

Football factsheet

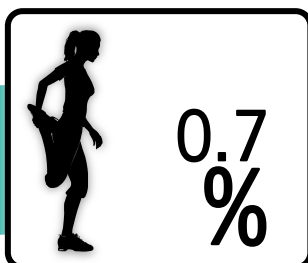
Football is the most popular team sport for women

March 2011

The number of women who take part at least once a week



% of women who take part at least once a week



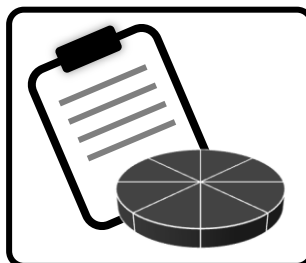
There are 13 men for every 1 woman taking part



1 in 5 female footballers come from a BME community



Just 6% of all club members are women



56% of female footballers are satisfied with their experience

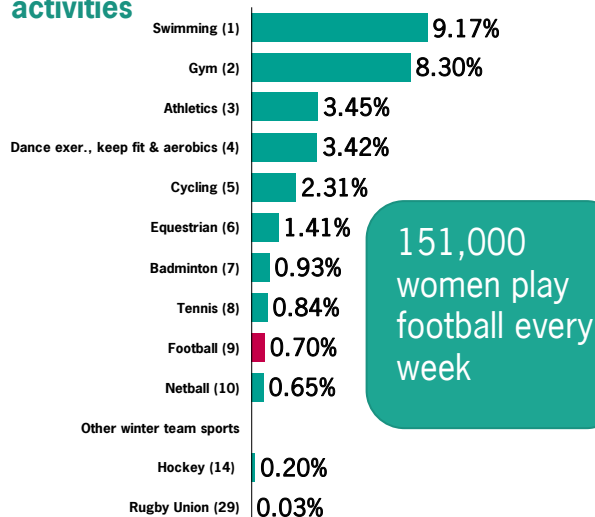


56,000 women would like to do more



Women who play football

Women's participation in the top ten activities



151,000 women play football every week

Base: All female respondents

Trends in women's football participation

Played at least once a week (moderate intensity)

APS2 (2007-08) 0.69%

APS3 (2008-09) 0.73%

APS4 (2009-10) 0.70%

Played at least once in the last four weeks

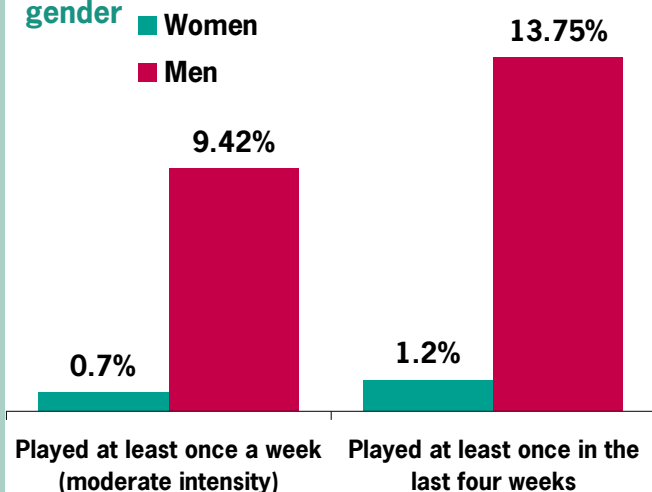
APS2 (2007-08) 1.32%

APS3 (2008-09) 1.32%

APS4 (2009-10) 1.19%

Base: All female respondents (APS2 – 113,056, APS3 – 114,051, APS4 – 113,055)

Proportion of people who play football by gender

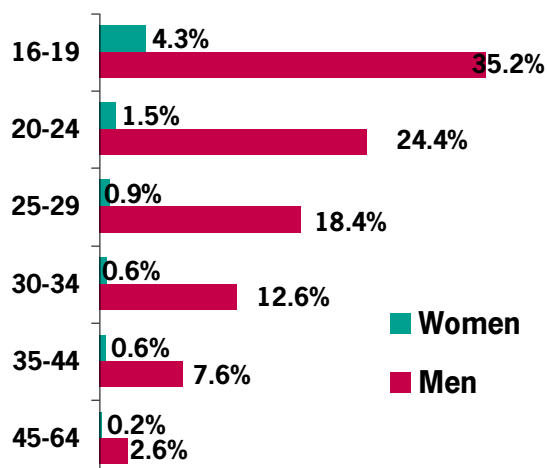


Base: All respondents (women = 113,055, men = 76,091)

