than 1200 young female participants, aged between 13 and 18 years old, took part in the various events and phases of the programme across Europe.

The FIA European Young Women Programme will contribute to the advancement of the FIA’s educational and social roles, and support its national sporting authorities (ASNs) with their motor sport growth as each strive to raise aware of gender equality and increase the participation of women in the sport.

The project was academically partnered by CDES-PROGESPORT (University of Limoges-France). Their main tasks was to deliver a crucial aspect of the project: a sociological analysis support of the programme and providing recommendations on how to increase the level of female participation and help fight gender stereotypes. CDES-PROGESPORT took in active part in every phase of the project.

This executive summary reflects the main conclusions of their work shared on 2 October 2019 in Brussels during the Closing Conference of the Programme and will soon be completed by a full report published in March 2020.

The FIA and the partners are very grateful to the CDES-PROGESPORT team (Didier Primault, Jean-François Brocard and Cyrille Rougier) for their continuous commitment in this endeavour.

The partners involved in this project are also very grateful to the ERASMUS + Programme’s support.

¹ 8 ASN (National Sporting Associations) : FPAK (Portugal), AKK Motorsport (Finland), PZM (Poland), DMSB (Germany), KNAF (Netherlands), SAMS (Slovakia), SBF (Sweden), RACB (Belgium) ; 1 academic partner: CDES-PROGESPORT (Limoges-France)

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Introduction

Background

Like many other sports, participation of women is a key challenge for the development of motor sport. During the preparation of the FIA European Young Women Programme (EYWP), the FIA suggested the academic partner of the programme, the CDES-PROGESPORT, to carry out a sociological study around three main objectives:

- Assess and monitor the relevance of the programme
- Identify the main obstacles to the practice of young women
- Propose strategic recommendations to promote and further develop the participation of women in motor sport

Methodological reminder

The present survey conducted by CDES-PROGESPORT refers to two different types of methodological approach:

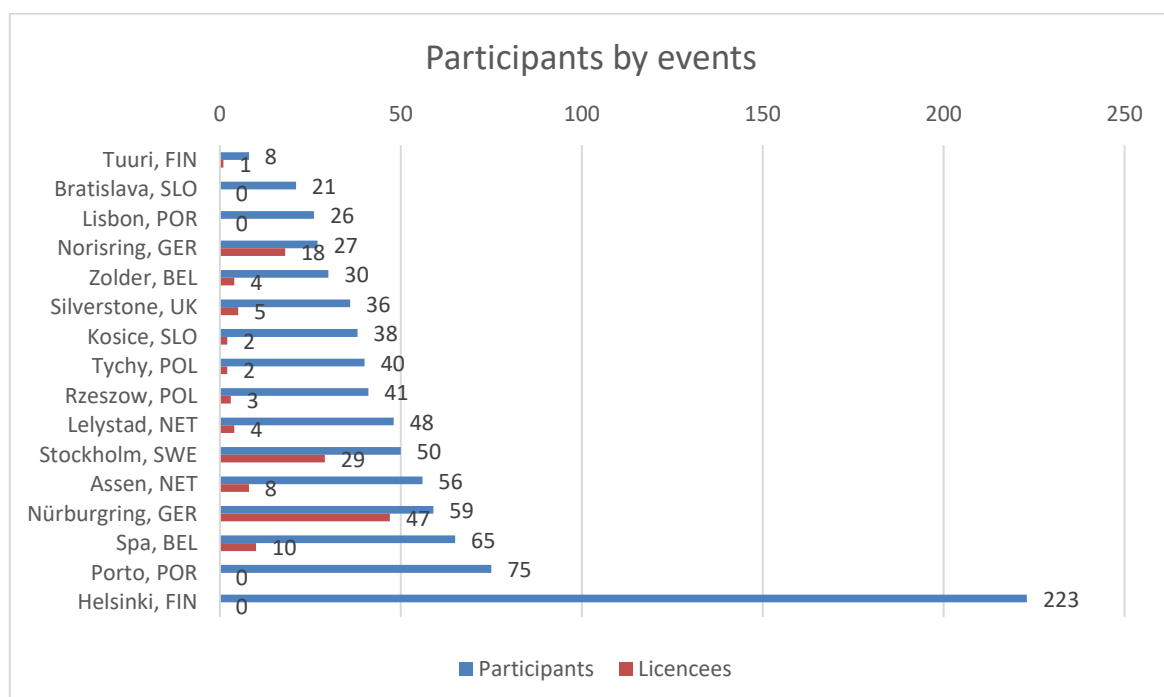
- Quantitative: with a detailed questionnaire addressed to all participants (in 2018), around three main themes: programme evaluation, motivations, profile of participants.
- Qualitative: collecting and analyzing data concerning the practice of sport in the various European countries covered, but also by carrying out group interviews, workshops and role plays with the finalists of the programme (in 2019 during the European Final – 24 participants from 8 countries and during the 2 Drivers Training Camps – 6 participants from 4 countries).

1. EVALUATION OF THE FIA EUROPEAN YOUNG WOMEN PROGRAMME

16 national selections events were organised across 9 different countries during the first phase of the programme between May and October 2018. For each one, a questionnaire was submitted to all of participants, which enabled a total of 990 collected responses. However, only 843 questionnaires were finally analysed. The remaining questionnaires were not taken into account, due to poor or insufficient information.

The total survey population is therefore made up of these 843 participants who completed the questionnaire, reaching an average of 52 participants per event.

1.1. An heterogeneous participation



The number of participants was heterogeneous, for various reasons: channel of communication chosen by ASN partner (ASN partner corresponds to the 8 national motorsport association as partner of the programme), the target audience, the weather conditions, or the fact that the event was the first or the second one organised by the ASN (very often the 2nd event per country had more participants simply because the ASN partner had more experience and more time to organise it, for example in Finland).

1.2. A very positive evaluation

The participants’ satisfaction rates recorded are particularly impressive, since 96% of the participants declared they were either satisfied (27%) or very satisfied (69.4%) with this first experience. The results concerning the interest of the programme as it was built, and its potential effectiveness on female practice, are particularly impressive, with positive response rates ranging from 92% to 97%.

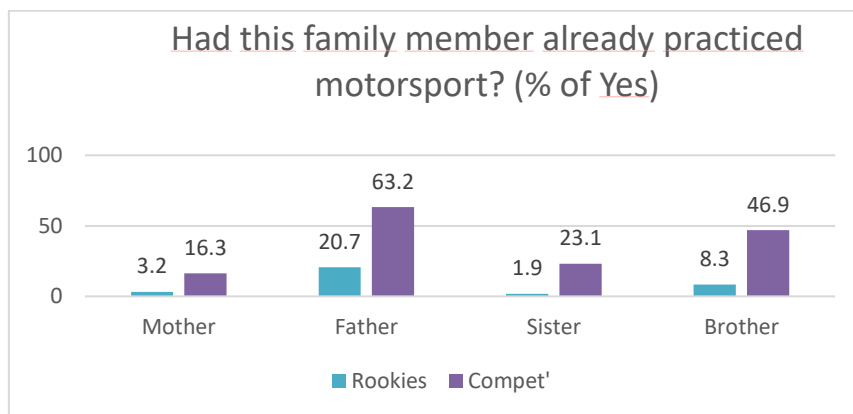
Yes (%)	Whole population
Questions	
Is the idea of organising a European competition a good initiative?	94,3
Is the fact that the event is reserved for girls a good thing?	92,3
Would you encourage your female friends to come to such an event?	96,1
Can this type of event encourage girls to take up motor sport?	97,4

The particularly high satisfaction rates revealed by our survey with regards to the 17 national events firstly underline the relevance of the initiative aimed at encouraging young women to participate in motor sports. However, the profile of many of these participants (often from passionate families) also recalls the importance of early family socialisation in motorsport in order to overcome gender stereotypes surrounding the practice.

1.3. The importance of family socialisation

The participants have various backgrounds in motorsport, since 64% of them (the "rookies") had never practiced motorsport before participating in the programme, while 22% of the participants had already participated in motorsport competitions (the "competitors").

However, regardless of their level of experience in motor sport, the participants seem to come from backgrounds where this sport had an important place.



This family socialisation is actually reflected by the participants: they often demonstrate a solid knowledge of motor sports: many of them declare to regularly follow motor sport news and almost 50% explained that their participation in the programme was motivated by their taste for motor sport.

2. CONTRIBUTIONS OF THE FIA EUROPEAN YOUNG WOMEN PROGRAMME & IDENTIFICATION OF THE MAIN OBSTACLES TO THE PRACTICE OF MOTOR SPORT

The interviews, workshops and role plays carried out during the European final (FFSA Academy, Le Mans, March 2019, with 24 participants) and two drivers training camps (Budapest in April 2019 and Belgium-Netherlands in July 2019, involving 6 participants) allowed to deepen and further extend the preliminary analyzes.

2.1. Main contributions of the Programme

The main contributions of the Programme for the participants were:

- The development of their driving skills.
- The fact that they now seriously consider future careers in motor sport (not only as a driver).
- Awareness of gender inequalities
- Empowerment (through motor sport)

2.2. Main obstacles to the practice of motor sport

Their perception of the main obstacles to the practice of motor sport were:

- Material considerations: the motor sport environment is not sufficiently adapted to women (motor sport facilities and motor sport equipment in general are not adapted to women).
- Communication: motor sport is too often perceived as addressed only to boys.
- Physical aspects: motor sports is generally perceived among young women as a dangerous activity and physically too difficult for girls.
- Stereotypes: in motor sports, but also in society in general.

3. RECOMMENDATIONS

3.1. Facilitate the access to the sport practice

Facilitating the access to motor sport for young women appears to be the top priority, since the programme has demonstrated that the participants highly enjoyed the experience. However, this is not only a problem for young women, since motor sport is more generally considered as a difficult sport to access (especially from a financial point of view).

It is therefore advisable to work on a wider access, particularly focusing on the female practice. In this context, several recommendations have emerged and could be further considered:

- Offer preferential rates for young women.
- Develop various motor sports discovery initiatives targeting young women.
- Encourage motor sport facilities to be more “female” friendly

3.2. Improve media coverage

Motor sports are generally perceived as male sports. It is therefore essential to change this perception, not only by increasing the visibility of high-level female drivers and ambassadors but also by emphasising its strengths: motor sport is one of the rare mixed sport and therefore it is important to spread the idea that it is not just for boys.

In order to improve the media coverage of women in motor sport, several recommendations can be considered:

- Continue to develop the roles of "ambassador" at local, national and international level.
- Propose a structured social media follow-up of the experience of women involved at the highest competition level
- Develop advertising targeted campaigns (around motor sport sites), recalling that diversity in motorsport is a real asset and a development challenge.

3.3. Improve the development of high level

The feminisation of motor sport not only involves efforts at grassroots level. It must be fueled by the emergence of high-level sportswomen. Mechanisms should be implemented to allow this connection and continuity between grassroots and high performance level:

- Develop specific support programmes for young women with high-level potential.
- Set up compulsory mechanisms to accelerate the feminisation of high-level structures (drivers, staff, etc.).
- Encourage bridges between "female" competitions and "traditional" (mixed) motor sport competitions.

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2 October 2019 - Brussels - Closing conference of the FIA European Young Women Programme - Presentation of the sociological survey outcome provided by CDES-PROGESPORT (Didier Primault and Jean-François Brocard).....	118
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PROJECT

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INTRODUCTION

A survey conducted by the FIA in 2016 at the European level revealed the low proportion of women involved in motor sport, whether in terms of drivers (6.5%), institution employees (16%) or volunteers (19%). Motor sport is thus faced with a paradoxical situation: the participation of young women at grassroots level is particularly low, whereas young women, despite certain structural constraints that are still present, are benefiting from ever greater access not only to driving cars², but also to practising motor sport³. Motor sport competitions are also equally accessible for men and for women, from the grassroots to the highest level. There is therefore, in principle, no reason why this evolution should not be reflected in the participation of women in motor sport at local level, but this is not yet the case.

In order to better understand and to try to remedy this situation, the FIA decided to launch the European Young Women Programme (EYWP) in September 2017. The exact aim of the programme is to improve the participation of women in motor sport at local level through a complete and integrated sport programme, and to better understand the reasons behind the low participation observed.

In this context, CDES was tasked with conducting a sociological survey, with multiple goals:

- Propose an evaluation of the FIA's EYWP.
- Improve understanding of the social and cultural barriers that explain the low participation of women in motor sport at local level.
- Propose recommendations for the stakeholders of the sport on how to increase the participation of young women while fighting gender stereotypes through the example of motor sport.

² Yoann Demoli, "Les femmes prennent le volant. Diffusion du permis de conduire et usage de l'automobile auprès des femmes au cours du XXème siècle", *Travail, genre et sociétés*, n° 32, 2014, p. 119-140.

³ For an overall approach concerning the feminisation of practising sport, see the note produced by the Centre de Droit et d'Economie du Sport (CDES): Christophe Lepetit & Cyrille Rougier, *Le sport féminin. Panorama et enjeux stratégiques*, "Etude réalisée pour la Française des Jeux", 2017, 25 p.

To achieve these goals, a triple methodology was used:

- Collect and analyse the data (reports, publications, etc.) at national level, with the ASNs, in order to better understand the current state of involvement of women in motor sport and the extent and nature of the difficulties encountered.
- Issue a detailed questionnaire to all the participants in the programme, containing a large number of questions of a quantitative or qualitative nature.
- Conduct interviews with the finalists of the programme in order to complete the information base.

All these elements contributed to the drafting of the present report, the results of which were presented during the closing conference of the programme in Brussels in October 2019.

1. GENERAL CONTEXT

1.1. Regarding the feminisation of sport activities

As in other sectors of activity, there are many gender inequalities in motor sport: in terms of activity, representation in the governing bodies, media coverage, etc. As we shall see later on, these inequalities are not the same everywhere in Europe, with certain countries proving to be more progressive in this field while others remain more culturally marked by a more traditionalist vision.

The fact also remains that, globally, the practice of sport has historically been the preserve of men. Admittedly, female sports have always existed⁴, but they have suffered from numerous constraints tending to deny their legitimacy. While the evolution of customs and traditions has allowed a slow feminisation of sport, notably from the 1970s onward, the fact nevertheless remains that this history continues to have consequences on contemporary sport activity.

This is notably the case regarding the volume of activity, still to the advantage of men in almost all European countries (cf. 1.2.). Beyond the volume of sport activity, these inequalities also exist from a qualitative point of view, in terms of the way of taking part (competitive format versus leisure) or the methods of practice. So the development of the market offering, whether on the market of sport activity or of unstructured activity (fitness, digital applications, etc.), has been all the more important since it seems to correspond to a certain type of audience (notably female) which did not necessarily find its place in the sports that are traditionally on offer (notably federal).

⁴ Pierre ARNAUD & Thierry TERRET (dir.), *Histoire du sport féminin*, Paris, L'Harmattan, "Espaces et temps du sport", 2 volumes, 1996, 234 and 271 p.

Studies on the subject show that, for example, flexible timetables, flexible subscription offers and the fact of favouring aspects other than competition alone (health, pleasure, conviviality, etc.) are all valid arguments that help to reach a more female audience⁵.

Concerning the sports disciplines, despite progressive changes, very strong gender inequalities persist, with disciplines still marked as “women’s” or “men’s”, whether it be in the perceptions that they reflect or in the recruitment of their players. A recent study by the IRIS underlines for example how football, while making huge progress in the women’s game, remains a sport that is played predominantly by men⁶. Inversely, other disciplines continue to appear as “female bastions” (gymnastics, show-jumping, etc.), although differences between countries do exist (certain disciplines may be marked in different ways depending on the culture). It should thus be stressed that if these inequalities are not the result, in the European context at least, of formal prohibitions, it is indeed the gendered perceptions surrounding these activities that explains the persistence of these inequalities.

In this context, the media coverage of female athletes appears to be a central issue. Numerous works on the subject clearly show that many inequalities exist here as well, whether from a quantitative or a qualitative point of view. From a quantitative point of view, we still see a huge under-representation in the coverage of women’s competitions, even if a certain amount of progress has been observed recently, notably on the occasion of the Football World Cup. However, these inequalities also exist from a qualitative point of view. Indeed, numerous works have shown that the media treatment of female athletes’ performances tended to lean towards two types of pitfalls: trivialisation and sexualisation⁷. The first of these pitfalls refers to the way in which these performances are often relativised by referring to the alleged weakness of the opponent or their technical level, the role of the male trainer in their success, etc. Sexualisation refers more broadly to the way in which female athletes are portrayed in terms of their physique (either by emphasising their

⁵ For an overall analysis of these works, see the study carried out by the Centre de Droit et d’Economie du sport: Jean-Jacques Gouguet & Cyrille Rougier, *Diagnostic sur le décalage entre l’offre et la demande de pratique sportive en France*, “Rapport réalisé à la demande du Conseil National du Sport”, 2016, 89 p.

⁶https://www.iris-france.org/wp-content/uploads/2019/06/UNESCO_Rapport_Quand-le-football-saccorde-au-f%C3%A9minin.pdf

⁷ Mélie Fraysse & Christine Mennesson, “Masculinités hégémoniques et féminité : les modèles de genre dans une revue de VTT”, *Sciences sociales et sport*, n° 2, 2009, p. 25-53 ; Sandy Montañola, “La complexe médiatisation des sportives de haut niveau. Le cas des championnats du monde d’athlétisme”, *Sciences de la société*, n° 83, 2012, p. 83-103.

attractiveness or by stressing such or such a divergence from the norms of femininity). This question appears all the more important in the case of disciplines where female athletes essentially depend on individual sponsors. In this regard, the case of female surfers provides an example of how this type of economic model strengthens the clichés regarding these athletes, for whom it can prove extremely complex not to “play the game” of sexualisation and of conformity with the gender norms. On these different points, motor sport seems at first sight to constitute a discipline that groups together these main faults, whether it be in the low level of feminisation in the practice of motor sport, in the gendered perceptions that surround it and/or in the way in which women can find their place there. In this respect, the disappearance of grid girls in Formula 1 sends a message that is both rather positive and encouraging. However, the very recent nature of this decision (2018) is a reminder that for a long time, grid girls were the most visible women in the motor sport world. This also reflects on the positioning of women in so-called “men’s” sports. On this subject, the sociological literature⁸ clearly stresses the importance of the family context to explain this “inverted” gender socialisation⁹. Christine Mennesson¹⁰ notably stresses the importance of early sporting socialisation to explain young girls taking up “men’s” sports. She also recalls the fact that certain family configurations seem to favour this type of investment. First there is the case of the “tomboy” model, referring to situations of female-only siblings and in which the father develops a pronounced taste for sport. There is also the case of family configurations in which, when choosing their leisure activities, girls follow in the footsteps of their older brothers (especially in large families), hence the orientation towards so-called “male” activities. Lastly, it is interesting to stress that the investment of these young women in “men’s” sports can lead them, depending on the configurations, to develop or strengthen tendencies acquired in the family sphere: for example by overplaying their femininity or, on the contrary, by accentuating their “inverted” gender-related propensities.

⁸ Catherine Louveau, *Talons aiguilles et crampons alu : les femmes dans les sports de tradition masculine*, Paris, INSEP, 1986; Christine Mennesson, *Etre une femme dans le monde des hommes. Socialisation sportive et construction du genre*, Paris, L’Harmattan, 2005.

⁹ Charles Suaud, “Sports et esprit de corps”, in F. Landry, M. Landry, M. Yerlès (dir.), *Sport... le troisième millénaire*, Presses universitaires de Laval, 1991.

¹⁰ Christine Mennesson, “Etre une femme dans un sport “masculin”. Modes de socialisation et construction des dispositions sexuées”, *Sociétés contemporaines*, n° 55, 2004, p. 69-90.

1.2. Taking national contexts into account

One of the difficulties in analysing the obstacles to sport activities at international level lies in the fact that leisure activities have not developed in an equivalent manner and do not all have the same meaning from one country to another. We thus see strong disparities in leisure activities according to the social structures of the countries, the levels of resources of their population or national policies put in place in the field of culture and leisure¹¹. The social determinants concerning these activities can also vary according to these national contexts, even if we generally see the importance of the level of both qualifications and income (the higher they are, the greater the level of activity), but also of gender, in particular in terms of sport activities.

It is therefore a matter of identifying possible divergences between European countries with regard to the development of:

- leisure activities;
- sport activities, especially among young people;
- female sport;
- motor sport.

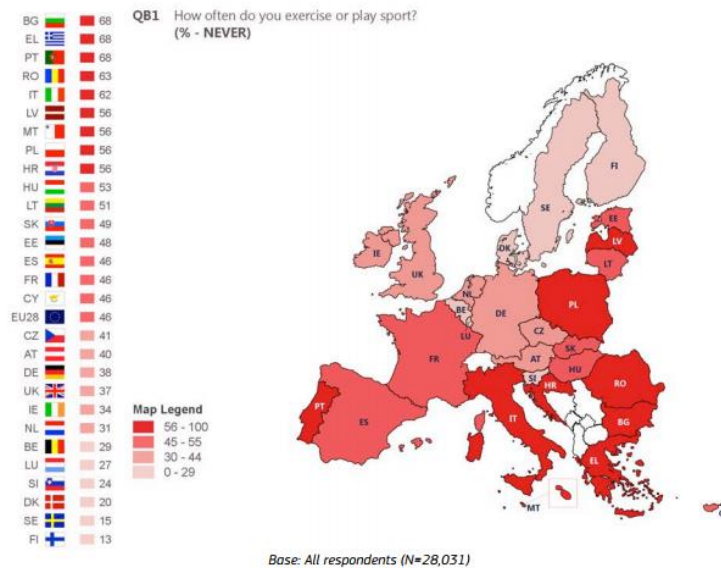
a) Development of sport activity

The Eurobarometer 2018¹² concerning sport and physical activity helps to illustrate the very strong heterogeneity of the development of sport activity from one country to another. The following map notably shows a real demarcation line, separating the northern countries, which show low rates of inactivity, from those of the east and south of Europe.

