

Football

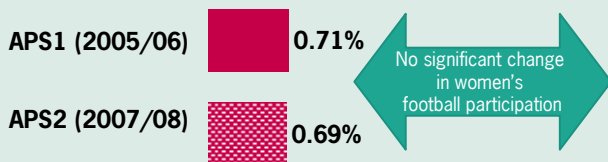
- Football is the 8th most popular sport for female participation and the most popular team sport
- More adult women are now receiving football coaching than adult men

All data is based on those adults (16 and over) who said they had taken part in the sport at least once in the last four weeks (Active People Survey 2007-08), unless stated otherwise. See Note 1.

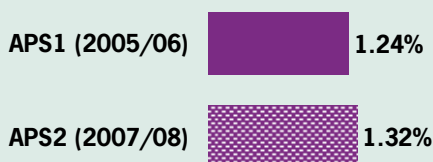
Women who play football – overview

Trends in women's football participation

Played at least once a week (moderate intensity)



Played at least once in the last four weeks

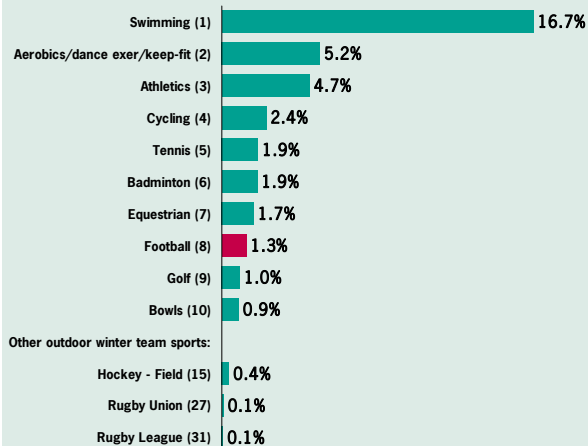


Base: All female respondents (APS1 = 212,568, APS2 = 113,056)

Participation overview

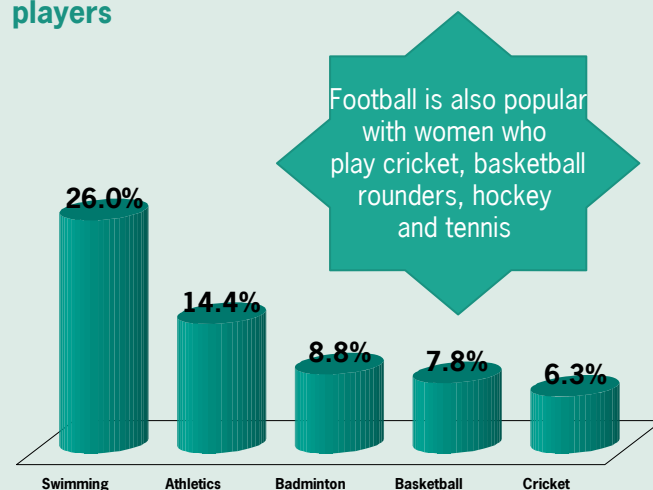
- Football is now the most popular team sport amongst women participants, netball is the second most popular
- There has been no significant change in the numbers of women who play football between AP1 and AP2
- One in four footballers choose to swim as well
- Unlike netballers, many footballers also choose to play other team sports