Participation in football

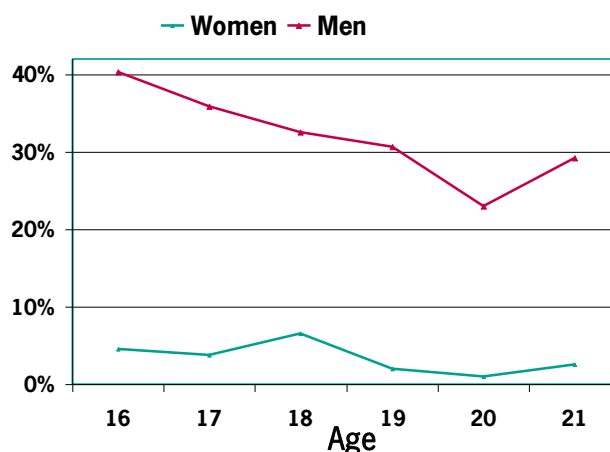
- Around 151,000 women play football each week
- Football is in the top ten sports for women and is the most popular team sport
- There has been a slight decline in the number of women who play football on a weekly basis since 2008-09 but figures are still higher than in 2007-08
- One in six footballers are aged 18; almost half of all footballers are under 20
- Almost twice as many women play football at least once a month as those who play weekly.

Proportion of people who play football by age group



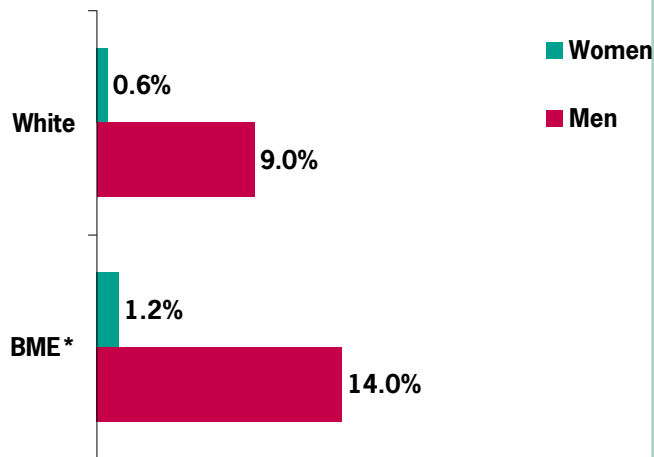
Base: All respondents

Focus on drop off: proportion of young people who play football by age



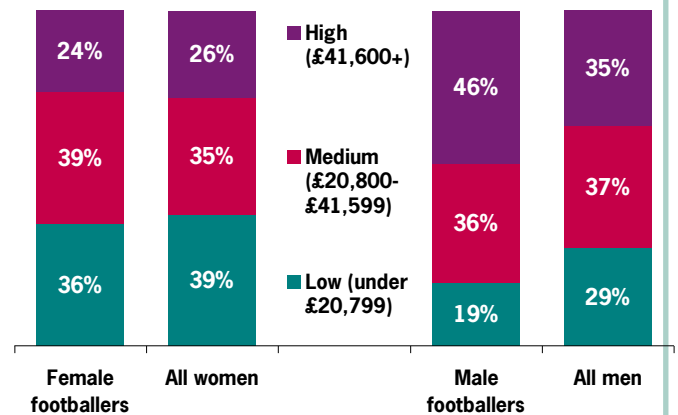
Base: All respondents

Proportion of people who play football by ethnicity



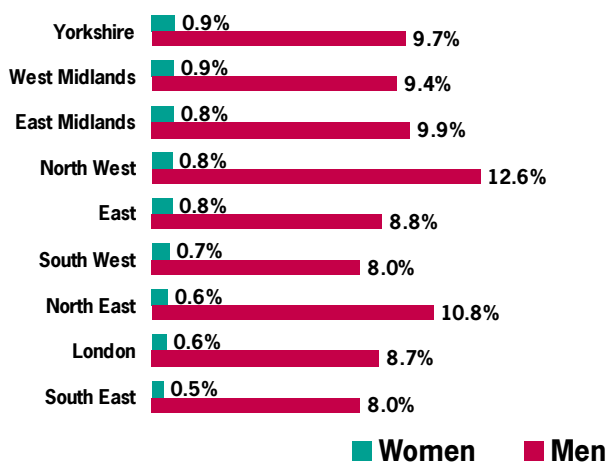
Base: All respondents. *BME = Black and Minority Ethnic