¹¹ Cédric Hugrée, Etienne Pénissat & Alexis Spire, "Les déterminants sociaux et nationaux des inégalités culturelles en Europe", *Actes de la recherche en sciences sociales*, n° 219, 2017, p. 98-115.

¹² https://ec.europa.eu/sport/news/2018/new-eurobarometer-sport-and-physical-activity_en

Map n° 1



We find this distinction again in the following table concerning the levels of sport activity between the Northern (Finland, Sweden, the Netherlands) and Western (UK, Belgium, Germany) European countries on the one hand and those of Eastern (Poland, Slovakia) and Southern (Portugal) Europe on the other.

On the subject of the frequency of playing sport¹³, Finland, la Sweden and the United Kingdom are thus distinguished by their particularly intensive activity vis-à-vis the other European countries (with response rates of 17%, 14% and 13% respectively). Inversely, Portugal, Poland and Slovakia show particularly high rates of “inactivity” (68%, 56% and 49% respectively).

¹³ The question put was the following: “How often do you exercise or play sport? By “exercise”, we mean any form of physical activity which you do in a sport context or sport-related setting, such as swimming, training in a fitness centre or sport club, running in the park.”

Table n° 1. Frequency of exercising or playing sport

	Regularly*	With some regularity	Seldom	Never	Don't know
FI	17	52	18	13	0
SE	14	53	18	15	0
UK	13	34	16	37	0
BE	8	41	22	29	0
NL	6	51	12	31	0
DE	5	43	14	38	0
PL	5	23	15	56	1
PT	5	21	6	68	0
SK	5	23	23	49	0
EU28	7	33	14	46	0

* "Regularly" means the respondent exercises at least 5 times a week; "with some regularity" means 1 to 4 times a week; and "seldom" means 3 times a month or less often.

These analyses can be confirmed through analysis in terms of specificity indexes. Intensive activity in Finland (index of 243), Sweden (200) and the United Kingdom (186) thus appears particularly over-represented in relation to the European average. Sweden and Finland are accompanied by the Netherlands as countries in which regular activity is over-represented (respective indexes of 161, 158 and 155). Slovakia (164) and Belgium (157) are then distinguished by the high level of non-intensive activity, while Portugal is the country with the highest rate of inactivity (index of 148).

Table n° 2. Specificity indexes on the frequency of sport activity – base 100: Europe

	Regularly	With some regularity	Seldom	Never
FI	243	158	129	28
SE	200	161	129	33
UK	186	103	114	80
BE	114	124	157	63
NL	86	155	86	67
DE	71	130	100	83
PL	71	70	107	122
PT	71	64	43	148
SK	71	70	164	107

NB: the specificity indexes presented here are obtained by comparing the response rates for each category in the different countries with the response rates at European level, multiplied by 100. An index greater than 100 thus means that the response category in that country is greater than the European average.

Reading: With an index of 243, regular sport activity in Finland is 2.43 times greater than what is observed on average at European level.

b) Development of female activity

- *On the scale of the population*

The analysis of female activity in Europe also reveals a profound heterogeneity between the countries taking part in the EYWP. We find in the following table, which presents the response rates for “Seldom” or “Never”, a “classification” similar to that observed at the level of the total population: the northern countries show a particularly low level (around 30%) of “inactivity”, whereas we find at the other end of the classification Slovakia (72%), Poland (74%) and Portugal (78%).

However, if we take into account the difference in relation to the national average, we can make the analysis more complex. First of all, it should be noted that only Sweden has a female activity rate that is greater than that observed at national level. If 33% of the Swedish population seems never or seldom to engage in physical activity, this proportion falls to 32% if we look only at women. This difference from the average is also relatively low for Finland or the Netherlands (1 point difference), but it should be noted that Slovakia shows zero difference between female activity and that of the total population. This therefore suggests that in this case the weakness of female activity can be explained by the structural weakness of sport activity in that country, rather than by gender inequalities.

Inversely, the strongest differences concern Belgium and the United Kingdom, which have at the same time both a lower rate of female inactivity than the European average (57 and 58% as opposed to 64%) and a higher difference from the national average (6 and 5 points respectively). We can therefore consider that they appear relatively more unequal than the European average.

Table n° 3. Proportion of responses showing non-existent or very low sport activity, by country

	Total population (in %)	Female population (in %)	Difference from the national average
FI	31	32	1
SE	33	32	-1
NL	43	45	2
DE	52	55	3
BE	51	57	6
UK	53	58	5
SK	72	72	0
PL	71	74	3
PT	74	78	4
EU28	60	64	4

- *Among “young” people*

As the EYWP sought to raise awareness among young women between the ages of 13 and 18, it seems pertinent to observe the state of sport activities within the “youngest” age range of the Eurobarometer, namely 15-24.

First of all, we can note that in almost all of the countries studied here, sport activity among young people seems stronger than that of the population as a whole. There is just one exception: young Swedish women are on average less active than the average of the total Swedish population. However, this does not mean that they are not very active, given that the rate of activity in that country is particularly high.

While the classification of female activity among 15 to 24-year-olds is led by the countries already noted for their high level of sport activity in general and of female activity in particular (Finland, the Netherlands, Sweden), other countries stand out somewhat in this age category. This is notably the case of Belgium and Portugal, which appear to achieve better ratings on young female activity than on female activity in general.

Concerning the last category for analysis, Finland is the only country where activity among young women is greater than among men (difference of 17 points!). The biggest differences favouring young men are found in Poland (-31 for women), the United Kingdom (-24), the Netherlands (-18) and Sweden (-18). Slovakia and Portugal show relatively small differences (-5 and -6 respectively).

Table n° 4. Rate of physical activity among young people, by country

	Total population	Distribution by gender - population 15-24 years old		
	% of responses	% among men	% among women	difference m/w
FI	31	28	11	17
BE	51	11	28	-17
NL	43	10	28	-18
SE	33	22	40	-18
PT	74	38	44	-6
DE	52	31	47	-16
SK	72	43	48	-5
UK	53	25	49	-24
PL	71	20	51	-31
EU28	60	29	47	-18

c) Development of motor sports

Lastly, it appears interesting to measure the development of motor sport in the different countries taking part in the EYWP. In order to evaluate this, several variables were selected. To begin with, the number of licences issued by the ASN, whether to drivers or to officials, allows us to measure the activity of the federation. The market offering is then considered by measuring the number of homologated circuits in the country, as well as the number of events organised by the ASN and registered on the official calendar of the FIA.

Table n° 5. Measurement of variables for estimating the development of motor sport, by country

	Licensing		FIA homologated circuits		FIA International Sporting Calendar*
	Competition drivers	Officials	Race circuits	Karting circuits	Events
BEL	3246	1180	3	1	18
GER	9899	2300	13	2	33
FIN	9200	2900	1	0	6
NET	4710	2310	3	0	6
POL	1453	1780	1	1	6
POR	3268	1100	4	1	15
SLK	417	153	1	0	5
SW	20000	24000	4	1	9
UK	28603	3119	11	0	15

* This concerns the 2017 calendar, except for the UK for which the year considered is 2018.

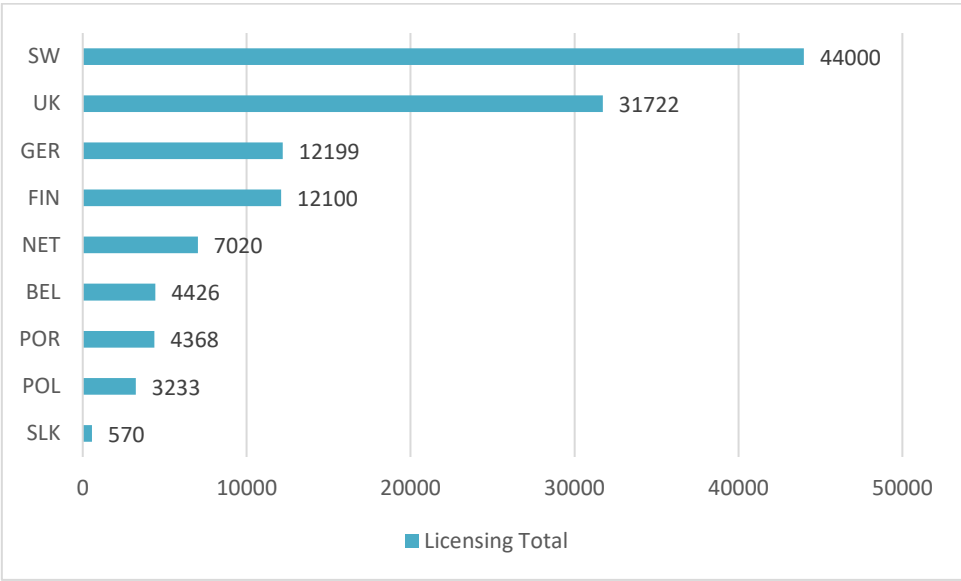
- *Licences*

Analysis in terms of licences is to be considered with caution, given that the idea of “licence” does not reflect the same reality from one country to another. Nevertheless, we are basing our analysis here on a certain amount of data provided by the FIA¹⁴, which in principle reduces the risk of confusion.

The following graph illustrates the very strong heterogeneity of the development of licensed motor sport activities, with the number of licences ranging from 570 for Slovakia to 44,000 for Sweden. The countries with the next highest numbers of licence-holders are the United Kingdom (31,722), Germany (12,199) and Finland (12,100).

¹⁴ Confidential documents.

Graph n° 1. Number of licences issued by the ASN, by country

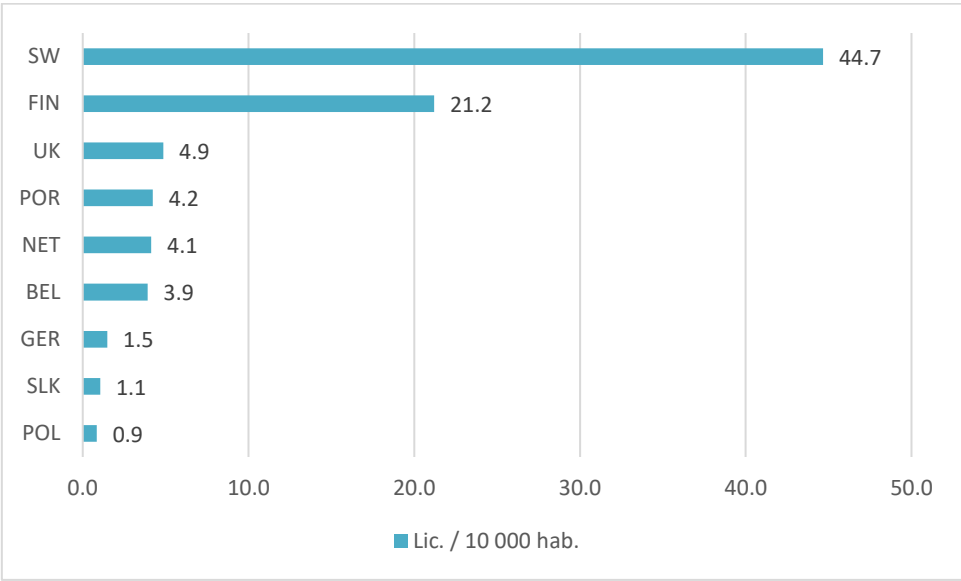


Sources: FIA data for 2017, except for the UK (2018)

If we find roughly the same “classification” as that concerning sport activity, with the countries of Northern Europe having large numbers of licence-holders and the countries of Eastern and Southern Europe having lower numbers, these figures should nevertheless be compared against the population figures for each of these countries in order to take into account their demographic characteristics.

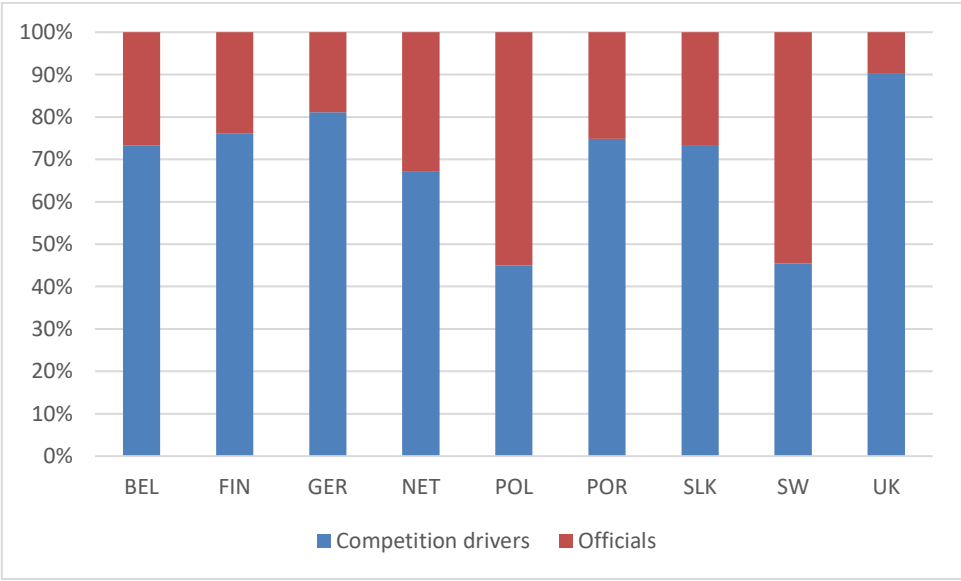
In this case the following graph allows us to stress the very strong presence of motor sport in the northern countries, with almost 45 licence-holders per 10,000 inhabitants in Sweden and more than 21 licence-holders per 10,000 inhabitants in Finland, way ahead of the other countries studied. The very high numbers of individual licence-holders mentioned for the United Kingdom and above all for Germany must therefore be qualified in view of the low densities observed in these countries (4.9 and 1.5 licence-holders per 10,000 inhabitants respectively). Inversely, Portugal, fairly low down in the classification of the number of licence-holders, appears relatively better classed in terms of density, with more than 4 licence-holders per 10,000 inhabitants.

Graph n° 2. Number of licence-holders per 10,000 inhabitants, by country



It also seems pertinent to take a look at the licences held by officials and compare them with the licences held by competitors. Depending on the country, licences are divided up differently between racing drivers and officials. So, whereas drivers form the majority of licence-holders in most of the ASNs taking part in the programme, Poland and Sweden stand out with a small majority of officials.

Graph n° 3. Comparison of licences held by competitors and those held by officials, by ASN

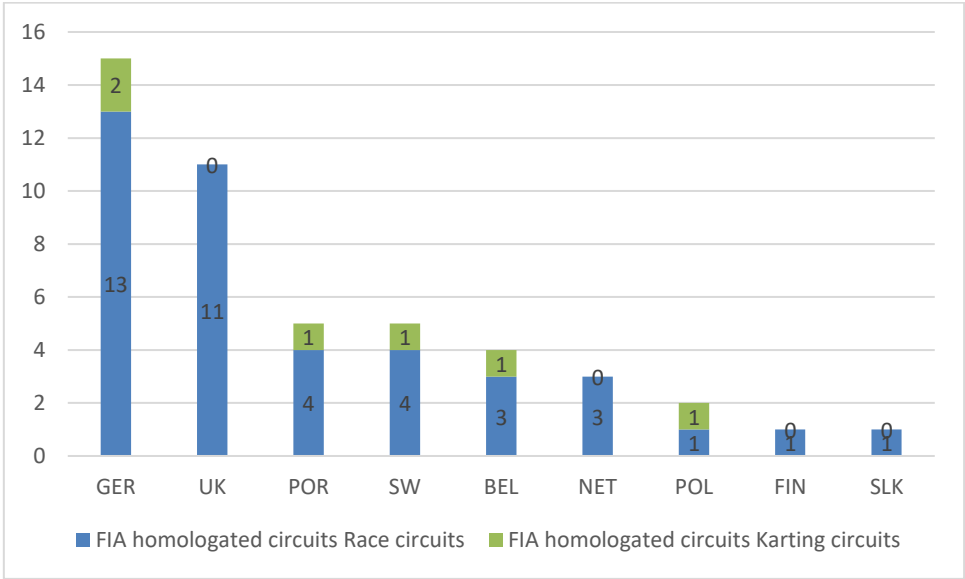


Lastly, we had initially wanted to produce a statistical analysis concerning the rate of feminisation among the licence-holders of each ASN. However, the data that we managed to collect proved to be too heterogeneous and incomplete to produce a satisfactory analysis. We can only note, albeit with great caution, that the figures provided by the ASNs allow us to position the share of female licence-holders in the ASNs at between 5% and 30%, with most of them showing a proportion of around 10%.

- *Facilities and events*

For 2017, Germany and the United Kingdom are way ahead of the other ASNs, with 15 and 11 homologated circuits respectively (including two karting circuits for Germany). Inversely, Slovakia and Finland each have only one homologated circuit.

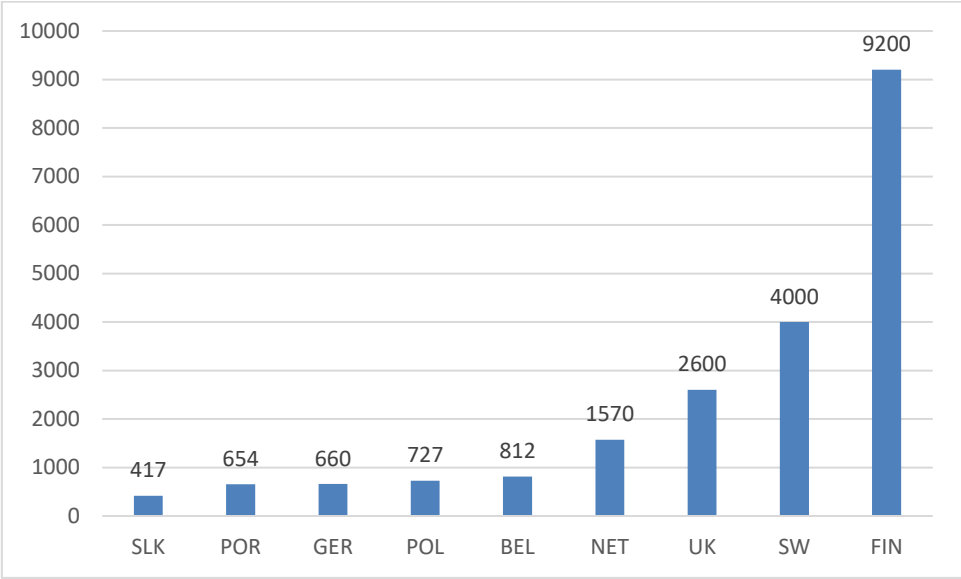
*Graph n° 4. FIA homologated circuits in 2017**



*Except for the UK: 2018

The comparison of the number of homologated circuits with the number of racing driver’s licences gives an indication of circuit density. In this case, Finland and Sweden stand out clearly from the other ASNs for their relatively low number of circuits in relation to the high number of drivers (9,200 and 4,000 drivers respectively for one circuit). Inversely, with 417 drivers for one circuit, Slovakia has the lowest number of drivers per circuit. Note that among the ASNs with the most drivers, Germany is the country that has the lowest number of drivers per circuit (660), on account of the very high number of facilities on its territory.

Graph n° 5. Number of drivers per circuit, by country



2. THE CONTRIBUTIONS OF THE QUESTIONNAIRE

Within the context of the global objective of the survey, all the participants in the EYWP were asked to fill in a questionnaire after their experience of driving on the test circuit, using electronic tablets that were provided to them. We wish to stress that all the participants were questioned, and no selection procedure was thus carried out.

This questionnaire helps to achieve the global objectives of the sociological survey, and allows us notably to complete the literature by gathering information on this specific audience made up of the participants in the EYWP. In particular, it aimed to:

- measure the success of participation in the different events;
- identify the obstacles, or on the contrary the factors favouring the practice of motor sport by the targeted audience; and
- measure the disparities between the 9 participating countries.

The questionnaire¹⁵, offered in 10 languages (Dutch, French, English, Polish, Slovakian, Finnish, German, Portuguese, Swedish and Flemish) and adopting both a qualitative and a quantitative perspective, comprised 54 questions organised around three major themes:

- evaluation of the participants' motivation to take part in such a programme;
- evaluation of the EYWP through questions on how they found the experience;
- the participants' profile.

The analysis of the results of this survey will focus on these three themes. Within each of the themes, we shall first present the results obtained on the total population of the participants, before refining the analysis by identifying distinguishing criteria. In this respect, and generally speaking, two variables stood out:

- experience in motor sport, which led us to underline the different results obtained by those participants who had never before practised motor sport (rookies) and those who had already taken part in competitions (competitors); and

¹⁵ Appendix 1.

- nationality, which will enable us to underline any notable differences from one country to another.

These two criteria will therefore be used when they are truly distinguishing for analysing the results concerning the evaluation, motivation and profile of the participants.