How does football fare? Women's participation in all sports



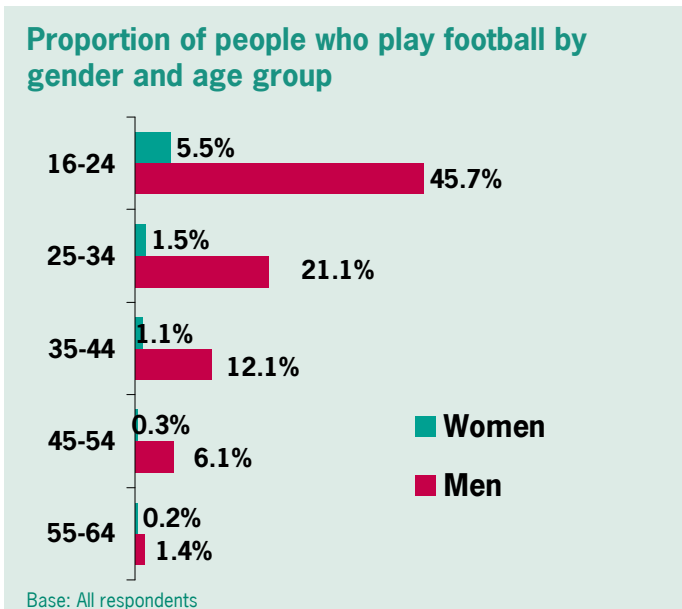
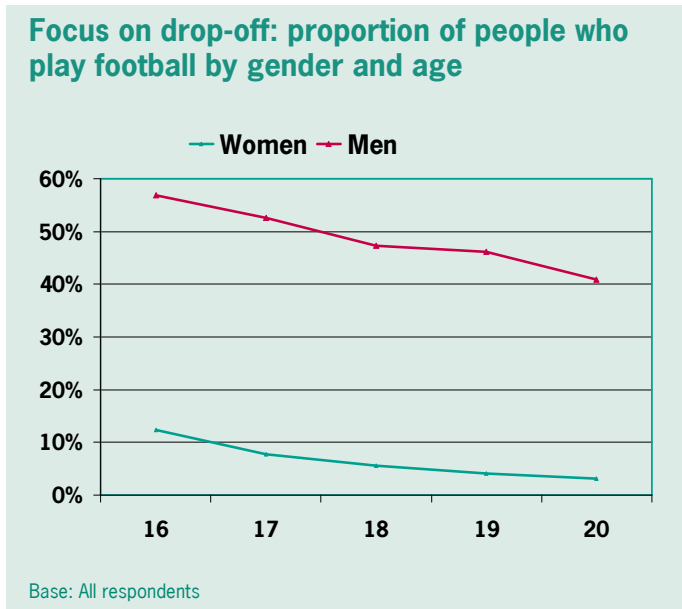
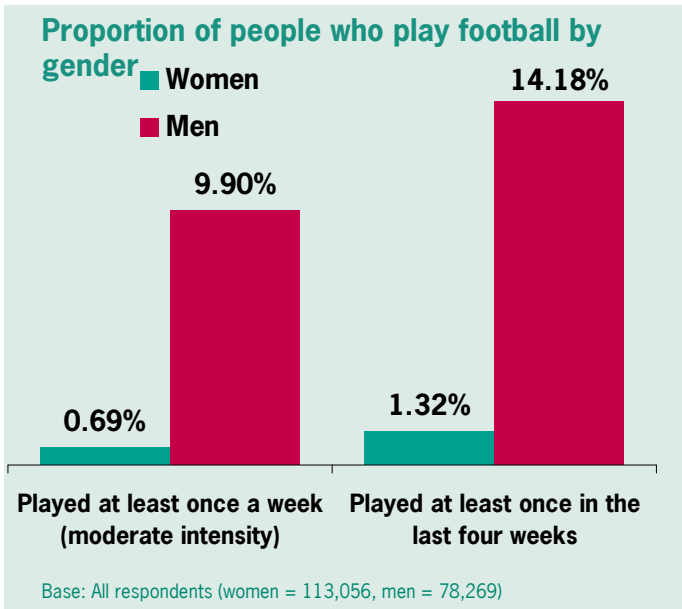
Base: All female respondents. Figure for cycling is respondents who took part in at least four recreational cycles in the last four weeks at moderate intensity