Proportion of people who play football by income



Base: All respondents. Data may not add to 100% due to rounding

Proportion of people who play football by Sport England region

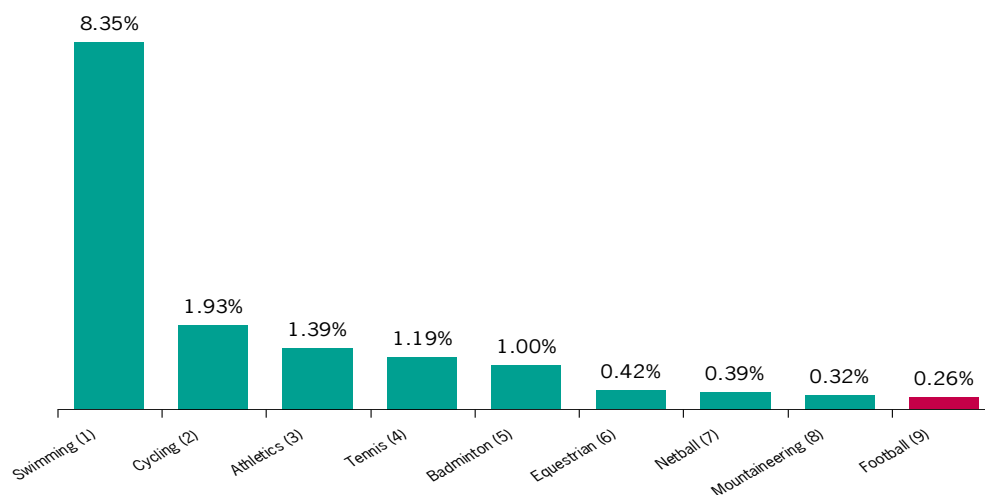


Base: All respondents

- Proportionally, football is twice as popular with BME women as White women. Two in ten female footballers are from a BME community which is almost twice the proportion in the general population
- Football among women is most popular in Yorkshire, where almost 1% of women play every week. In contrast just 0.5% play football weekly in the South East
- Female footballers come from across a broad range of income households –similar to the general population.

Women's latent demand for football

Latent demand: what sports would women like to do more of ?



Base: All female respondents

Latent demand

- Football is the 9th in demand sport
- Around 56,000 women would like to do more.

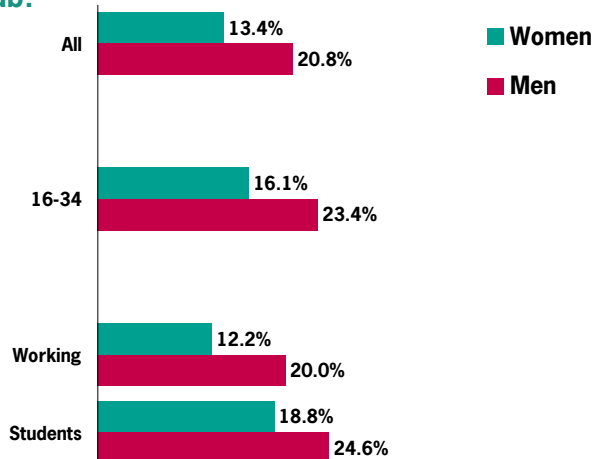
Organised participation



Club membership

- Women constitute just 6% of total club members – mostly due to the high number of male players compared with female players
- That said, there is an obvious challenge to convert women footballers from informal to formal participants – at present just 13% of women players are members of a club, compared with 21% of men.

Who plays football as a member of a sports club?



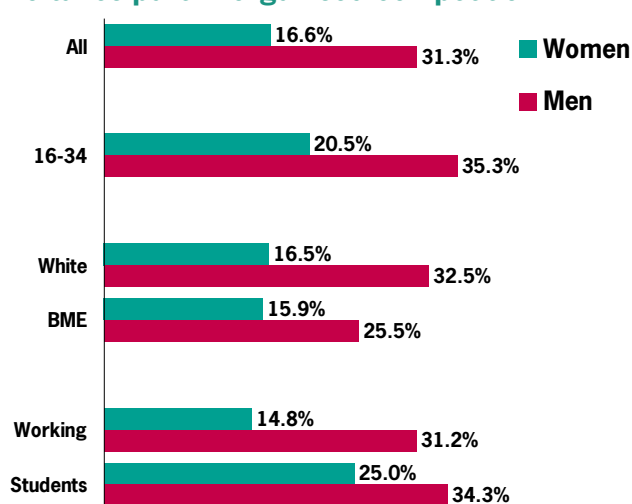
Source: APS2, Base: All respondents who played football at least once in the last four weeks. See Note 1



Taken part in organised competition

- This informal participation has a knock on effect on opportunity and interest in competition. Just 17% of female footballers play in a competition – which is half the proportion of male footballers
- Female student footballers are the most likely of all women to play in competition, possibly due to opportunities to play through school and university leagues.