2.1. Contextual information

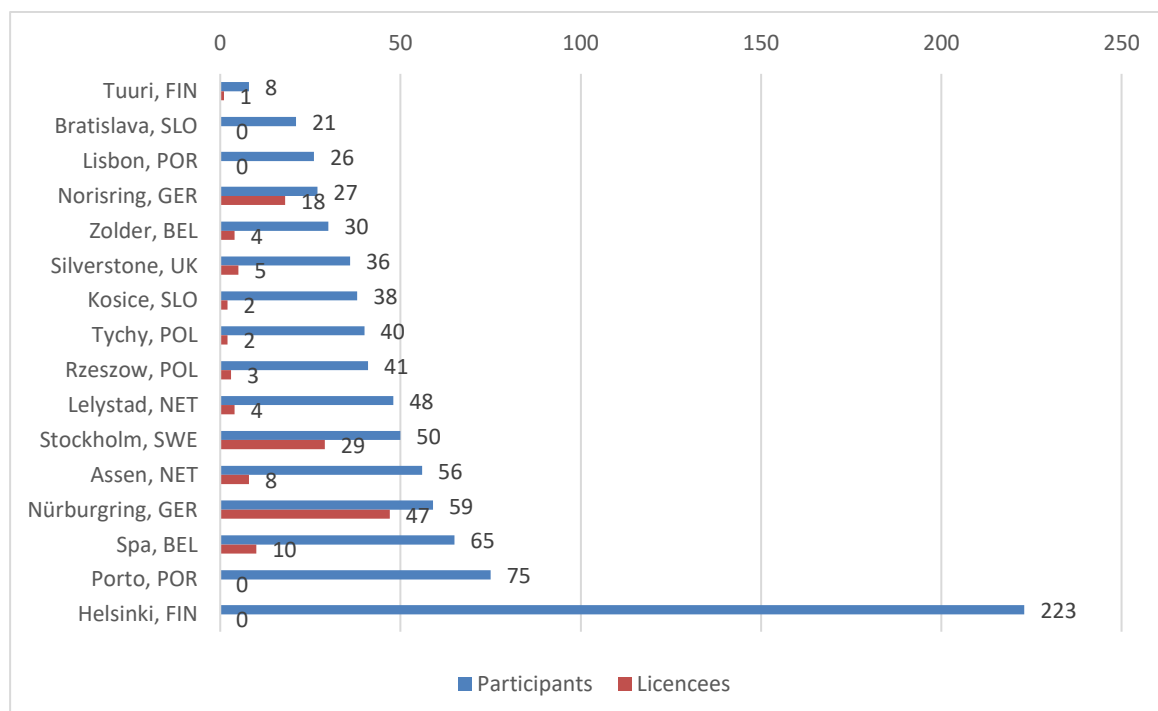
Within the context of the EYWP, 16 events were organised in 9 different countries. At each of the 16 events, the questionnaire was submitted to all the participants, and a total of 990 completed questionnaires were collected. However, in the end only 843 of them were analysed, as the rest were discarded due to poor or insufficient information.

The total population of the survey is therefore made up of these **843 respondents** who completed the questionnaire at the **16 events that were organised**, making an average of 52 participants per event.

Of these, **64%** were **“rookies”** and **22%** were **“competitors”**.

These first data, however, do not reveal the serious disparities observed from one event to another.

Graph n° 6. Number of participants, per event



The analysis of the heterogeneity of the number of participants is in reality multivarious, and includes elements such as the means of communication chosen by the ASN, the weather conditions, or the fact that the event is the first or the second organised by the ASN, which learns from its experience. We thus observe that the audience at the events is influenced by the efforts made by the ASN, notably in terms of communication and means of recruitment, which were not imposed by the FIA. In this respect, certain ASNs chose to communicate to the general public by radio or the written press, some sent the information to their members by email, while others chose to team up with a partner capable of providing a field of participants (club, school, etc.). This explains in part how one event was able to attract 223 participants while another (organised by the same ASN) drew only 8¹⁶. At the same time, one understands that the profile of the participants can also be very different from one event to another, with 79% of participants holding a licence issued by their country's federation at the event organised at the Nürburgring as opposed to 0% in Bratislava.

2.2. A very positive evaluation

While the event evaluation was very positive overall (a), it is interesting to refine the analysis of the evaluation by studying it on specific populations (b).

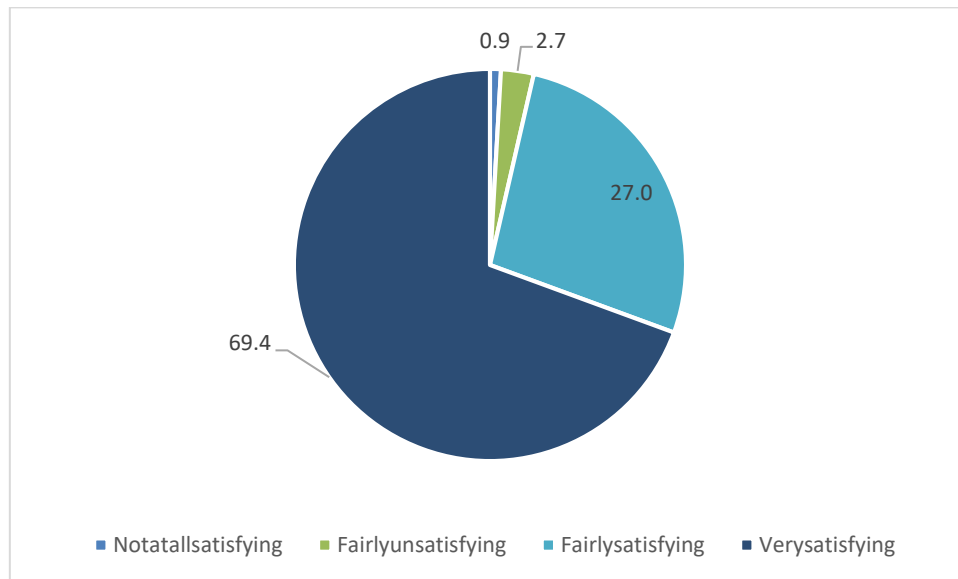
a) Analysis of the event evaluation on the whole population of participants

- *A particularly high satisfaction level*

While attendance figures at the events could have been better, it should be stressed that the participants' level of satisfaction was particularly high, since 96% of them declared that they were satisfied or very satisfied with the experience.

¹⁶ The atrocious weather conditions go some way towards explaining this result.

Graph n° 7. Level of satisfaction with the event on the part of all the participants



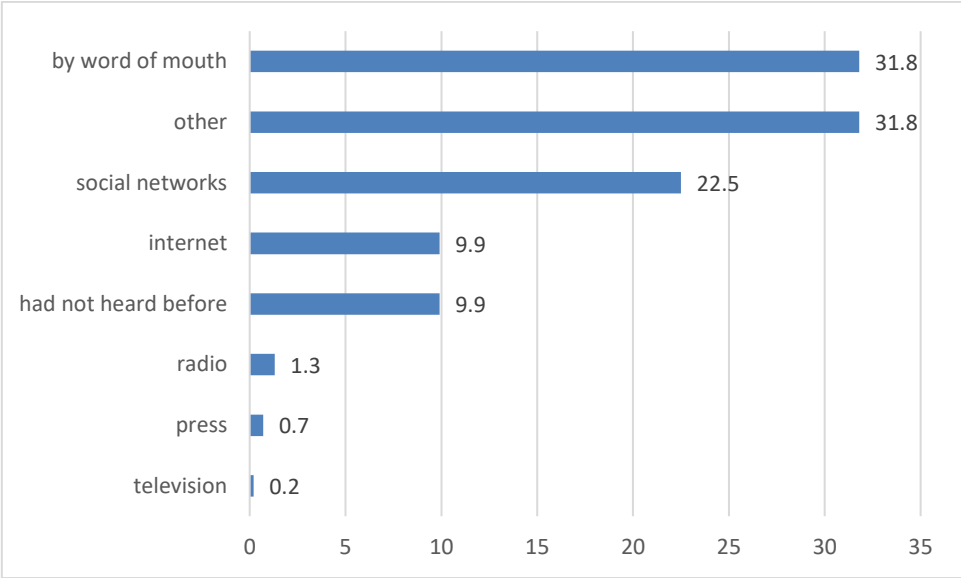
- *Various means of communication*

The way in which the participants learned of the existence of the event allows us to list the communication sources in order of frequency. First of all, it should be noted that “by word of mouth” (32% of participants) comes top of the list, jointly with “other”. Analysis of the latter reveals that the participants who ticked it mention two main types of institutions: school on the one hand and motor sport clubs on the other. If this of course reflects the methods chosen by the ASNs to publicise their events, it shows the importance of direct communication to promote this type of events, through mutual relations (word of mouth) and/or through institutions.

Social networks (22%) and the internet (10%) come next, way ahead of “traditional” media such as radio (1.3%), the printed press (0.7%) and television (0.2%).

Lastly, only 10% of participants state that they had never heard of the event before taking part in it, which clearly shows that the vast majority of participants were not there “by chance” and gives a first indication of the general degree of motivation.

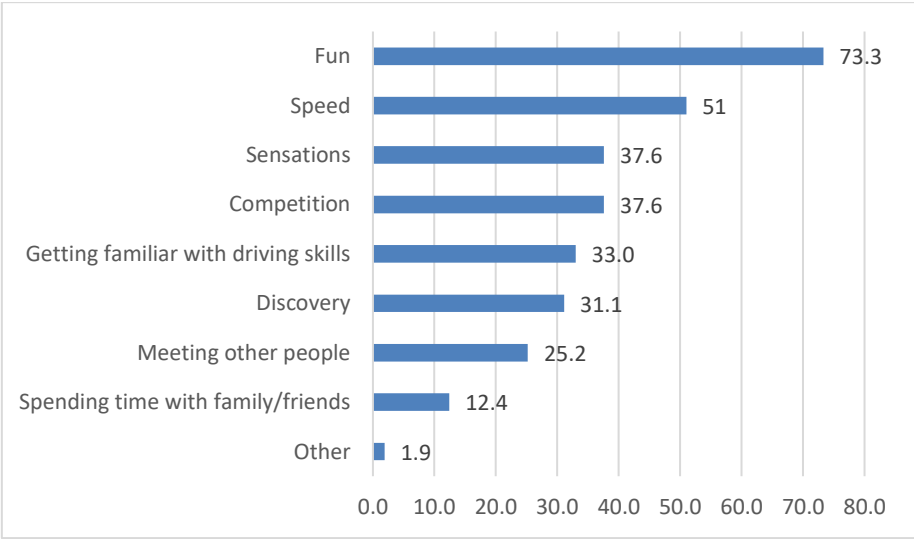
Graph n° 8. Sources of communication leading to participation – in % of participants (several responses possible)



- Reasons for satisfaction that are primarily sport-related*

The main reasons for satisfaction given by the participants are fully sport-related. At the top of the list are fun (73% of respondents), speed (51%), sensations and competition (38%), etc., clearly highlighting an attraction for the sport in itself. The criteria that are furthest from the sport dimension, such as spending time with family/friends or meeting other people, gather only a few responses (12% and 25% respectively).

Graph n° 9. Areas of satisfaction of the participants (several responses possible)



- *A unanimously welcomed programme*

The results concerning the interest of the programme as it was built, and its potential effectiveness on female activity, are particularly impressive, with positive response rates ranging from 92% to 97%.

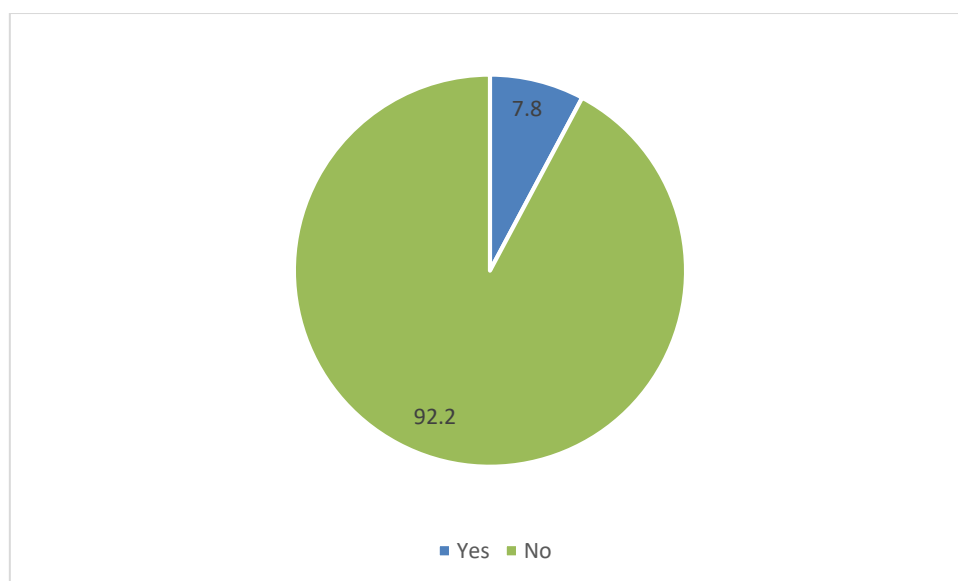
Table n° 6. Rate of positive responses to the questions measuring the interest of the programme

Yes (%)	Whole population
Questions	
Is the idea of organising a European competition a good initiative?	94.3
Is the fact that the event is reserved for girls a good thing?	92.3
Would you encourage your female friends to come to such an event?	96.1
Can this type of event encourage girls to take up motor sport?	97.4

- *Avocation-generating experience?*

The success of the programme can also be measured according to the participants' answers concerning their wish to do motor sport again. In this case, 92% of them said they would like to have another go.

Graph n° 10. Willingness of participants to do motor sport again



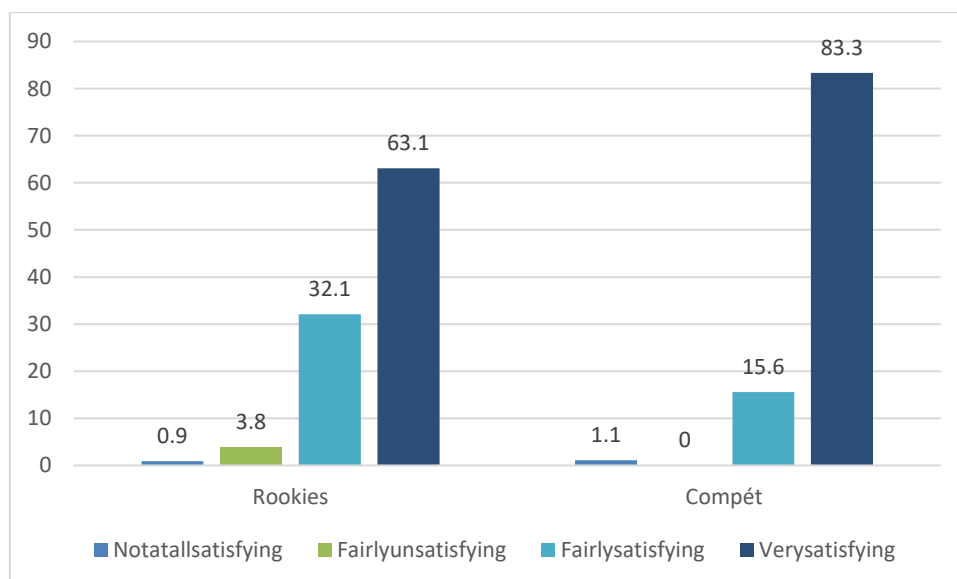
b) Differentiated analysis of the event evaluation on specific samples

- *A particularly positive evaluation among the competitors*

If the satisfaction level of the participants vis-à-vis the event is very high (96%), the competitors stand out for their even greater enthusiasm. Not only did 98.9% of them give a positive opinion, but their degree of satisfaction is also clearly higher than that of the rookies (83% of “very satisfying” as opposed to 63%). In parallel, among the rookies, although the level of satisfaction is relatively similar (95%), the rate of “fairly satisfying” is 32% (compared with 16% among the competitors).

These results confirm that while the programme (its format, its methods, etc.) was a success with both categories of participants, that it seemed particularly adapted to the keenest among them. We can also note that of the 29 participants who said they had not enjoyed taking part, 27 were rookies.

Graph n° 11. Level of satisfaction with the event, by category of participants



The analysis in terms of specificity indexes confirms this result, the response category “fairlysatisfying” rated 19% higher among the rookies than for the whole population of participants, while “verysatisfying” scored 20% higher among the competitors. It must nevertheless be noted that the over-representation of the responses “notatallsatisfying”

among the competitors and “fairlyunsatisfying” among the rookies is to be qualified in view of the very low number of responses concerned.

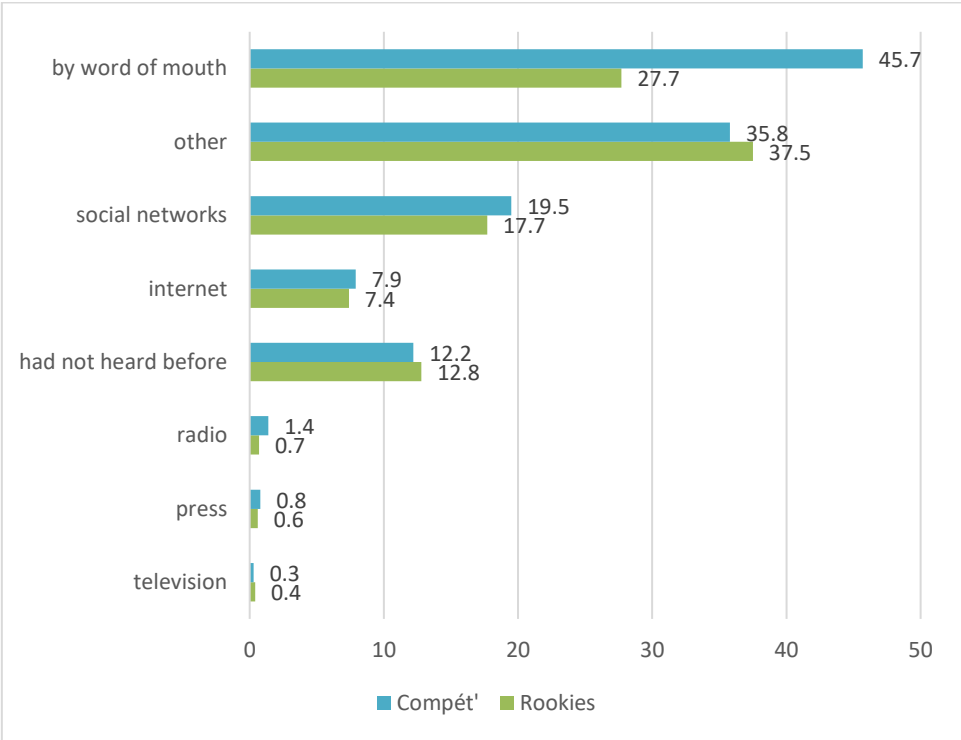
Table n° 7. Specificity indexes on satisfaction with the event (index 100: whole population)

	Rookies	Competitors
Notatallsatisfying	100	122
Fairlyunsatisfying	141	0
Fairlysatisfying	119	58
Verysatisfying	91	120

- *Communication aimed at competitors?*

The analysis of the means of communication leading to participation in the event show a structure of responses relatively equivalent between rookies and competitors, with the exception of word of mouth which comes way ahead at the top of the list among the latter (46% as opposed to 28% for rookies).

Graph n° 12. Means of communication leading to participation in the event, by category of participants

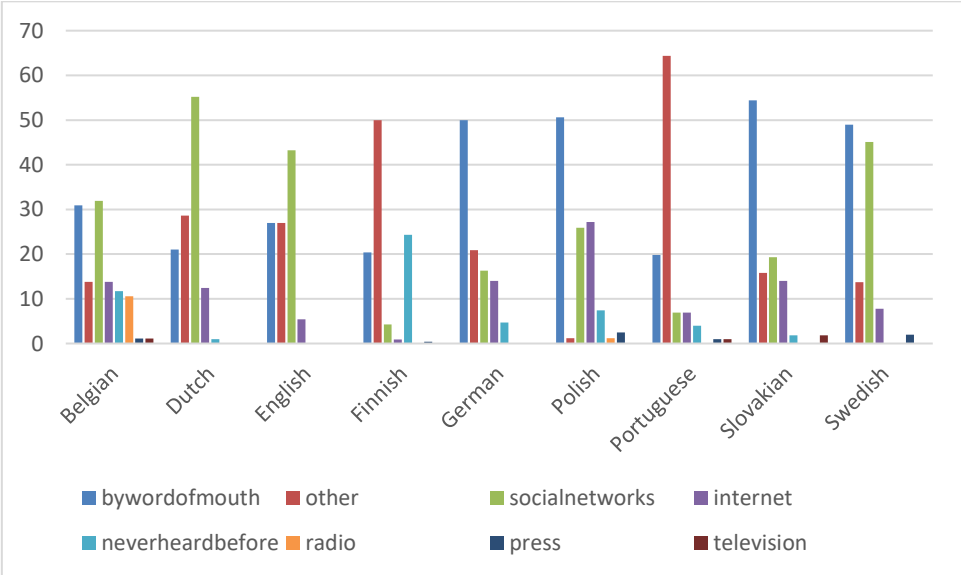


The analysis by ASN reveals significant differences in the way in which the participants heard about the event. This can therefore be interpreted either from the perspective of the type of communication chosen by each ASN, or from the perspective of the more or less correct adaptation of the medium according to the context.

In this case, word of mouth tops the table of means of communication in four of the nine countries, namely Germany (with 50% of participants having learned of the existence of the event through this means), Poland (51%), Slovakia (54%) and Sweden (49%), and also reaches a very high score in Belgium (31%). The response category “Other” is the most widely mentioned in Finland (50%) and Portugal (64%). It reflects alternative methods of recruitment chosen by these ASNs, such as collaboration with schools.

Social networks, for their part, in principle played a central role in several countries: Belgium 32%), the Netherlands (55%), the United Kingdom (43%) and Sweden (45%).