Other sports popular with female football players



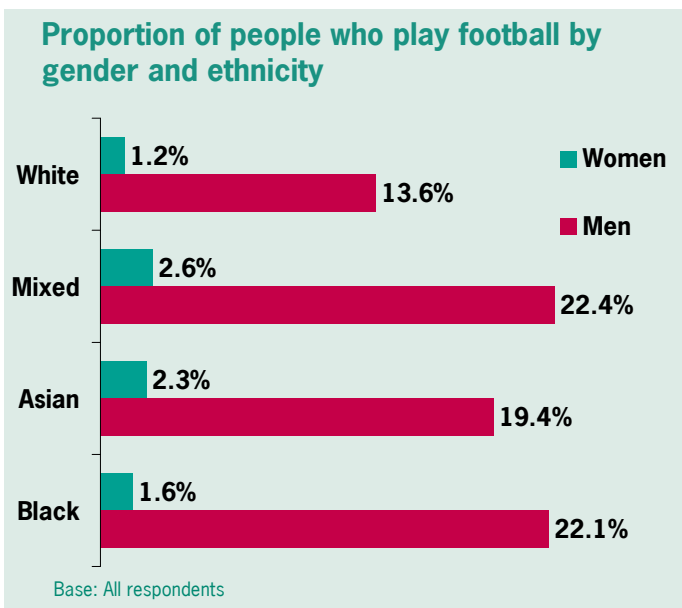
Base: All female respondents who played football at least once in the last four weeks (1,292)

Demographic profile of football players



Participation – demographics

- On average, football remains a young woman's sport
- A fifth of all women footballers are aged 16, a half are 20 or under
- Current drop-off for women is similar to the picture for men
- Regionally, some areas don't show as high levels of women's participation as we might expect. The North East has highest levels of participation for men, but the lowest for women
- The ethnic profile of women footballers is broadly similar to men – Asian women, or those of a mixed ethnicity, are twice as likely to play football as white women



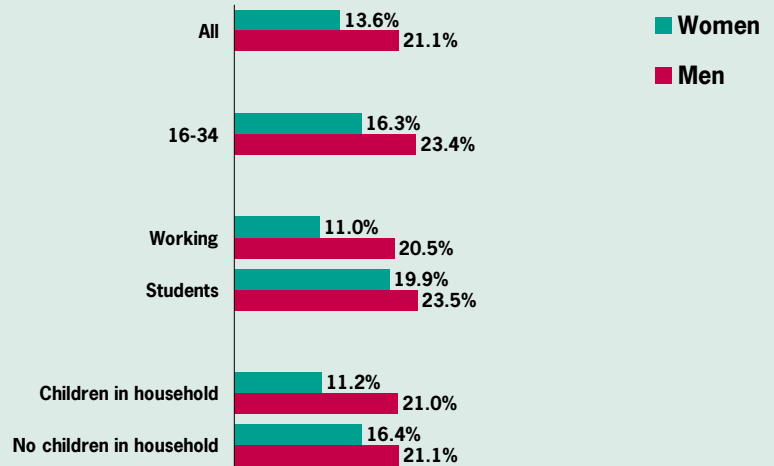
Organised participation



Club membership

- There is an obvious challenge to convert women footballers from informal to formal participants
- Only 14% of women who play are members of a club (compared with 21% of men)
- In particular, women outside education are failing to formalise their participation, with only one in ten working women footballers being a member of a club

Who plays football as a member of a sports club?