Who takes part in organised competition?



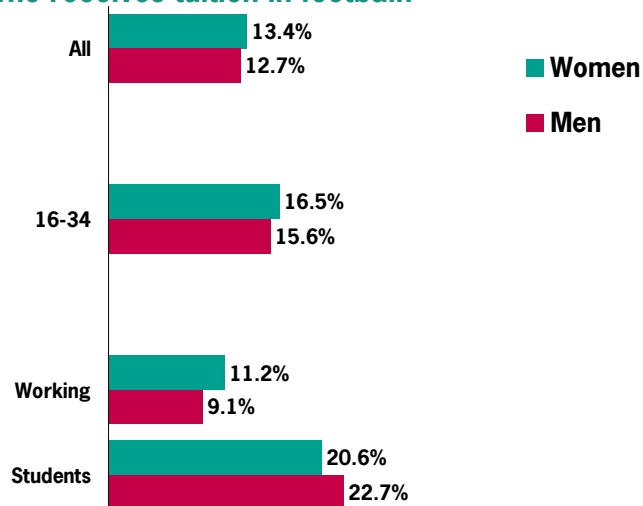
Source: APS2 Base: All respondents who played football at least once in the last four weeks. See Note 2



Received tuition or coaching

- Less than one on ten players receiving coaching is a woman
- That said, of those women who do play football, they slightly more likely than male football players to receive tuition.

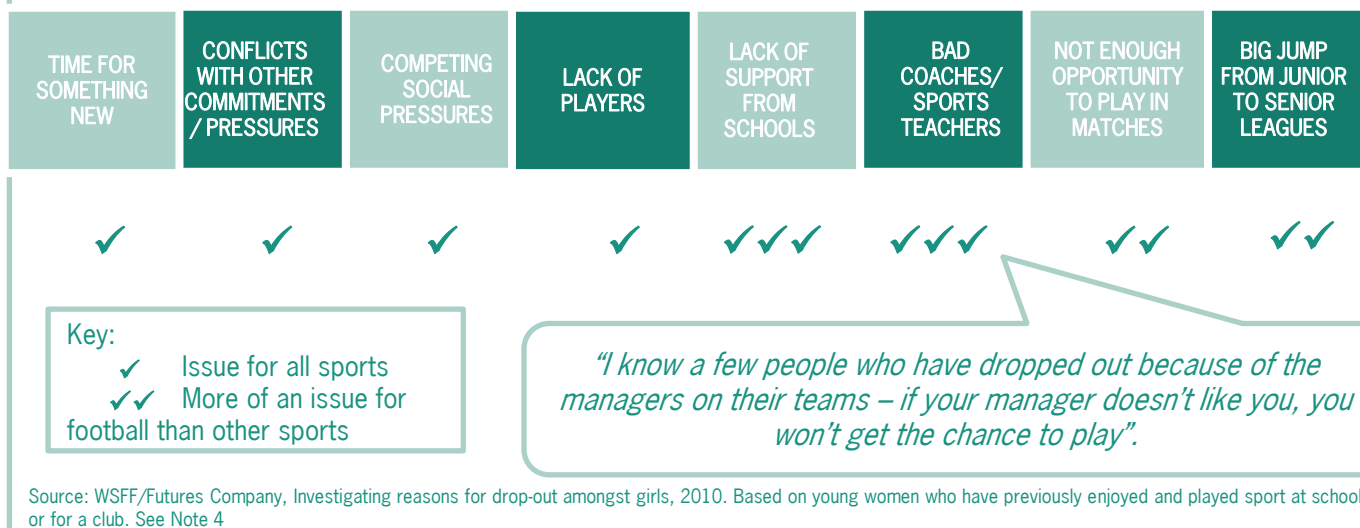
Who receives tuition in football?