Graph n° 13. Means of communication leading to participation in the event, by country



If the following table allows us to confirm a number of these observations, it also highlights a number of instances of under-representation, but also the over-representation of certain media that are mentioned less frequently than others.

Table n° 8. Specificity indexes of the means of communication leading to participation in the event (index 100: whole population of participants)

	by word of mouth	other	social networks	internet	never heard before	radio	press	television
Belgian	97	43	142	139	118	815	157	550
Dutch	66	90	245	125	10	0	0	0
English	85	85	192	55	0	0	0	0
Finnish	64	157	19	9	245	0	57	0
German	157	66	72	141	47	0	0	0
Polish	159	4	115	275	75	92	357	0
Portuguese	62	203	31	70	40	0	143	500
Slovakian	171	50	86	141	18	0	0	900
Swedish	154	43	200	79	0	0	286	0

Regarding under-representation, it was interesting to note that word of mouth played a very minor role in certain countries in comparison with its average weight. In the Netherlands, in Finland or again in Portugal, the weight of this response category is around 40% less than for the whole population of participants (indexes of 66, 64 and 62 respectively). Social networks also appear to be mentioned less, from a relative point of view, in Finland (index of 19), Portugal (31) and Germany (72). In the same way, the weight of the internet is significantly lower in Finland (index of 9), the United Kingdom (55) and Portugal (70).

Inversely, and although these figures must be interpreted with caution given that they are sometimes based on relatively low absolute figures, certain categories that globally are not often mentioned appear over-represented in the responses of certain countries. This is the case for the response “never heard of before”, mentioned twice as often in Finland as elsewhere (index of 245), and for radio, mentioned eight times as often in Belgium as in the total population studied (index of 815). Lastly, it is also the case for the written press in Poland (357) and television in Belgium (550).

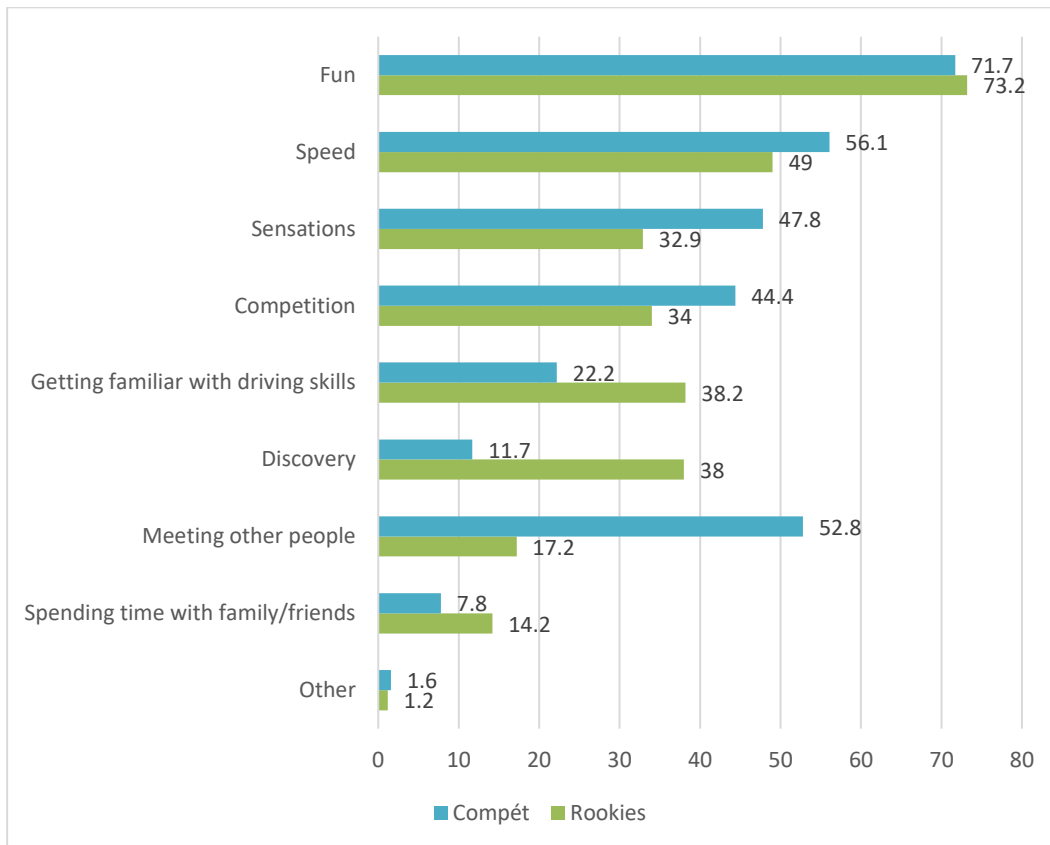
These results are complex to analyse insofar as they may depend on very different factors. In fact, depending on the strategies of the ASNs (public targeted, means of communication used, etc.) it is logical that certain responses are stronger in such or such a country. A certain number of cultural differences no doubt also play a part in these results when, from one country to another, the weight of such or such a medium can limit or on the contrary favour its influence. Nevertheless, we feel we can learn a lot from these data in that they underline the diversity of the means that can be used to reach this specific audience, including sometimes through the more “traditional” media. The fact that 11% of Belgian participants mention the radio both underlines the relative weight of such a medium and reminds us that it still constitutes a means of information for a section of the population. In this respect, the Belgian federation’s choice to develop a partnership with a national radio station to promote the event may seem pertinent.

- *Competitors satisfied from a sporting, and social, point of view*

There are also a certain number of variations in the reasons for satisfaction between the competitors and the rookies. While fun and speed are the most popular reasons in both categories, the “sport-related” criteria seem to weigh heavier among the competitors, whether it be speed (56% as opposed to 49% for the rookies), sensations (48% and 33%) or competition (44% and 34%). Inversely, and fairly logically, the criteria relating to the novelty of racing have a stronger showing among the rookies, whether it be driving skills (38% as opposed to 22% among the competitors) or discovery (38% and 12%).

More surprisingly, 53% of the competitors mention that they appreciated meeting other people, compared with only 17% among the rookies. A parallel can no doubt be drawn here with the fact that motor sport takes place in relatively closed circles, with notably very few young women (as indicated during the interviews we conducted) and that a programme such as the EYWP offers the opportunity to break out, in a way, from this relative isolation.

Graph n° 14. Reasons for satisfaction among the participants (several choices possible)



If we compare these results with the average of the participants, we obtain a specificity index that allows us to underline the over- or under-representation of such or such a response in relation to the whole of the population studied.

Table n° 9. Specificity indexes of the reasons for satisfaction (index 100: whole population of participants)

Areas of satisfaction	Rookies	Competitors
Meeting other people	68	210
Sensations	88	127
Competition	90	118
Speed	96	110
Fun	100	98
Other	63	84
Getting familiar with driving skills	116	67
Spending time with family/friends	115	63
Discovery	122	38

In this case, while the response “Meeting other people” is well and truly over-represented among the competitors, who mentioned it twice as often as the average (index of 210), there is for this category of participants a slight under-representation of the sport-related reasons: sensations (127), competition (118) and speed (110). Inversely, getting familiar with driving skills, spending time with family or friends, or again discovering motor sport, are reasons that are greatly under-represented in the competitors’ responses (with indexes of 67, 63 and 38 respectively). These three reasons are on the contrary those that are the most over-represented in the rookies’ responses (with indexes of 116, 115 and 122 respectively).

This table thus illustrates that, although fun and speed are the reasons for satisfaction given most often among all the categories considered, the competitors stand out from the rest of the population through the importance they place on meeting other people and on the sport-related criteria, whereas the weight of the responses less closely related to sport is greater among the rookies.

- *A unanimous evaluation that goes beyond the categories of participants*

For both of the categories considered, we find the same unanimity concerning the EYWP, with extremely high levels of positive responses. The virtual absence of differences between the rookies and the competitors seems to underline the pertinence of the programme as it was designed and proposed.

Table n° 10. Rate of positive responses to the questions measuring the interest of the programme, by category of respondents

Yes (%)	Whole population	Rookies	Competitors
Questions			
Is the idea of organising a European competition a good initiative?	94.3	92.6	97.2
Is the fact that the event is reserved for girls a good thing?	92.3	90.2	97.2
Would you encourage your female friends to come to such an event?	96.1	96.4	95
Can this type of event encourage girls to take up motor sport?	97.4	97	98.3

- *Birth and confirmation of vocations*

The observation is roughly the same regarding the participants' willingness to do motor sport again, with very positive results for each category, but nevertheless slightly higher among the competitors (98%) than the rookies (90%).

Table n° 11. Willingness of participants to do motor sport again after the EYWP, by category of respondents

%	Whole population	Rookies	Competitors
No	7.8	9.6	2.2
Yes	92.2	90.4	97.8

In terms of specificity indexes, the competitors are distinguished above all by their very low propensity to declare that they did not want to do motor sport again (index of 28), whereas the inverse is observed among the rookies, whose negative responses are slightly over-represented in relation to the average of the participants (123).

Table n° 12. Specificity index of willingness to do motor sport again (index 100: whole population of participants)

	Rookies	Competitors
No	123	28
Yes	98	106

Conclusion

The extremely positive results recorded concerning the evaluation of the events can be considered as a real success for the EYWP. However, this relative unanimity on most of the subjects can be queried in order to better understand not only what the motivations of these participants were, but also and above all the criteria that can explain their willingness to take part and the pleasure it gave them.

2.3. A particularly motivated public

We shall first describe the strong degree of motivation for the whole population of participants (a), before seeking to identify specific populations showing differing degrees of motivation (b).

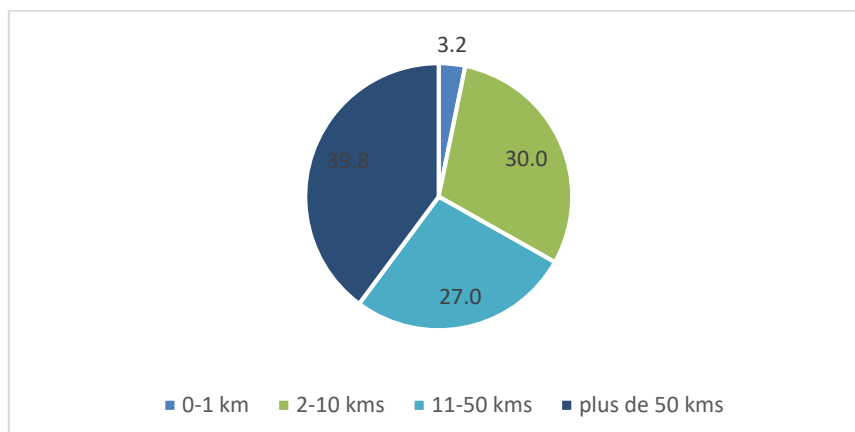
a) Analysis of the motivation of the whole population of participants

- *Particularly motivated participants*

One of the striking elements of the analysis is that the participants show very strong motivation. This is observed on at least two criteria: the distance between their place of residence and the event on the one hand, and their willingness to take part in the finals at Le Mans if they qualify on the other.

Starting with the first criterion, the participants who covered a long distance are particularly numerous, with 40% of them living more than 50 km from the venue of the event.

Graph n° 15. Distance covered to take part in the EYWP



This determination is also felt regarding the question of taking part in the finals at Le Mans if they manage to qualify. Indeed, 85% of the participants replied that they would take part in these finals if they qualified. We found this result particularly surprising insofar as travelling to Le Mans comes with a number of significant constraints (travel time, four days on site, etc.), which did not seem to frighten them. Beyond these declarations, the representatives of the ASNs told us they had no difficulty in convincing the young girls who qualified to make the journey, since none of those who had been selected declined.

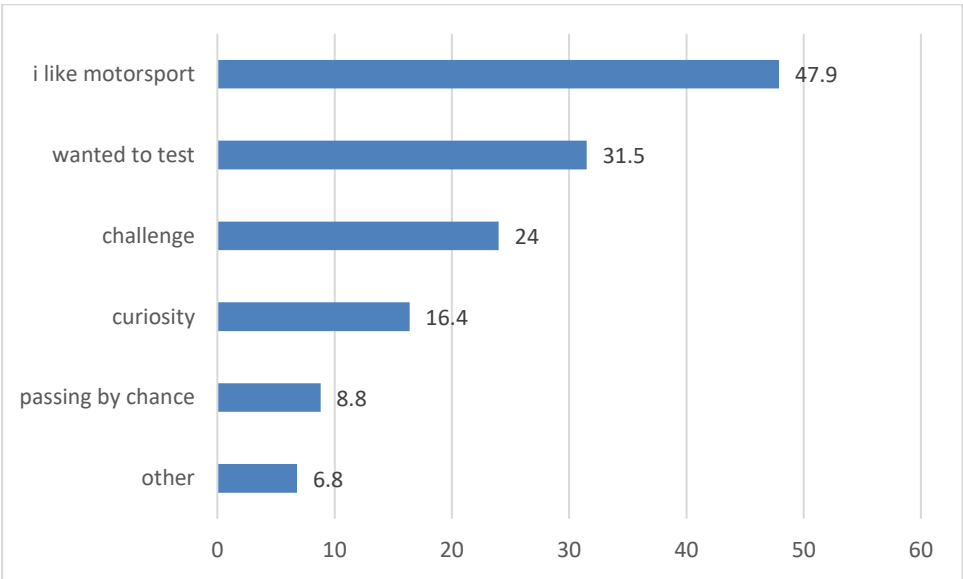
- **Motivation justified by a taste for motor sport**

If the EYWP records particularly high levels of satisfaction, it probably owes this in part to the profile of the participants, notably marked by a pronounced taste for motor sport: to the question of what their main reasons for coming to the event were, 47.9% reply that they love motor sport.

Three other responses stand out: wanted to test (31%), challenge (24%) and lastly curiosity (16%).

The very low rate of response for the category “passing by chance” (9%) confirms that the participants were not there by chance and that their presence was on the contrary motivated by a real desire to do motor sport.

Graph n° 16. Main reason for taking part



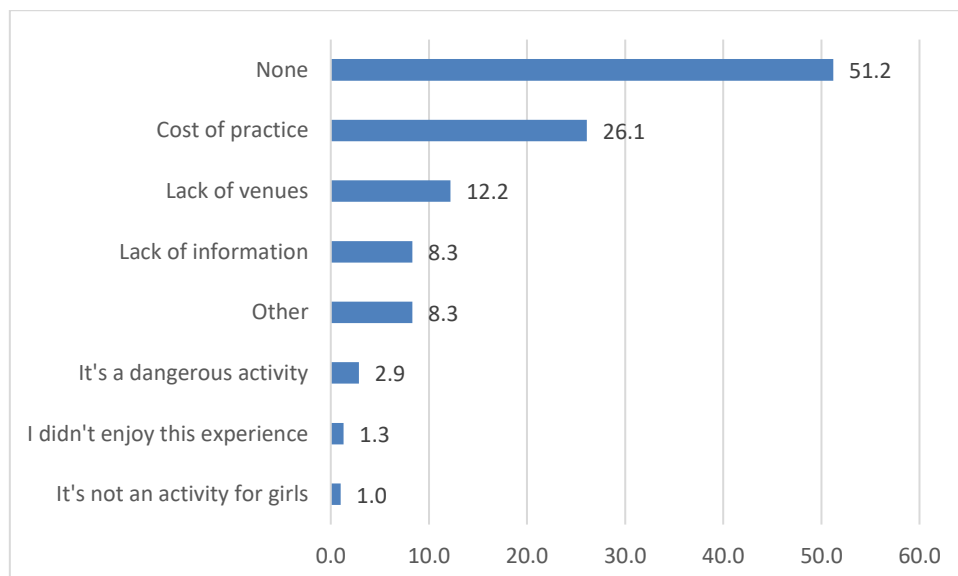
- *Inability of the participants to identify obstacles to the practice of motor sport*

The participants show themselves to be very keen to do motor sport again. When questioned about the reasons that might prevent them from doing so, 51% of the participants reply “none”. This can be interpreted positively in that it seems to show both a form of determination and an absence of “barriers” as such to the practice. Nevertheless, this response is not totally satisfactory, given that it does not help to explain why, in reality, very few young women take part in motor sport. In this respect, the qualitative interviews will allow us to complete this first approach.

Aside from the response “none”, the criteria mentioned concern the cost of practice (26% of the participants), the lack of venues (12%) and the lack of information (8%). These results are to be compared with the profile of the participants (Cf. III).

Lastly, it should be noted that the participants make almost no mention of the dangerous aspect of motor sport or its stereotyped nature as a male sport, with the responses “dangerous activity” and “not for girls” gathering only 2.9% and 1% respectively of the responses given.

Graph n° 17. Reasons not to do motor sport

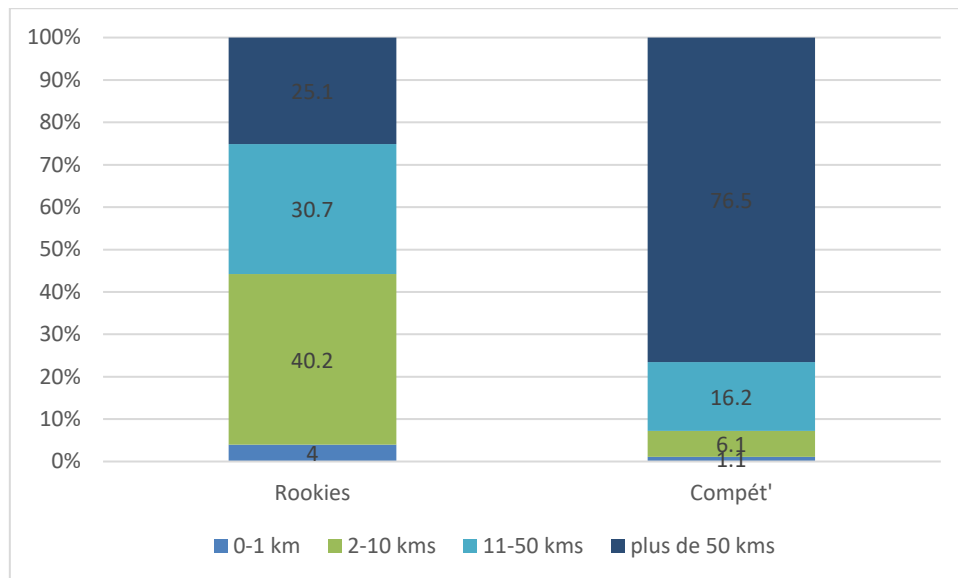


b) Differentiated analysis of the motivation on specific samples

- *Greater motivation among the competitors*

Taking the two criteria used previously on this question, the competitors' level of motivation appears greater than that of the rookies. Concerning the distance between the place of residence and the event, three quarters of the competitors had to cover more than 50 km to take part in the event (76%), as opposed to only one quarter for the rookies (25%). Although this has to be considered in relation to the places of residence of these different types of population (some being more rural and others more urban), it nevertheless illustrates the very strong motivation of the competitors.

Graph n° 18. Distance covered to take part in the event, by category of participants

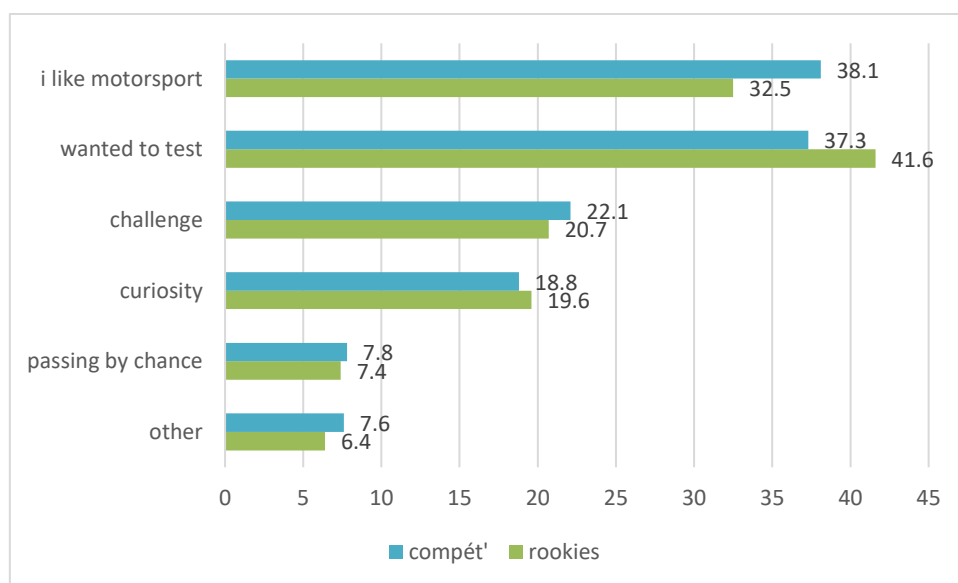


We also see a significant difference between these populations on the subject of their possible participation in the finals in Le Mans. Indeed, on this question, the competitors show a positive response rate that is clearly higher (99% of "yes") than that of the rookies (79%, even so). There again, this difference seems relatively logical in that the competitors, already invested in motor sport, have probably seen more clearly the attraction of such a prestigious final, which is consequently more stimulating for them than for a rookie.

- *Experience in motor sport as a distinguishing factor of motivation*

The main criteria of motivation to take part in the events studied vary according to the profile of the participants. Thus, while a taste for motor sport comes first among the competitors, with 38% of them as opposed to 35% of the rookies, the latter were more numerous in saying they wanted to test (42% as opposed to 37% of the competitors and 31% of the whole population).

Graph n° 19. Main reason for taking part, by category of participants



If these results appear relatively logical in view of the differentiated profiles, it should be noted that the taste for motor sport is mentioned more in the whole population than among the competitors (48% of the participants as opposed to 38%). This is found also at the level of the specificity indexes, where we see that the response category “I like motorsport” is under-represented in comparison with the whole population, whether it be among the rookies (index of 68) or the competitors (80). This underlines once again that we are dealing here with a very specific audience, since the taste for motor sport is there including among young women who do not practise motor sport in competition.

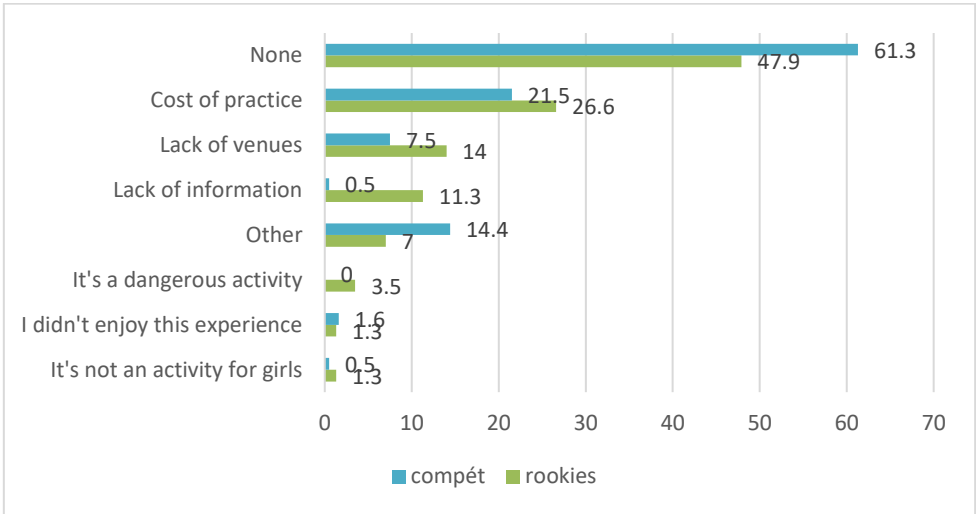
Table n° 13. Specificity index of the reason for taking part

%	Rookies	Competitors
other	94	112
passing by chance	84	89
curiosity	120	115
challenge	86	92
wanted to test	132	118
i like motorsport	68	80

- *Rookies more aware of the identified obstacles to the practice of motor sport*

The obstacles to practising motor sport mentioned by the participants differ slightly according to the characteristics of the participants. This is first the case between the competitors and the rookies. Fairly logically, the competitors are proportionally more numerous in declaring that there is no obstacle to their doing motor sport again (61% as opposed to 48% among the rookies). If the cost of practice is mentioned more by the rookies (27%), one out of five competitors gives this reason as a potential obstacle to practising (21%), which clearly shows a significant constraint connected with this dimension. Lastly, the rookies are more numerous in regretting the lack of venues and the lack of information, with 14% and 11% respectively among those who mention these criteria, as opposed to 7.5% and 0.5% among the competitors.

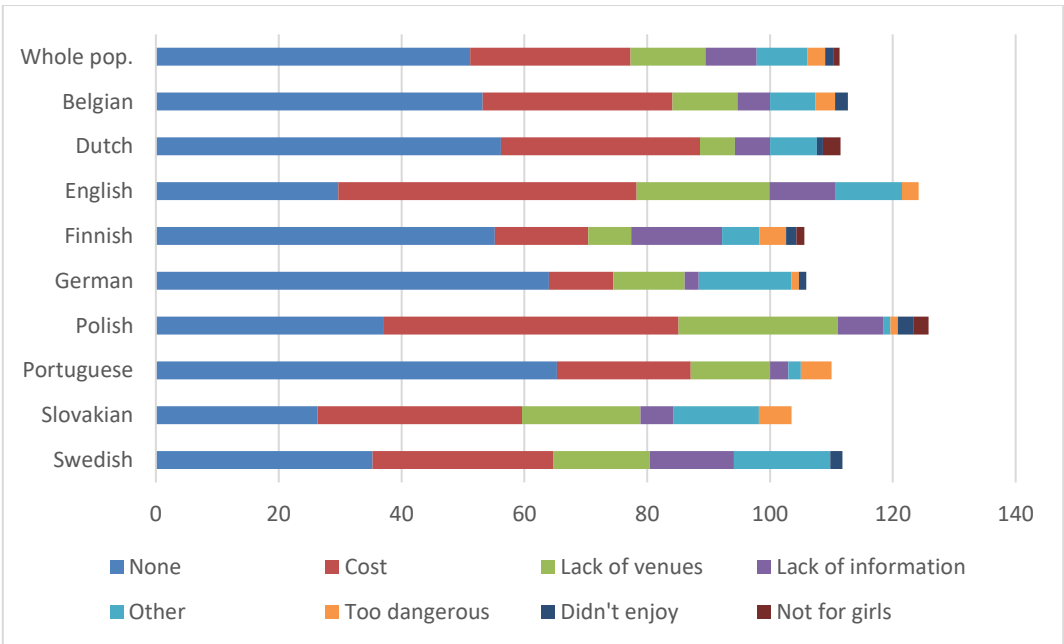
Graph n° 20. Reasons not to do motor sport, by category of participants



- *The importance of the national contexts*

The most notable differences on this question, however, concern the nationality of the respondents. For instance, while “none” tops the list in most of the countries, the cost of practice constitutes the main obstacle for the British, Polish and Slovakian participants.

Graph n° 21. Reasons not to do motor sport, by country (several responses possible)



The use of the specificity indexes confirms these differences according to the nationalities. The share of responses “none” is thus clearly lower in Slovakia (index of 51), the United Kingdom (58), Sweden (69) and Poland (71). Among these four countries, the United Kingdom and Poland are distinguished by a particularly strong prevalence of “cost of practice”, with indexes of 186 and 184 respectively, but also of the lack of venues (177 and 212). The lack of information is particularly mentioned in Finland (index of 178) and Sweden (165). Lastly, and although this concerns particularly low rates of responses, it should be noted that the dangerous nature of the activity was mentioned proportionally more in Portugal (index of 172) and Slovakia (183), as was the case for the response “didn’t enjoy” in Poland (192) and Belgium (162) and again for the response “not for girls”, mentioned in only three countries, including the Netherlands (index of 290) and Poland (250).

Table n° 14. Specificity indexes of the reasons not to do motor sport (index 100: whole population)

	None	Cost	Lack of venues	Lack of information	Other	Too dangerous	Didn't enjoy	Not for girls
Belgian	104	118	87	64	89	110	162	0
Dutch	110	124	47	69	92	0	77	290
English	58	186	177	130	130	93	0	0
Finnish	108	58	57	178	73	148	131	130
German	125	40	95	28	182	41	92	0
Polish	72	184	212	89	14	41	192	250
Portuguese	128	84	106	36	24	172	0	0
Slovakian	51	128	158	64	169	183	0	0
Swedish	69	113	129	165	189	0	154	0

Conclusion

The high degree of motivation observed among the participants is explained in particular by their taste for motor sport, shared by a significant proportion of them. This taste for motor sport explains in part their interest in the programme and the enjoyment experienced, but does not however allow the participants to identify the reasons why female activity is low. Another criterion appears to be essential in order to understand the profile of the participants: socialisation in motor sport.

2.4. The importance of socialisation in motor sport

The analysis of the results of the questionnaire allows us to underline the high level of socialisation in motor sport. We shall first examine this over the whole population (a), before conducting the analysis on specific samples of participants (b).

a) Analysis of the importance of socialisation in motor sport over the whole population

- *Solid knowledge of motor sport*

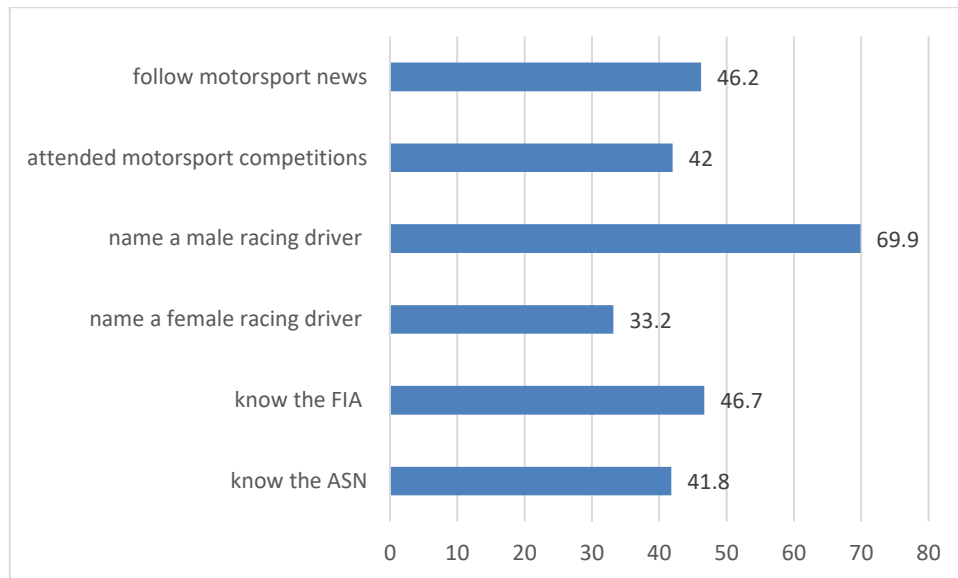
The different questions concerning knowledge of motor sport allow us to underline a relatively significant “culture” on the subject among the participants.

46% of them declare that they regularly follow motor sport news and only 58% said that they had never attended competitions. These percentages seem particularly high, notably among this “young” and female population, far from the targeted audience for motor sport.

Along the same lines, 70% of the participants declared that they could name a male racing driver, and 33% a female racing driver. There again, and despite the gap between the two rates of response – which also underlines the lesser development of female motor sport activity at a high level – these results underline a relatively significant knowledge of motor sport among these participants.

Lastly, the degree of knowledge of the institutions also proves to be fairly impressive, in that almost one in two of the participants say that they know the FIA (47%) as well as the ASN of their country (42%).

Graph n° 22. Rate of positive responses to the questions measuring knowledge of the motor sport sector

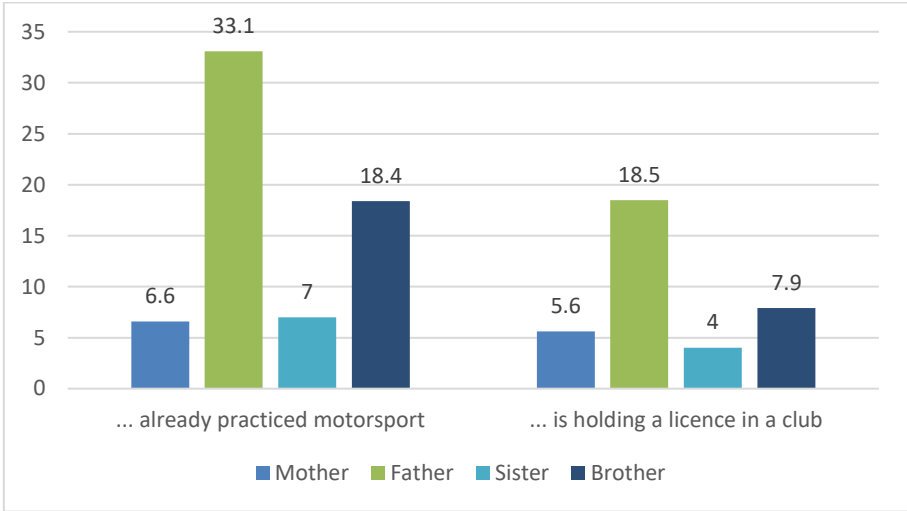


- *A high level of socialisation in motor sport*

Beyond this information concerning the profile of the participants, the latter are distinguished by the importance of socialisation in motor sport received within their family environment. The share of participants from a family with at least one member who has already practised motor sport or holds a licence in a club stands at 40.7%.

In detail, we see that this socialisation originates predominantly from the male members of the family, since 33% of the participants have a father who has already practised motor sport and 18% a brother. It should nevertheless be noted that 7% of them had a mother or a sister who had practised.

Graph n° 23. Proportion of family members invested in motor sport

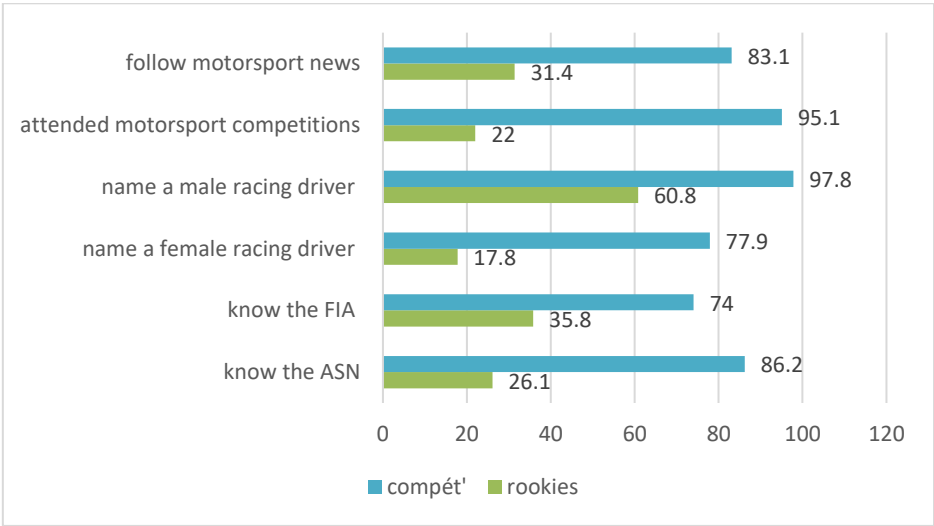


b) Differentiated analysis of the importance of socialisation in motor sport on specific populations

- A far higher level of motor sport knowledge among the competitors

The differences between competitors and rookies appear particularly sizeable when it comes to motor sport knowledge, with positive response rates three times higher among the former, and this for all the questions posed.

Graph n° 24. Rates of positive responses to the questions measuring knowledge of the motor sport sector, by category of participants



While these results may seem relatively logical, the particularly large difference here nevertheless tells us of the discriminating nature both of the fact of having never practised and, inversely, of practising in competition, as confirmed by the following table. Indeed, the analysis of the specificity indexes shows that the rate of positive responses is clearly lower than the average among the rookies (with indexes going from 54 to 87) and significantly greater among the competitors (140 to 1250).

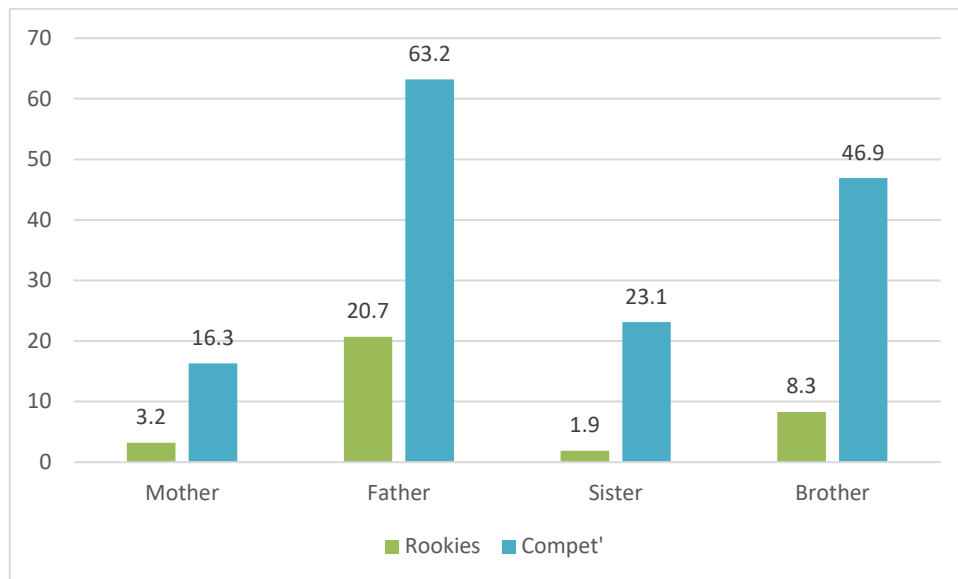
Table n° 15. Specificity index of the questions measuring knowledge of the motor sport sector (index 100: whole population)

	Rookies	Competitors
know the ASN	62	206
know the FIA	77	158
name a female racing driver	54	235
name a male racing driver	87	140
attended motor sport competitions	75	1250
follow motor sport news	68	180

- ***More accomplished socialisation among the competitors***

Family socialisation in motor sport appears to be far more marked among the competitors than among the rookies: while the hierarchy is roughly the same in both populations, with notably the same influence of the male members of the family in this process, the differences are particularly large, whether among the fathers (63% for the competitors and 21% for the rookies), brothers (47% and 8%), sisters (23% and 2%) or mothers (16% and 3%).

Graph n° 25. Rates of motor sport practice among the members of the participants' families, by category of participants (in %)



There again, comparing the results with the average of the participants – by means of specificity indexes – allows us to better illustrate the impressive level of family socialisation in motor sport among the competitors. This is in fact not only the case for the male members of the family, with twice as many responses than the average of the participants concerning the brothers and fathers (respective indexes of 255 and 191), but is also the case for the mothers (247) and still more for the sisters (330!).

Inversely, we see that the rookies enjoy far less family socialisation in motor sport than the average, with responses far lower than the average (although 20% of them nevertheless declare that their father has already practised motor sport).

Table n° 16. Specificity index concerning the practice of motor sport by the different members of the participants' family (index 100: whole population)

	Rookies	Competitors
<i>Mother</i>	48	247
<i>Father</i>	63	191
<i>Sister</i>	27	330
<i>Brother</i>	45	255

Conclusion

The participants' taste for motor sport, identified previously, is explained here when we analyse the participants' level of socialisation in motor sport. This is particularly high and is measured notably by a high level of knowledge and a large proportion of family members involved in motor sport. Lastly, the analysis of the participants' profile is completed with the identification of social determinants.

2.5. Relatively marked social determinants

The analysis of the social, demographic and economic information on the participants allows us to identify relatively marked social determinants. These determinants will first be examined over the whole population of participants (a) before a more specific analysis is conducted on specific populations (b).

a) Analysis of social determinants of the whole population of participants

- *Particularly rural participants*

The average age of the participants is 15.1 years, which corresponds perfectly to the age range targeted by the programme (13-18 years). Concerning their place of residence, the majority of them come from an urban background, as 57% of them live in a city, as opposed to 21% who state that they come from the countryside. Also, the urban areas concerned are relatively "average", since 44% of the participants come from towns with a population of between 3000 and 50,000 inhabitants, whereas 29% of them come from "cities" (more than 50,000 inhabitants).

These results can be placed in perspective thanks to European data: in 2015, 28% of the population lived in rural areas (population less than 5000 inhabitants), 31.6% in a village or on the outskirts of a city and 40.4% in a town¹⁷.

¹⁷ https://ec.europa.eu/eurostat/statistics-explained/index.php/Statistics_on_rural_areas_in_the_EU

Also, 75% of the population of Europe is urban, according to a report by the UN published in 2018¹⁸. We therefore note that the proportion of the participants living in rural areas is greater than that found within the population of Europe as a whole.

Table n° 17. Social, demographic and economic information on the participants

	Whole population
Average age	15.1
Place of residence:	
in a city	56.7
in the countryside	20.8
Population of the place of residence:	
less than 3000 inhabitants	26.5
between 3000 and 50,000 inhabitants	44
distance to the event: over 50 km	39,8

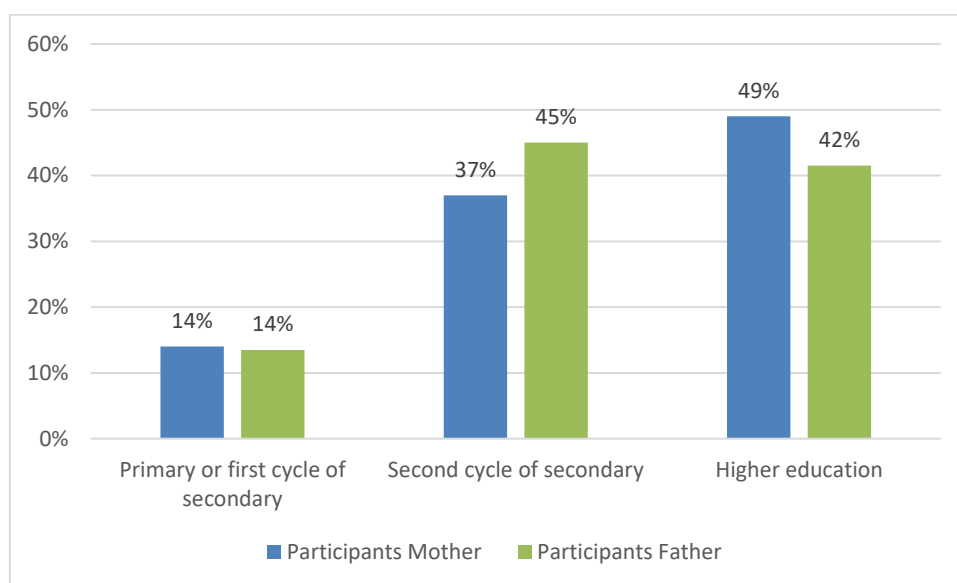
- *Parents' level of education equivalent to the European averages*

The level of education of the participants' parents is studied using European nomenclature. We observe a strong concentration of parents from the second cycle of secondary and from higher education, since these two categories concern 76% of the mothers and 86% of the fathers. Inversely, parents from the primary or from the first cycle of secondary are very few in number (between 13% and 14% of all the parents).