Source: APS2 Base: All respondents who played football at least once in the last four weeks. See Note 3

16 – 19 year-old drop out of football

The eight key reasons young women drop out of sport generally:



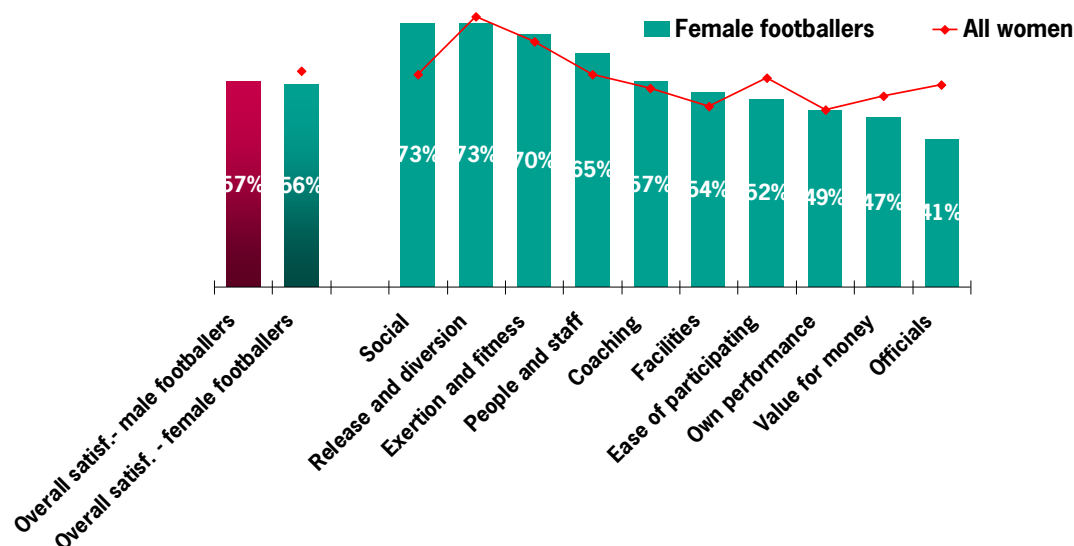
Reasons for teenage girls dropping out

- Women give up sport for a number of reasons but these can be grouped within eight themes (see above)
- For female footballers the lack of support from schools, and bad coaches/sports teachers are particular reasons for giving up
- Along with these, female footballers also feel that losing fitness can make it hard to play and that the cost of playing can be a significant barrier.

Female footballers rank 32nd out of 42 sports for overall satisfaction with their football playing experience

Satisfaction with experience of playing football

Satisfaction of female footballers compared with all women who do sport

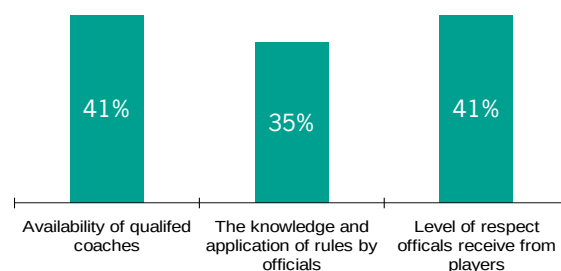


Source: Sport England's Satisfaction with the quality of the sporting experience survey (2010). Base: Female respondents (16+). Percentage figure is for those who rated their satisfaction as 8-10 on a 1 to 10 scale. See Note 5

Satisfaction

- Women footballers are as satisfied with their sport than men
- In particular, women are satisfied with the social aspects of the sport, the people and staff
- They are less satisfied with ease of participating, value for money and officials
- With respect to officials, they are least satisfied with the knowledge and application of rules.

Satisfaction of female footballers with respect to officials



Source: Sport England's Satisfaction with the quality of the sporting experience survey (2010). Base: Female respondents (16+)

Notes

1 Club membership is based on those who have been a member of a sports club to participate in football in the past four weeks.

2 Organised competition is defined as 'having taken part in any organised competition in football in the last 12 months'.

3 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in football in the last 12 months'.

4 In 2010 WSFF commissioned a piece of research to investigate why young women stop playing sports that they have previously enjoyed. Focus groups were carried out with young women aged 16-19 who were either current or lapsed players of the following sports: badminton, football, netball, hockey, basketball, rugby league, rugby union and tennis. The findings relate to these sports specifically but many of the issues mentioned could occur in other sports too.

5 Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes.

To convert overall percentages to population numbers use the following figures:

Survey	Male 16+	Female 16+
APS 2	20,170,100	21,266,200
APS 3	20,368,300	21,408,400
APS 4	20,548,100	21,557,300

Source: Office for National Statistics England Mid-year Population Estimates, 2007 2008 and 2009

Women's Sport and Fitness Foundation

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