We also observe a difference according to the gender of the parents, as the most frequent level of education among the mothers is higher education (49% of mothers as opposed to 41% of fathers) whereas among the fathers, it is the intermediate level that is the most frequent (45% of them as opposed to 37% of the mothers).

¹⁸ Revision of World Urbanization Prospects, ONU, 2018.

Graph n° 26. Level of education of the participants' parents



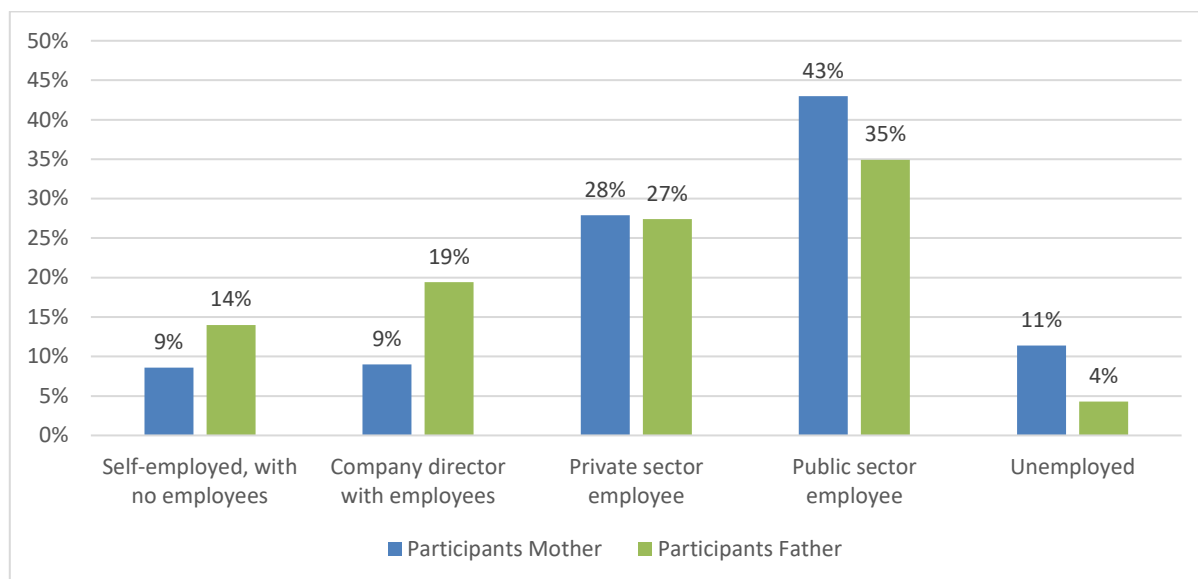
The results obtained for the mothers are to be compared with those noted for women between the ages of 25 and 34 at the European level: 48% hold a higher education diploma, 40% a diploma from the secondary cycle and 12% from the primary cycle¹⁹. There is therefore no notable difference between the two samples studied, with the result that the level of education of the participants' parents cannot be considered as significantly different from that observed over the European population as a whole.

- ***The public sector, major employer of the participants' parents***

The following graph illustrates the fact that public sector employees constitute the most represented group, with 43% of the mothers and 35% of the fathers. However, the private sector as a whole represents the majority, especially among the fathers (61%). While the share of private sector employees is roughly equivalent between women and men (28% and 27% respectively), we in fact observe more marked differences for company directors with employees (9% of the mothers and 19% of the fathers) and self-employed without employees (9% and 14%). Inversely, the share of unemployed is greater among the mothers (11%) than the fathers (4%).

¹⁹ <https://data.oecd.org/fr/eduatt/niveau-de-formation-des-adultes.htm#indicator-chart>

Graph n° 27. Employment categories of the participants' parents



At European level, 24.4% of the population is employed by the public sector, 13.5% is self-employed and 6.8% is unemployed²⁰. We thus observe an over-representation of public sector employees in our sample of parents.

b) Differentiated analysis of social determinants on specific samples

- *The more rural origin of the competitors*

The participants' profiles vary strongly depending on whether they are rookies or competitors. While the average age is largely the same (15 years and 15.5 years), we observe great differences regarding the places of residence. Whereas the majority of the rookies come from the urban environment (67% of them), most of the competitors come from the countryside (44%). More competitors logically live in small towns (38% live in towns with fewer than 3000 inhabitants, as opposed to 21% of the rookies) or middle-sized towns (50% and 41%). Likewise, 76% of the competitors travelled more than 50 km to take part in the event, as opposed to 24% of the rookies, which underlines once again the very strong motivation of those girls who are already involved in motor sport.

²⁰ http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=une_rt_a&lang=fr

Table n° 18. Social, demographic and economic information on the participants, by category of participants

	Rookies	Competitors
Average age	15	15.5
Place of residence:		
in a city	67.3	31.3
in the countryside	11.1	44.1
Population of the place of residence:		
less than 3000 inhabitants	21.3	38
between 3000 and 50,000 inhabitants	41	49.7
distance to the event: over 50 km	24.4	76.5

The analysis in terms of indexes allows us to confirm the very strong specificities which distinguish the competitors in relation to the average of the participants. Twice as many of them come from a rural environment (index of 212) and live more than 50 km from the event (192). Inversely, for these two criteria the rookies record indexes of 53 and 61, results that are only just above half of the average of the participants

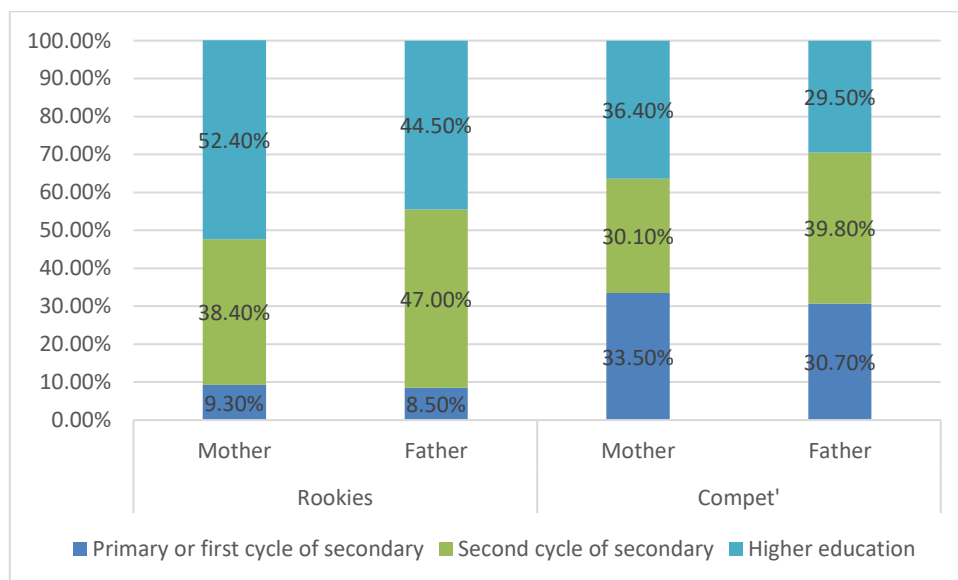
Table n° 19. Specificity indexes of the social, demographic and economic information on the participants

	Rookies	Competitors
Average age	99	103
Place of residence:		
in a city	119	55
in the countryside	53	212
Population of the place of residence:		
less than 3000 inhabitants	80	143
between 3000 and 50,000 inhabitants	93	113
distance to the event: over 50 km	61	192

- *A higher level of education among the rookies' parents*

There are significant differences in the level of education between the parents of the rookies and those of the competitors. In each of these populations, the mothers' level of education seems higher than that of the fathers, and the share of higher education diplomas is clearly greater among the rookies (52% for the mothers and 44% for the fathers) than among the competitors (36% and 29%). Inversely, the share of primary or first cycle of secondary diplomas is distinctly higher among the competitors (around 30%) than among the rookies (around 8%).

Graph n° 28. Level of education of the participants' parents, by category of participants



The use of the specificity indexes clearly reveals the very strong over-representation of parents with first cycle diplomas among the competitors, as their share is twice as great as for the average of the participants (indexes of 239 for the mothers and 227 for the fathers).

Table n° 20. Specificity indexes of the level of education of the participants' parents

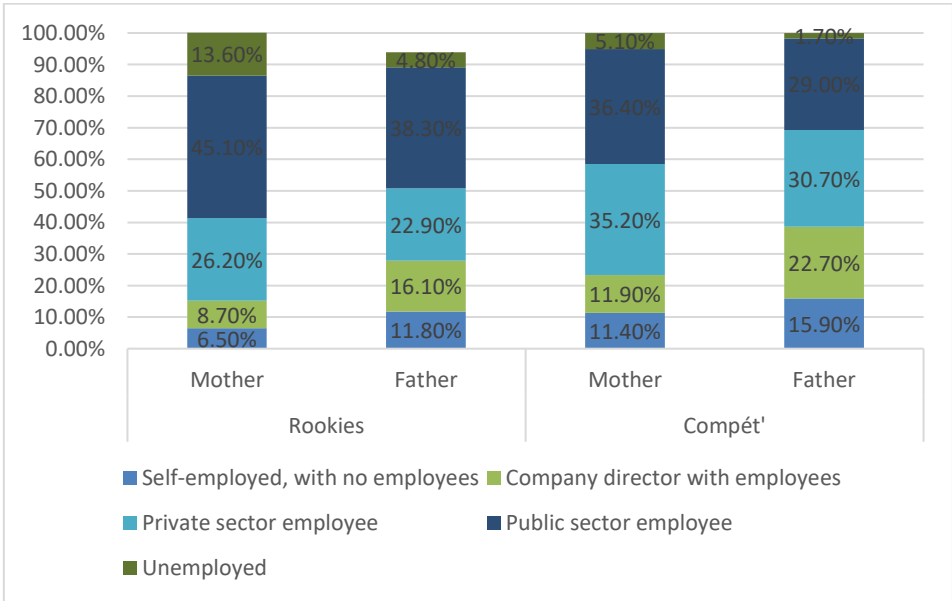
Parents' educational level	Rookies		Competitors	
	Mother	Father	Mother	Father
Primary or first cycle of secondary	66	63	239	227
Second cycle of secondary	104	104	81	88
Higher education	107	107	74	71

- An over-representation of the private sector among the competitors' parents

As we have observed for the whole of the population, the most represented group is that of public sector employees, with the exception of the category of the competitors' fathers, where it comes a close second to private sector employees. The public sector is nevertheless distinctly more highly represented among the rookies (45% of their mothers) than among the competitors (36% of the mothers and 29% of the fathers).

It should nevertheless be noted that if the private sector concerns "only" 41% of the rookies' mothers, this sector is in the majority among their fathers (51%) and still more among the competitors' parents, with 58% of the mothers and 69% of the fathers.

Graph n° 29. Employment categories of the participants' parents, by category of participants



The analysis in terms of specificity indexes confirms this tendency with an over-representation in the private sector for the competitors, in particular among their mothers (with indexes ranging from 132 and 133 for company directors, with or without employees). Inversely, the share of unemployed is half as great among the competitors' parents as in the rest of the population (indexes of 45 for the mothers and 40 for the fathers).

Table n° 21. Specificity indexes of the employment categories of the participants' parents

Parents' sector of activity	Rookies		Competitors'	
	Mother	Father	Mother	Father
Self-employed, with no employees	76	84	133	114
Company director with employees	97	83	132	117
Private sector employee	94	84	126	112
Public sector employee	105	110	85	83
Unemployed	119	112	45	40

Conclusion of 2.5

The analysis of the participants' profiles shows a particularly rural population, especially among the competitors. The study of their parents' profile shows a specific profile concerning the competitors' parents. Indeed, on average they hold diplomas of a lower level than those of the rookies' parents and are most often employed in the private sector.

3. THE CONTRIBUTIONS OF THE INTERVIEWS

The quantitative approach developed so far allows us to illustrate a certain number of social determinants favouring or on the contrary discouraging the practice of motor sport among young women. However, this type of approach must be completed by a more qualitative approach in order to go beyond the simple reading of statistics and to define more precisely the complexity of the social reality being studied.

In this case, the European finals that were held in Le Mans in March 2019 provided the opportunity to work in a group with the finalists from the nine ASNs, and we were also able, during the second training camp, which took place in August 2019 in Kerkrade (the Netherlands), to interview the girls who had won these finals. These work sessions initially consisted in going back over the “career” of these young women in order to measure how they perceived their own experience of motor sport, their motivations, and the obstacles encountered, as well as how they intended to pursue their career in the future.

During the session in Le Mans, we also organised role play for the girls, in which they had to play the part of an automobile club manager seeking to promote motor sport activity among young women, in order to gather their views on the obstacles to be overcome but also on the paths for improvement to be explored in this sense.

3.1. Careers that illustrate the social processes of recruitment

a) The role of socialisation in motor sport among the finalists

The results of the survey showed that family socialisation constitutes a central element to explain young women’s interest in motor sport. The interviews conducted in Le Mans confirmed this analysis: of the 27 finalists present, only two said that nobody in their family was interested in motor sport. For the others, on the contrary, motor sport appears to be a keen passion within the family environment, whether on the part of just one person or of all the male members of the family. While the father was mentioned very often, this was also the case for a brother or brothers, an uncle, a grandfather, etc. This family passion translates in different forms.

First of all, for several of the finalists, motor sport is watched on television as a family and thus seems to constitute a form of ritual through which the taste for and interest in these disciplines are transmitted. Many finalists also stress that one or more members of their family practise or have practised motor sport. More generally, it is interesting to note that socialisation in motor sport also takes forms other than the purely sport-related dimension: if some of the finalists mention the fact that nobody in their family practises as a racing driver, they nevertheless stress that their father and/or brother works in the automotive sector, for example as a mechanic. We thus understand that, for these finalists, the relation to sport falls within a broader environment in which they have integrated a certain number of codes and developed a taste for these activities. Despite their young age, they have nevertheless demonstrated sometimes impressive experience in this field. Some have been practising for many years, the most experienced having for example more than eight years of karting under their belts. Likewise, while “only” 11 of the 27 finalists hold an official licence, 21 of them have already taken part in competitions, including at international level. We are therefore dealing here with an audience that has known early sporting socialisation, including within the family environment, and for whom motor sport is approached with a view to competition and an aspiration for performance.

Concerning their taste for motor sport, the finalists mention facts that again underline that they have been imbued with the codes of this environment. First of all, we find certain attractions mentioned in the questionnaire: speed, sensations, etc. More precisely, certain finalists stress the demands that they feel the practice of motor sport requires, as well as the competitive aspect: the search for performance, perfectionism, competition, pressure, adrenaline, etc. We thus understand that we are dealing here with young women who do not develop a purely recreational approach, but who, on the contrary, are imbued with this competitive dimension. However, the practice also seems to constitute for them a space that is sheltered from external contingencies, in the same capacity as other types of leisure activities: the necessary concentration, the fact of emptying their minds, etc. apparently constitute an essential source of satisfaction for these racers. Likewise, several of them mention “the smell of petrol” as an integral part of the pleasure they feel, which clearly illustrates how this experience involves a multitude of senses. Among the other sources of satisfaction and assurance gained from practising motor sport, several finalists mention the fact of being able to compete against boys and/or adults. Going further, the group dynamics generated by these practices seem to produce forms of identification, since several participants mentioned the “community”, the “family” that the world of motor sport constitutes in their view. This feeling of integration – which often leads people to keep up the practice – seems all the more remarkable in that these young women find themselves, each time, particularly “isolated” in what can be likened to the preserve of a “boys’ club”.

Most of them say that they are the only women in their club or in the competitions in which they take part and, when there is another woman, it is not rare for it to be their sister. In the rare cases in which other girls are present, they do not seem to make friends with them because they are above all perceived as rivals. It should also be noted that for many of them, the Girls on Track programme was one of the first occasions to meet and establish friendly relations with other girls, which they particularly appreciated. This situation of isolation in practising motor sport clearly reflects the way in which this activity is perceived.

Indeed, the finalists questioned do try to convince their female friends to come and race, but their attempts seem almost always to come to nothing. Different types of argument are used to justify such refusal. First of all, it is the very nature of motor sport that appears to put them off: the “sport” dimension does not seem explicit to these female friends and it therefore seems necessary to convince them that it is indeed a “real sport”. Then we have the gender stereotypes: the fact of considering that it is a “boys’” activity seems to be particularly prevalent among the finalists’ female friends. This clearly underlines the permanence of this type of cliché, including for the youngest generations. For a girl, practising motor sport represents a greater social cost than if she were to take up so-called “feminine” activities, or ones that are less marked in terms of gender. Work should therefore be done on education and communication in order to alter such perceptions. Among the other arguments put forward, “fear” appears to play a part in these young women’s mistrust of motor sport. There again, better communication on the conditions of the practice and the safety measures put in place could prove pertinent. Lastly, we find the cost of the practice as an explanation for the lack of girls in this activity, which is reflected by the responses to the questionnaire and more generally to the question of access to motor sport in the broader sense, beyond the solely gendered dimension.

Concerning other people’s take on the practice of motor sport, the finalists seem faced with a range of reactions that are more or less hostile. First of all, and contrary to what we might imagine spontaneously, this type of reaction does not come only from boys, but also largely from girls. In other words, while boys can show forms of hostility at seeing young women interfering in the “boys’ club” of motor sport, their female counterparts may judge this practice, which is relatively far removed from the dominant norms of femininity, just as harshly. In this respect, the finalists differentiate between the perceptions in scenes outside motor sport (notably school and social networks) and those within the context of practising this activity. It is in the former case that criticism from other girls can be the most resonant, whereas confrontation in the eyes of young men is more evident in the second situation. In the majority of cases, this confrontation does not appear to provoke explicitly hostile comments. Many of the finalists stress that it is more in the looks they are given, in more trivial comments, etc., that their legitimacy to practise this sport activity seems to be challenged. Likewise,

several finalists mention the forms of condescension that boys express towards them: “they’re nice to us... as long as they’re the ones who win”. We thus understand that the presence of these young women within the context of competitions and/or clubs does not in fact arouse evident hostility, provided that they do not challenge the implicit hierarchy on which the functioning and the interactions within these spaces relies. So, if winning a race in which a girl is taking part is not grounds for a young man to challenge her legitimacy, being beaten by her on the other hand constitutes a far greater challenge which, in return, can generate greater hostility. In the end, it is also on social media that the young women appear to suffer the most explicitly offensive comments, probably on account of the anonymity that these networks allow and the ways in which comments are posted on these media.

These reactions to the presence of girls are a perfect illustration of the obstacles to greater feminisation of the practice of motor sport. This does not, for all that, mean that they see themselves as victims unable to defend themselves. On the contrary, for those who are already involved in motor sport, the fact of venturing into unconquered territory seems to constitute an additional source of motivation. Many have thus stressed that they appreciate the challenge that this represents, and the fact that motor sport is one of the rare sport disciplines where such confrontation is possible. When questioned on their reactions to boys challenging their legitimacy and claiming that there is no place for girls on the circuits, several of them offered the same response, with a smile: “I tell them: come out on the track with me...”. This type of reaction is a reminder of the determination that is necessary to overcome the obstacles, but at the same time underlines the fact that practising motor sport also helps them to gain in assurance and self-esteem.

b) The contributions of the programme and its limits in terms of the winners’ career path

The different elements mentioned on the subject of the finalists also concern the girls who emerged as the winners of this programme. We also spoke with them about how they had perceived this experience and the benefits that it had brought them. The first thing they mentioned concerned the sport-related aspect. Indeed, the winners unanimously stated that the programme had made them better drivers. They had greater difficulty in mentioning other aspects on which taking part in the programme had enabled them to progress. This reflects the fact that the sport-related and competitive dimension constitutes a central issue for these young women who are very invested in their motor sport activity. However, beyond these spontaneous responses, some of them also mentioned their progress in speaking English, a certain additional maturity, etc. While they do not spontaneously mention an increase in their self-confidence or progress in other aspects of life related

to this participation, we may suppose that the experience gained will probably constitute an asset for them in the next stages of their career.

When questioned on how their participation in the programme was perceived by those close to them, the responses in part reflect the very confidential nature of motor sport: among their friends, their qualification and participation in a European programme seem to have been perceived with a certain distance: very few have friends who have already come to see them compete, and very few young people their age who are not active themselves follow motor sport, whether they are girls or boys: “There is perhaps one boy in my school who is interested in motor sport”. More surprisingly, all the girls acknowledge that their families, many members of whom are motor sport fans, are happy with this experience and that they support them, but without being particularly impressed by or proud of this journey.

In the end, the programme seems above all to have offered them different opportunities to pursue the practice of motor sport and to assert themselves more with a view to perhaps going professional. In that, the EYWP can be seen as a potential career booster. This is particularly the case as a driver – which seems to be a goal for most of them – as some of them have since been sought out by sponsors or by their national federation in order to accompany them in their fledgling career.

More generally, taking part in the programme seems to have led these young women to “take seriously” the possibility of working in the motor sport world. This is apparent from the way they became increasingly involved in the training sessions at the training camps, but also from how they spoke about their ambitions. Beyond the simple prospect of becoming a professional racing driver, the fact of being fully immersed on the occasion of the first training camp at the Hungarian event of the FIA World Touring Car Cup gave them the opportunity to explore the diversity of careers that exist in this environment.

When questioned on the careers they would like to follow in the motor sport world if they did not manage to become a racing driver, they all gave different responses, thus illustrating their knowledge of the diverse possibilities available to them: data analyst, team manager, etc.

They also seem to have realised that the proportion of women in the automotive world is very low, through the example of a team that had only one female for around fifty male engineers. Far from discouraging them, this realisation of the inequalities seems to have boosted their motivation.

The methods of “positive discrimination” aiming to remedy this type of inequality provoke moderate reactions among them. This is notably the case regarding their perception of women-only competitions. Here, there is a form of paradox since their general feeling is that this does not function

on merit, that it is not the best who take part, and that the interest of this type of competition is thus limited. And yet they all admit that they would take part in them if they had the possibility of doing so. In the end, they see this type of competition (for example the W Series) above all as a springboard rather as an end in itself. We shall also see that this type of single-sex system nevertheless came up frequently in the recommendations aiming to promote women's activity in motor sport, at least within the context of initiation.

Lastly, the end of the programme also stressed the structural difficulties with which these young women could be faced in accessing the highest level. This is notably the case of one of the winners of the programme, who was obliged to put an end to her young career for financial reasons. Indeed, taking part in the national championship in her country represents a cost that her family cannot bear without the help that the national federation had provided during one year. This clearly underlines the difficulties to be overcome on the last stages and the need to offer promising female drivers the possibility of continuing their progress towards the high level.

3.2. The role play revealing the obstacles to practice and the paths for improvement

The role play organised at the European finals aimed both to clearly identify the obstacles to female practice and to identify a certain number of lines along which to work to overcome them.

a) Identified obstacles

Identification reveals that there are four major types of obstacle. First, many of the finalists mentioned material considerations as obstacles to practice. Some of these obstacles concern motor sport in general: cost of practice, distance from the facilities, etc. However, these obstacles seem sometimes accentuated by the fact of being a woman.



Others refer more specifically to female practice. As we shall see in the propositions concerning the conditions of practice, this is primarily a matter of upgrading the venues, since several testimonies underlined for example the absence of cloakrooms and/or toilets reserved for girls. They also complained about the clothing provided: overalls not adapted to the female physique, lack of shoes of the appropriate size, etc. These elements illustrate how women's access to motor sport activity is often blocked by a certain number of constraints, sometimes very concrete, but which it would be wrong to perceive as futile or secondary, in that they in fact condition the possibility for women to practise more broadly.

The second major type of obstacle identified is communication. At present, facilities offering motor sport activity seem to address an exclusively male audience. This would be worth studying in greater depth depending on the contexts, and we cannot exclude the possibility that certain stakeholders are already seeking to reach the female audience. The fact that this feeling was expressed several times by the finalists nevertheless shows that such communication campaigns do not reach their target, but also more certainly that their experience of the sector is above all reminiscent of a "boy's club" turned in on itself. The virtual absence of female role models was also mentioned as an obstacle, referring more broadly to the different bodies tasked with communicating about motor sport: clubs, national federations, the FIA, media, etc.



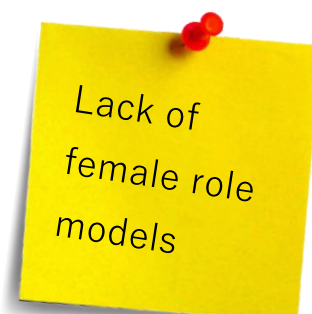
Lack of promotion



Not enough publicity about girls in motorsport (social media)



Women are not supported enough to start or at least try driving



Lack of female role models

For these young women already involved in motor sport, certain physical considerations can also be taken into account to explain the reticence of other girls of their generation. These can range from what they perceive as characteristics of motor sport (dangerous activity, physical demand) to certain gendered perceptions on the specific propensities that boys and girls are said to benefit from (boys being perceived as naturally “stronger”).



Partly in connection with reactions of this type, social perceptions and stereotypes constitute the last type of obstacle identified. This concerns both the forms of male hegemony within the motor sport venues and perceptions within society.

**Difficulty in
integration in the
world of
motorsport**

**Boys take
their friends**

*It's a
typical
guys sport*

**Historically
it has
always been
a men's**

*We have to
prove
ourselves more
than men*

**It's stereotypically
a mens sport and
it's hard to fight
stereotypes**

**Psychology
ground**

**Women easily think
that they can't
succeed on
motorsport because
the level is so
hard/high**

*Guys are
more
interested in
car sports*

*Not as
ambitioned
as boys*

Social norms

**Gender
differentiati**

*Social
expectations*

*A lot of girls
don't believe
in themselves*

Sexism

**Less
possibilities**

**Men don't
trust/believe in
women ability**

**Society
knowledge**

b) Paths for improvement

After asking the finalists to think collectively about the levers of improvement concerning the type of activities to propose, the issues of recruitment and the conditions, three major paths became clear.

- *Diversification*

Formats of practice



New activities

**Live ? with
comments,
collaboration
with TV**

**There could be
restaurants
and other
activities
around**

**Live concert at
the end of
driving day**

**Make
championships
more public
(provide**

**Led race in dark »,
« Music/videos
with idols**

**Lunch boxes when
arriving**

**Gaming
center**

**Lounge
area**

***Selfie
area***

**Workshop (ask
questions,
learn how en
engine works,
idealline,
reaaction play)**

Mother/daughter day at track

Promoting in shoppings, etc. where people go

Discounts : e.g. pay for one drive for two (only for girls)

Birthday partys

Advertisement promotional activities

Girls days : a day with only girls on the track

« Different events on the track (birthday, school trips, etc.)

First lesson for free or 50% of the amount

Offering a free session when girls become member

Free coach available so that they feel great about themselves when they finish at the end of the practice

British Women racing Driving Club

Meet different sponsors and get some gifts

Bring friend a

Have stalls in eg shopping centers, schools, leaflets in hairdressers

Testing sessions for girls (beginner)

- *Communication*

Targets

**Meet and greet
with famous
female drivers**

**Bring the
motorsport
also it
different
kind of**

**Open days
(e.g. Girls on
track)**

*Advertise
more women
in motorsport
and not men*

**More pages like
« FIA women in
motorsport**

**Meeting with a
professional
female race driver
(role model)**

**Reach out to other
groups that aren't
already interested via
influencers, schools,
newspapers, etc (show
that is possible for girls
to drive)**

Social networks

Use hashtags
(you get a free
drive
#girlsontrack)

Girls and their
parents
should be

Marketing events
for girls on social
media (facebook,
instagram)

Invite
youtubers
and
influencers

Social media
between
friends

FB/Instagra
m of the
circuit
(posts of
the new

Social media in
drivers/marshalls
groups
(motorsport
groups)

Invite successful
motorsport
women during
races

Social media
targeting

Find a
powerfull

Find a
powerfull
influencer

Role model to
promote the
campaign

Promotion to other institutions



- *Accessibility*

Conditions of access

Take facilities (go karts) to the center of the city (shoppings, schools, etc.)

Karting place should be cleaner, homi and fresh

Free wifi

All you can drive

Just for fun

Available body protector

Hygiene

Buddy

Adaptation for girls

Stylingtips for
their hairs under
the helmet

Smaller/slim
fit chairs in
rental karts

Female
friendly
equipment

Female
friendly
facilities
(e.g. toilets)

Make womens
karting clothing
and safety gear
more proce
accessible
(cheaper)

Pictures of
girls

Video
promoting
women in
motorsport

Pictures of boys
at the curb
stones

Clothes, suits,
clothing brands to
show you can still
be girly

Female line
of karting
shoes

Single gender and support

**Karting
academy for
girls**

**Competition
for girls and
their friends**

Ladies cup
with
possibility to
get a karting
licenec

Karting
school for
girls

**Initiation :
separate times
between girls
and boys**

**Creating women
championship (goal :
self-confidence not
separating from
men)**

**Training
days/classes
just for
women »**

Female
buddy
system
teaching

Ladies night

Female
clubs

**Female
only
races**

**More support
(e.g. financial,
mental, physical)**

**Tutor
teacher to
help**

c) Slogans

Lastly, the final phase of the role play was to find a new slogan to promote motor sport to young women.

The future is
women / The
future is now

Girls can do
this too

Fast faster
girls

We can do it

Students in
school / Racers
at heart !

School, the way to
the track

Girls,
let's
race !

Discover
your power

Let your feet do
the talking

Motorsport has
no gender /
Girls and
women get
involved !

Girls can be
fast too

4. THE RECOMMENDATIONS

4.1. Facilitate access to the practice

Facilitating access to motor sport activity for young girls appears to be the top priority, insofar as the programme has shown that when girls try it, they really appreciate it. However, this is not only a problem concerning girls, since motor sport is more generally seen as a difficult sport to access (especially from a financial point of view). It is therefore appropriate to work on broadening this access, focusing particularly of course on female practice.

In this context, several recommendations have emerged and may be considered:

- Offer preferential rates for young women.
- Develop various motor sport discovery initiatives targeting young women.
- Encourage motor sport facilities to be more “female friendly”.

4.2. Improve media coverage

As we have seen on several occasions, motor sport is generally perceived as a sport for men. It is therefore essential to change this perception, not only by increasing the visibility of top level female drivers but also by emphasising the strengths of motor sports, in particular gender diversity, in order to spread the idea that motor racing is not just for boys.

Several recommendations can be considered in order to improve the media coverage of female motor sport activity:

- Continue to develop the role of “ambassadors” at the local and national levels.
- Propose a follow-up by social media of the experience of women involved at the highest level of competition.
- Develop advertising campaigns targeting motor sport venues, recalling that diversity in motor sport is a real asset and a development challenge.

4.3. Improve the development of high level

The feminisation of motor sport not only involves efforts at grassroots level, but must also be fuelled by the emergence of high-level sportswomen who can help to promote this practice. Mechanisms should be put in place to allow this continuity between grassroots activity and the highest level of performance.

- Develop specific support programmes for young women with high potential.
- Set up compulsory mechanisms to accelerate the feminisation of high-level structures (drivers, staff, etc.).
- Encourage bridges between “female” and “traditional” (mixed) motor sport competitions.

5. APPENDICES

- APPENDED COUNTRY FORMS
- QUESTIONNAIRE ADDRESSED TO ALL PARTICIPANTS DURING THE NATIONAL SELECTIONS PHASE (16 EVENTS, 8 COUNTRIES, BETWEEN MAY AND OCTOBER 2018)
- 2 OCTOBER 2019 - BRUSSELS - CLOSING CONFERENCE OF THE FIA EUROPEAN YOUNG WOMEN PROGRAMME - PRESENTATION OF THE SOCIOLOGICAL SURVEY OUTCOME PROVIDED BY CDES-PROGESPORT (DIDIER PRIMAUT AND JEAN-FRANÇOIS BROCARD)

Country forms

Summary

	Whole Population	Belgium	England	Finland	Germany	Netherlands	Poland	Portugal	Slovakia	Sweden
Average # of participants	52	36	45	115	43	63	41	48	29	52
percentage of satisfaction (%)	96	98,6	100	88,7	100	99,2	97,4	100	100	100
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	social networks (32%), by word of mouth (31%), internet (14%)	social networks (43%), by word of mouth (27%), other (27%)	other (50%), never heard before (24%), by word of mouth (20%)	by word of mouth (50%), other (21%), social networks (16%)	social networks (55%), other (29%), by word of mouth (21%),	by word of mouth (51%), internet (27%), social networks (26%)	other (67%), by word of mouth (20%), social networks (7%)	by word of mouth (54%), other (19%), social networks (15%)	by word of mouth (49%), social networks (45%), other (13%)
3 main reasons not to practice motorsport	None (56%), Cost of practice (26%), Lack of venues (12%)	None (46%), Cost of practice (33,3%), Lack of information (22%)	Cost of practice (48,3%), None (33,3%), Lack of venues (17,8%)	None (55,5%), Cost of practice (15,3%), Lack of information (8,9%)	None (64%), Lack of venues (11,6%), Cost of practice (10,5%)	None (58,4%), Cost of practice (30,4%), Lack of venues (5,7%)	Cost of practice (47,6%), None (37,8%), Lack of venues (25,6%)	None (66,7%), Cost of practice (19,8%), Lack of venues (13,5%)	Cost of practice (33,3%), None (26,3%), Lack of venues (19,3%)	None (35%), Cost of practice (29,4%), Lack of venues (15,7%)
Involvement in motorsport of the participants										
	Whole population	Belgium	England	Finland	Germany	Netherlands	Poland	Portugal	Slovakia	Sweden
% of rookies	64,1	40,3	46,7	91,3	10,5	60	81,5	80,2	73,7	23,5
% of competitrices	22	22,2	20	1,3	84,9	20	13,4	6,3	19,3	62,7
mother already practiced motorsport (%)	6,6	6,9	4,4	1,7	7	12,8	1,2	3,1	1,8	25,5
father already practiced motorsport (%)	33,1	40,3	31,1	15,3	41,9	42,4	22	25	22,8	76,5
% that could name their ASN	40,9	44,4	6,7	9,6	82,6	57,6	54,9	45,8	36,8	68,6
Profil socio-démo des participantes										
	Whole population	Belgium	England	Finland	Germany	Netherlands	Poland	Portugal	Slovakia	Sweden
average age	15,1	14,9	14,9	14,4	14,7	15,6	15,9	14,6	15,5	15,2
participants living in the countryside (%)	20	49	40	3,1	46,5	8,8	23,2	4,2	36,8	27,5
% participants living in a city of less than 300 inhabitants	26,5	42	25	11,9	38,3	30,1	26,3	33,7	32,7	20

Belgium

	Whole Population	Belgium
Average # of participants	52	36
percentage of satisfaction (%)	96	98,6
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	social networks (32%), by word of mouth (31%), internet (14%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	None (46%), Cost of practice (33,3%), Lack of information (22%)

Involvement in motor sport of the participants	Whole population	Belgium
% of rookies	64.1	40.3
% of competitors	22	22.2
mother already practised motor sport (%)	6.6	6.9
father already practised motor sport (%)	33.1	40.3
% that could name their ASN	40.9	44.4

Sociodemographic profile of the participants	Whole population	Belgium
average age	15.1	14.9
participants living in the countryside (%)	20	49
% participants living in a city of less than 3000 inhabitants	26.5	42

England

	Whole Population	England
Average # of participants	52	45
percentage of satisfaction (%)	96	100
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	social networks (43%), by word of mouth (27%), other (27%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	Cost of practice (48,3%), None (33,3%), Lack of venues (17,8%)

Involvement in motor sport of the participants	Whole population	England
% of rookies	64.1	46.7
% of competitors	22	20
mother already practised motor sport (%)	6.6	4.4
father already practised motor sport (%)	33.1	31.1
% that could name their ASN	40.9	6.7

Sociodemographic profile of the participants	Whole population	England
average age	15.1	14.9
participants living in the countryside (%)	20	40
% participants living in a city of less than 3000 inhabitants	26.5	25

Finland

	Whole Population	Finland
Average # of participants	52	115
percentage of satisfaction (%)	96	88,7
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	other (50%), never heard before (24%), by word of mouth (20%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	None (55,5%), Cost of practice (15,3%), Lack of information (8,9%)

Involvement in motor sport of the participants	Whole population	Finland
% of rookies	64.1	91.3
% of competitors	22	1.3
mother already practised motor sport (%)	6.6	1.7
father already practised motor sport (%)	33.1	15.3
% that could name their ASN	40.9	9.6

Sociodemographic profile of the participants	Whole population	Finland
average age	15.1	14.4
participants living in the countryside (%)	20	3.1
% participants living in a city of less than 3000 inhabitants	26.5	11.9

Germany

	Whole Population	Germany
Average # of participants	52	43
percentage of satisfaction (%)	96	100
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	by word of mouth (50%), other (21%), social networks (16%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	None (64%), Lack of venues (11,6%), Cost of practice (10,5%)

Involvement in motor sport of the participants	Whole population	Germany
% of rookies	64.1	10.5
% of competitors	22	84.9
mother already practised motor sport (%)	6.6	7
father already practised motor sport (%)	33.1	41.9
% that could name their ASN	40.9	82.6

Sociodemographic profile of the participants	Whole population	Germany
average age	15.1	14.7
participants living in the countryside (%)	20	46.5
% participants living in a city of less than 3000 inhabitants	26.5	38.3

Netherlands

	Whole Population	Netherlands
Average # of participants	52	63
percentage of satisfaction (%)	96	99,2
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	social networks (55%), other (29%), by word of mouth (21%),
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	None (58,4%), Cost of practice (30,4%), Lack of venues (5,7%)

Involvement in motor sport of the participants	Whole population	Netherlands
% of rookies	64.1	60
% of competitors	22	20
mother already practised motor sport (%)	6.6	12.8
father already practised motor sport (%)	33.1	42.4
% that could name their ASN	40.9	57.6

Sociodemographic profile of the participants	Whole population	Netherlands
average age	15.1	15.6
participants living in the countryside (%)	20	8.8
% participants living in a city of less than 3000 inhabitants	26.5	30.1

Poland

	Whole Population	Poland
Average # of participants	52	41
percentage of satisfaction (%)	96	97,4
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	by word of mouth (51%), internet (27%), social networks (26%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	Cost of practice (47,6%), None (37,8%), Lack of venues (25,6%)

Involvement in motor sport of the participants	Whole population	Poland
% of rookies	64.1	81.5
% of competitors	22	13.4
mother already practised motor sport (%)	6.6	1.2
father already practised motor sport (%)	33.1	22
% that could name their ASN	40.9	54.9

Sociodemographic profile of the participants	Whole population	Poland
average age	15.1	15.9
participants living in the countryside (%)	20	23.2
% participants living in a city of less than 3000 inhabitants	26.5	26.3

Portugal

	Whole Population	Portugal
Average # of participants	52	48
percentage of satisfaction (%)	96	100
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	other (67%), by word of mouth (20%), social networks (7%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	None (66,7%), Cost of practice (19,8%), Lack of venues (13,5%)

Involvement in motor sport of the participants	Whole population	Portugal
% of rookies	64.1	80.2
% of competitors	22	6.3
mother already practised motor sport (%)	6.6	3.1
father already practised motor sport (%)	33.1	25
% that could name their ASN	40.9	45.8

Sociodemographic profile of the participants	Whole population	Portugal
average age	15.1	14.6
participants living in the countryside (%)	20	4.2
% participants living in a city of less than 3000 inhabitants	26.5	33.7

Slovakia

	Whole Population	Slovakia
Average # of participants	52	29
percentage of satisfaction (%)	96	100
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	by word of mouth (54%), other (19%), social networks (15%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	Cost of practice (33,3%), None (26,3%), Lack of venues (19,3%)

Involvement in motor sport of the participants	Whole population	Slovakia
% of rookies	64.1	73.7
% of competitors	22	19.3
mother already practised motor sport (%)	6.6	1.8
father already practised motor sport (%)	33.1	22.8
% that could name their ASN	40.9	36.8

Sociodemographic profile of the participants	Whole population	Slovakia
average age	15.1	15.5
participants living in the countryside (%)	20	36.8
% participants living in a city of less than 3000 inhabitants	26.5	32.7

Sweden

	Whole Population	Sweden
Average # of participants	52	52
percentage of satisfaction (%)	96	100
3 main sources of communication that led to participation	by word of mouth (32%), other (32%), social networks (23%)	by word of mouth (49%), social networks (45%), other (13%)
3 main reasons not to practise motor sport	None (56%), Cost of practice (26%), Lack of venues (12%)	None (35%), Cost of practice (29,4%), Lack of venues (15,7%)

Involvement in motor sport of the participants	Whole population	Sweden
% of rookies	64.1	23.5
% of competitors	22	62.7
mother already practised motor sport (%)	6.6	25.5
father already practised motor sport (%)	33.1	76.5
% that could name their ASN	40.9	68.6

Sociodemographic profile of the participants	Whole population	Sweden
average age	15.1	15.2
participants living in the countryside (%)	20	27.5
% participants living in a city of less than 3000 inhabitants	26.5	20

Questionnaire

THE GIRLS
ON TRACK

KARTING CHALLENGE

supported by 

Questionnaire for the Participants

1. Choice of language:

- German
- English
- Finnish
- French
- Flemish

- Dutch
- Polish
- Portuguese
- Slovakian
- Swedish



Participation in the Event

You have just taken part in an event staged by the European Young Women Programme. We hope that you enjoyed the experience and that it will make you want to take up motor sport.

* 2. How did you learn of the event's existence?

By word of mouth

Social networks

Television

Internet

Press

Radio

Had not heard of it before arriving on site

Other

* 3. Who gave you the idea of coming?

Nobody, I thought of it on my own

My father

My mother

* 4. Who did you come with?

On my own

My brother/sister

A friend

Family

Friends

Other

* 5. What was your main reason for coming to the event?

I like motor sport

I was passing by chance

I wanted to test

For the challenge

Out of curiosity

Other

THE GIRLS ON TRACK

KARTING CHALLENGE

THE WOMEN'S EUROPEAN CHAMPIONSHIP EUROPEAN MOTORSPORT ASSOCIATION OFFICIAL PARTNER OF THE

Supported by  **YOKOHAMA**

Practicing Motor Sport

* 6. Had you already taken part in a motor sport activity before today?

Yes

No

* 7. If so, what type of motor sport had you already practised?

* 8. If so, in what context?

A club from which I have a licence

A private circuit (e.g. karting circuit)

With a private individual

Other

* 9. Have you taken part in competitions?

Yes

No

THE GIRLS ON TRACK

KARTING CHALLENGE

THE WOMEN'S EUROPEAN CHAMPIONSHIP OF KARTING

Supported by 

* 10. If so, which?

* 11. Would you want to do motor sport again?

Yes

No

* 12. What are the reasons that might prevent you from doing it again?

Lack of venues

Cost of practice

It's not an activity for girls

Lack of information

I didn't enjoy this experience

It's a dangerous activity

None

Other

Knowledge of motor sport

* 13. Do you follow motor sport news?

Yes

No

* 14. If so, on what types of media?

Press

TV

Radio

Internet

Social Networks

Other

* 15. Have you already attended motor sport competitions?

Yes, once

Yes, several times

No, never

THE GIRLS ON TRACK

KARTING CHALLENGE

THE WOMEN'S CHAMPIONSHIP FIA / FEDERATION INTERNATIONALE DE L'AUTOMOBILE OFFICIAL RACING PARTNER
Supported by 

* 16. Can you name a male racing driver (past or present)?

Yes

No

17. If so, who?

* 18. Can you name a female racing driver (past or present)?

Yes

No

19. If so, who?

* 20. Do you know the FIA (Fédération Internationale de l'Automobile)?

Yes

No

THE GIRLS ON TRACK

KARTING CHALLENGE

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* 21. Do you know the ADD YOUR ASN INITIALS (ADD THE FULL ASSOCIATION NAME)?

Yes

No

* 22. Have any members of your family ever practised motor sport?

Yes

No

Mother

Father

Sister Brother

Other member of the
family

* 23. If so, have they ever held licences from a club?

	Yes	No
Mother	<input type="radio"/>	<input type="radio"/>
Father	<input type="radio"/>	<input type="radio"/>
Sister	<input type="radio"/>	<input type="radio"/>
Brother	<input type="radio"/>	<input type="radio"/>
Other member of the family	<input type="radio"/>	<input type="radio"/>

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Evaluation of the Event

To improve this type of event and encourage girls to do motor sport, we would like to gather some information on your impressions concerning this event.

* 24. How did you find this experience?

Very satisfying

Fairly satisfying

Fairly unsatisfying

Not at all satisfying

* 25. What are the three main areas of satisfaction that you found in it?

Fun

Sensations

Competition

Speed

Other

Meeting other people Discovery

Getting familiar with driving skills Spending
time with family/friends

* 26. Is the type of event proposed (timed session) a good way to discover motor sport?

Yes No

* 27. Is the idea of organising a European competition a good initiative?

Yes

No

* 28. What changes could be made to improve the event?

A shorter course

A longer course

An easier course

A more difficult course

The quality of the equipment

Having more time to train

Making the rules of the competition easier to understand

The location of the venue

Nothing, it was perfect

Other

* 29. Is the fact that the event is reserved for girls a good thing?

Yes

No

* 30. Would you encourage your female friends to come to such an event?

Yes

No

* 31. Can this type of event encourage girls to take up motor sport?

Yes

No

* 32. If you are selected, will you take part in the next stages of the programme (European final in France in 2019)?

33. If no, why not?

* 34. Do you know the European programme ERASMUS+?

Yes

No

* 35. Can you list the name of the sponsor(s) that have partnered with the Girls on Track Karting Challenge programme?

Yes

No

* 36. If so, please name at least one of them.

Personal Situation

We would like to know you better. This information will of course remain anonymous.

* 37. In which year were you born?

* 38. Where do you live?

In a city

On the outskirts of a city

In the countryside

* 39. What is the population of your place of residence?

Less than 3,000 inhabitants

Between 3,000 and 50,000 inhabitants

Over 50,000 inhabitants

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Leisure Activities

* 43. Which of the following leisure activities have you carried out during the last 12 months?

	None	Once to 3 times	4 to 6 times	7 to 12 times	More than 12 times
Trips to the cinema	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking part in shows (theatre, concert, dance, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitary activities (music, reading, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking part in sports events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practising a sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching sport on tv/social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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KARTING CHALLENGE

WOMEN WITH POTENTIAL | FIA EUROPEAN YOUTH WOMEN PROGRAMME | Official title of the Karting Challenge of the programme

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44. What sports activities have you taken part in during the last 12 months?

45. Within the context of these activities, do you hold a licence from a club?

Yes

No

46. Within the context of these activities, do you take part in competitions?

Yes

No

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Parents' Situation

* 47. What is your mother's occupation?

* 48. What is her professional status?

Public sector employee

Private sector employee

Company director with employees

Self-employed, with no employees

Unemployed

* 49. What is your mother's level of education?

Primary or first cycle of secondary (junior high)

Second cycle of secondary (senior high)

Higher education

* 50. Does your mother hold a driving licence?

Yes

No

* 51. What is your father's occupation?

* 52. What is his professional status?

Public sector employee

Private sector employee

Company director with employees

Self-employed, with no employees

Unemployed

* 53. What is your father's level of education?

Primary or first cycle of secondary (junior high)

Second cycle of secondary (senior high)

Higher education

* 54. Does your father hold a driving licence?

Yes

No



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KARTING CHALLENGE

A WORLD IN MOTION

IN COLLABORATION WITH



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CLOSING CONFERENCE

2nd OCTOBER 2019

**MORNING
SESSION**

A WORLD IN MOTION



Presentation of the Sociological survey

Didier Primault and Jean-François Brocard
CDES PROGESPOT





EYWP – SOCIOLOGICAL SURVEY

Jean-François BROCARD & Didier PRIMAULT

October, 2nd 2019



FOREWORD



INTRODUCTION

Reminder of the objectives of the sociological survey :

- Provide an **evaluation** of the FIA EYWP.
- Make **recommendations** for sport stakeholders on how to increase the participation of young women while combating gender stereotypes through the example of motorsport.

SUMMARY

- 1 — Key Figures
- 2 — Quantitative analysis among participants
- 3 — Qualitative analysis among finalists
- 4 — Strategic lines of development



1

KEY FIGURES



A

Details of the main figures

- 990 questionnaires gathered on an electronic platform → 842 fully completed
- 16 events taken into account
- 9 different countries
- 47 participants per day on average (but substantial discrepancies)

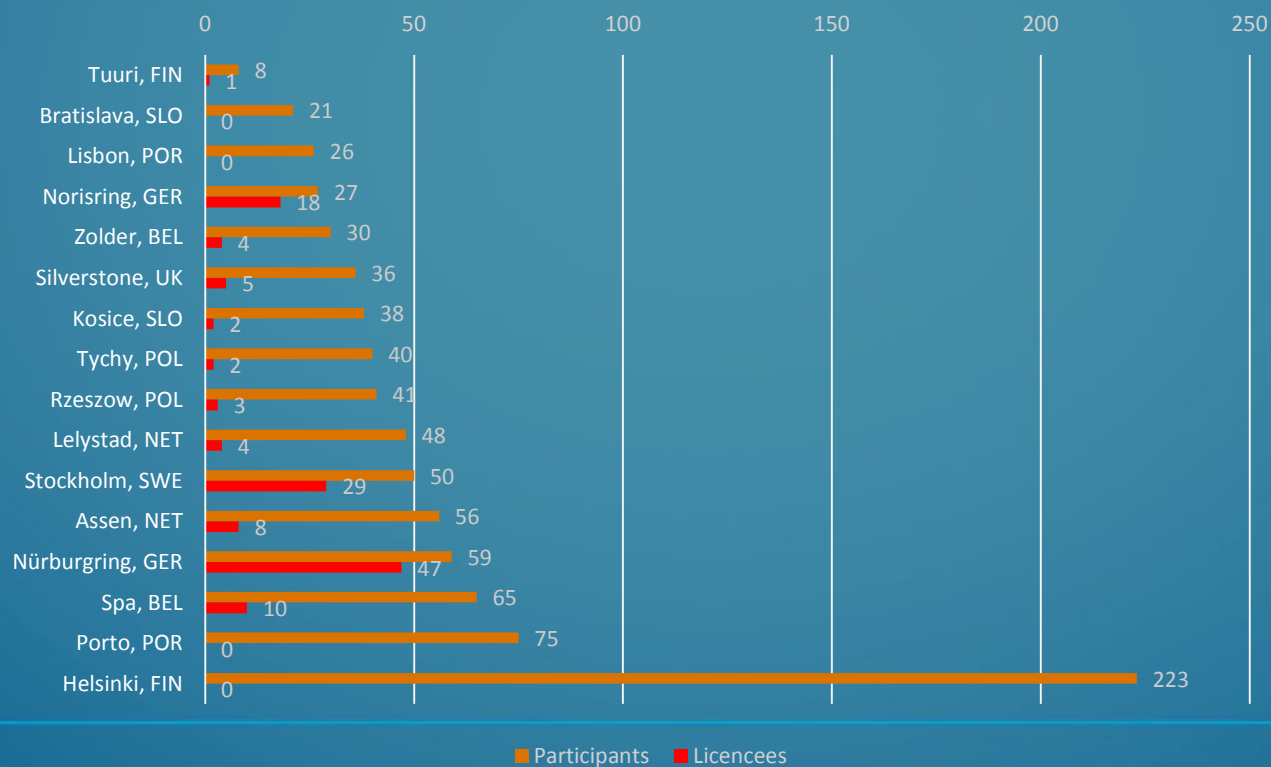
B

Methodological comments

The events are very different in nature :

- In terms of number of participants (which makes average results pretty irrelevant)
- In terms of profiles of the participants (especially in terms of licence holding).
- In terms of recruitment modes (through media, clubs, schools, etc.)

Participants by events





2

QUANTITATIVE ANALYSIS AMONG PARTICIPANTS

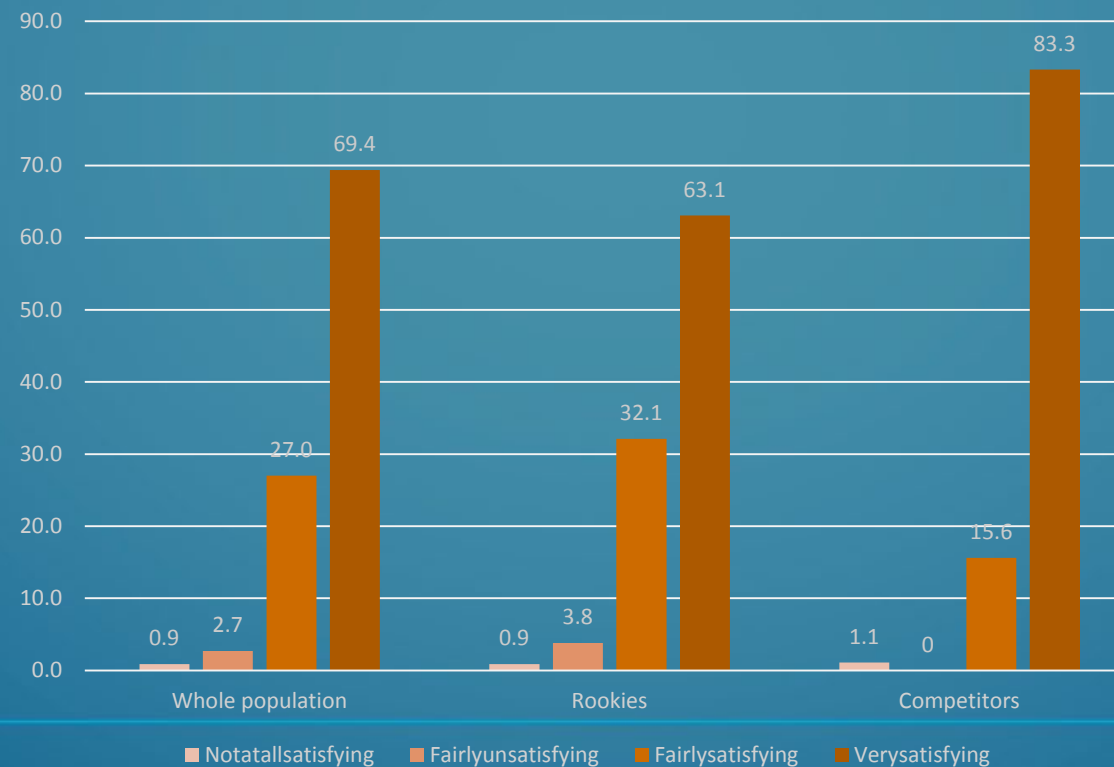


A

A much appreciated program

96,4 % of positive feedbacks (69,4% of « very satisfied » and 27% « fairly satisfied »)...

... but substantial discrepancies between rookies (64,3% of the whole population) and competitors (22,1%)



B

A unanimously praised program

Questions	Yes (% of participants)
Is the idea of organising a European competition a good initiative?	94,3
Is the fact that the event is reserved for girls a good thing?	92,3
Would you encourage your female friends to come to such an event?	96,1
Can this type of event encourage girls to take up motor sport?	97,4
If you are selected, will you take part in the next stages of the programme (European final in France in 2019) ?	85,5

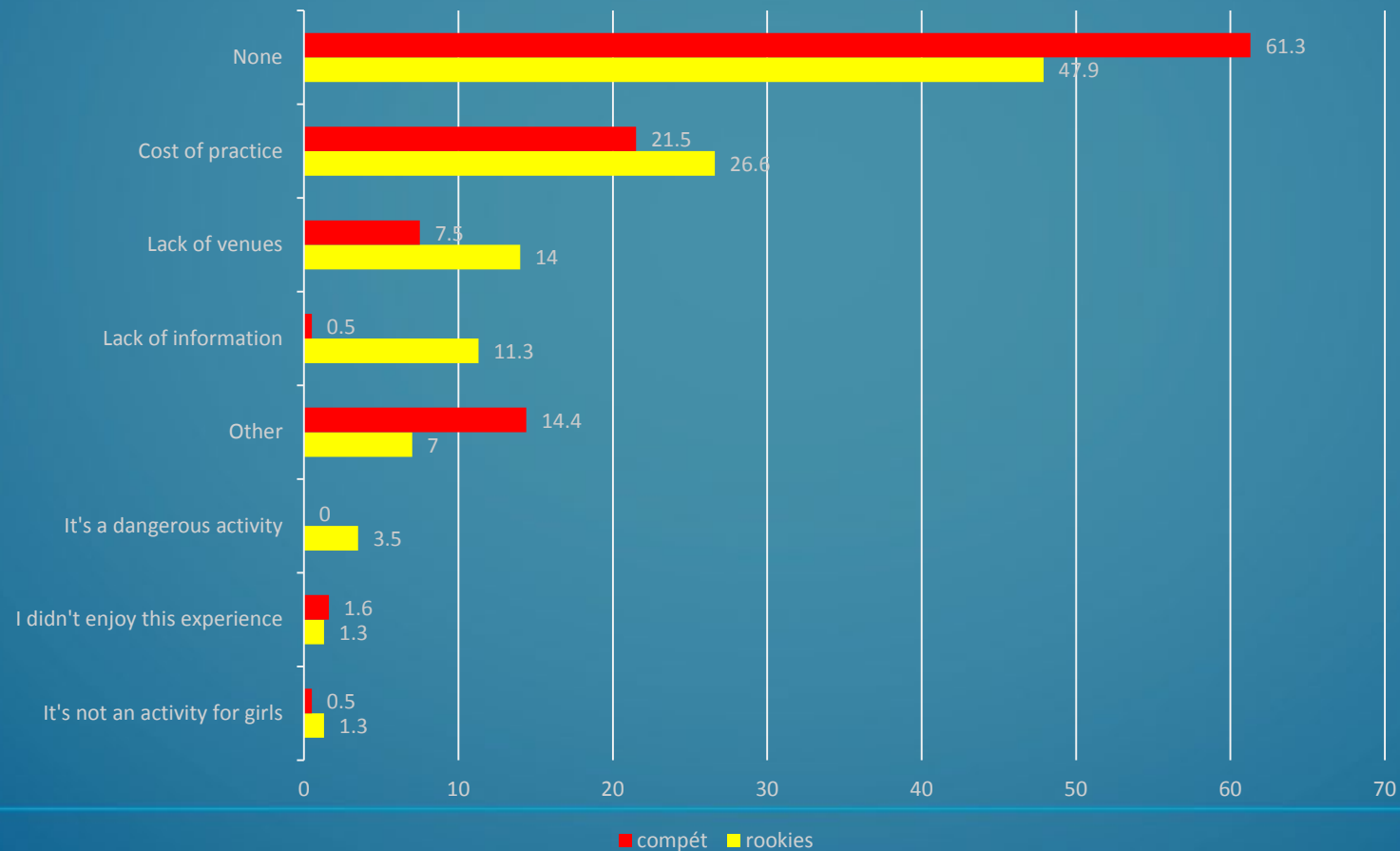


A program that will arouse vocations?

« Would you want to do motor sport again ? » : 92,2% answer « Yes »

Identification of the main obstacles :

Reasons not to practice - % of participants



Knowledge of motorsport

The first motivation mentioned is a taste for motor sports: 47,9% of participants

A very high overall knowledge of motorsport:

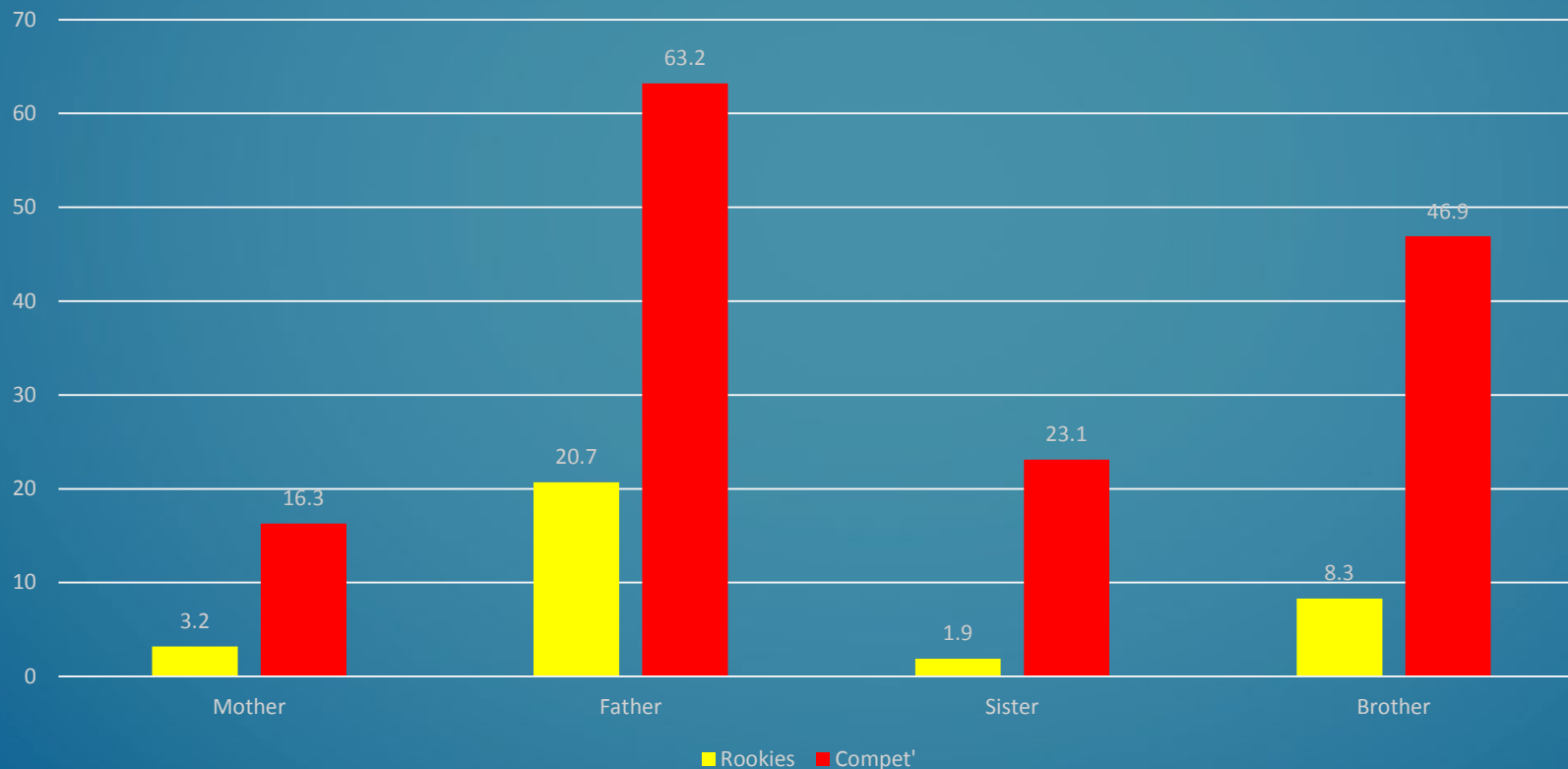


E

The importance of family socialization to motorsport

Particularly high level of experience in motorsport of the participants family members

Had this family member already practiced motorsport? (% of Yes)





3

QUALITATIVE ANALYSIS AMONG FINALISTS



Confirmation of social determinants

- Importance of family socialization in the development of a taste for motor sports: practicing and/or passionate parents, internalization of the codes of this practice, etc.
- Early and sometimes already very experienced practitioners.
- The importance given to competition.

B

Being a girl in a boys' environment

- Most of them are relatively isolated, as girls, in these male intimacies, which requires additional determination.
- Confronting more or less hostile reactions from boys... but also from girls.
- A sometimes difficult situation but also a source of additional motivation.



Benefits of participating in the EYWP Program

- Technical contributions
- Taking a possible professionalization seriously (not only as a driver)
- Awareness of gender inequalities throughout the sector
- A form of empowerment



4

STRATEGIC LINES OF DEVELOPMENT



Identified barriers

- Material aspects
- Communication
- Physical aspects
- Stereotypes

B

Strategic lines of development

- Facilitate the access to practice
- Improve the media coverage
- Promote women's participation at top-level motor sport





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