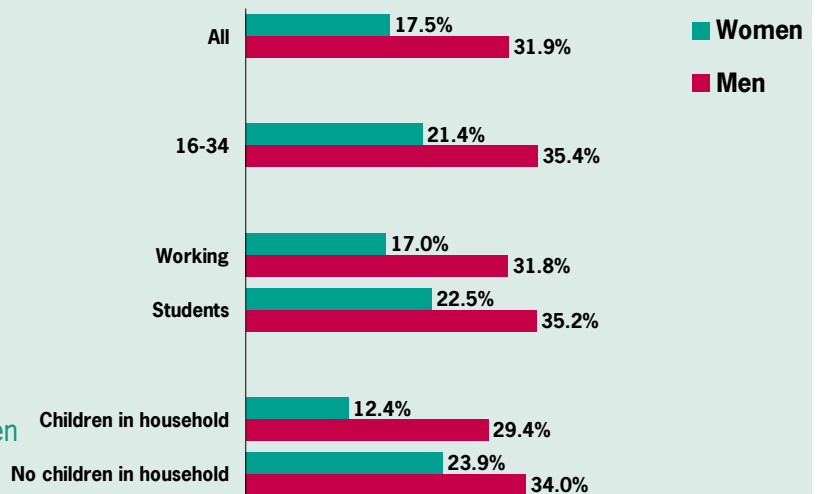
Base: All respondents who played football at least once in the last four weeks. See Note 2



Taken part in organised competition

- Nearly one in five women footballers choose to take part in organised competition – far fewer than the one in three men
- Younger players are a little more likely than all to do so, as are students
- However, women with children in their household are the least likely to have taken the step into organised football

Who takes part in organised competition?



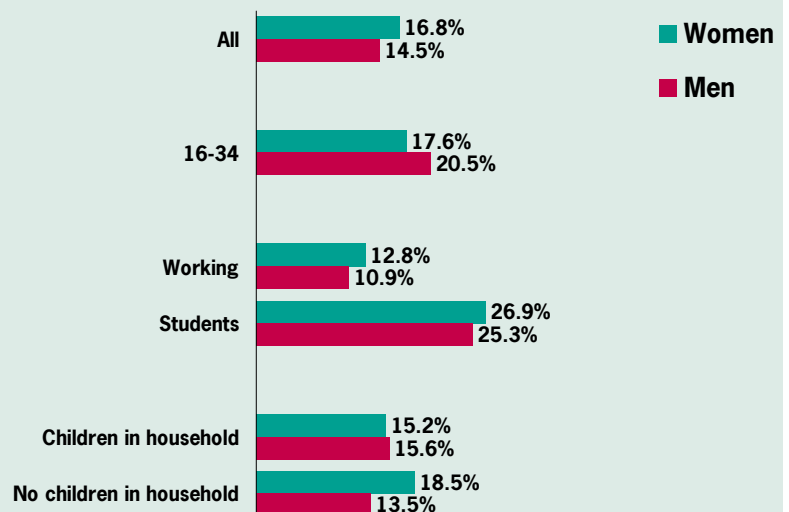
Base: All respondents who played football at least once in the last four weeks. See Note 3



Received tuition or coaching

- Interestingly, women footballers are more likely than their male counterparts to receive coaching
- This makes sense as many women will be starting their footballing career later than men, and may receive coaching as part of their first experiences

Who receives tuition in football?



Base: All respondents who played football at least once in the last four weeks. See Note 4

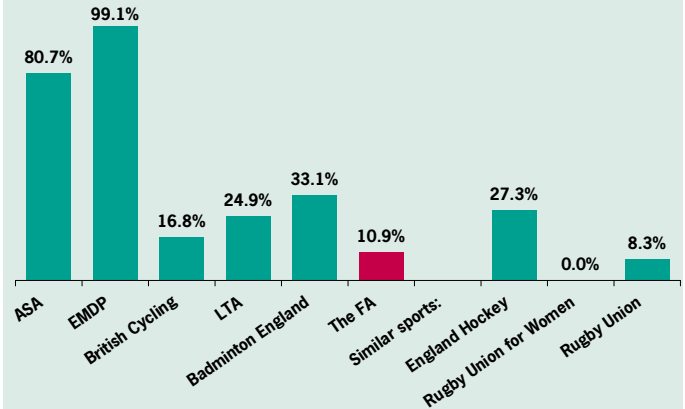
Women as leaders, coaches and volunteers

Women as leaders of sport % of NGB Board members who are women



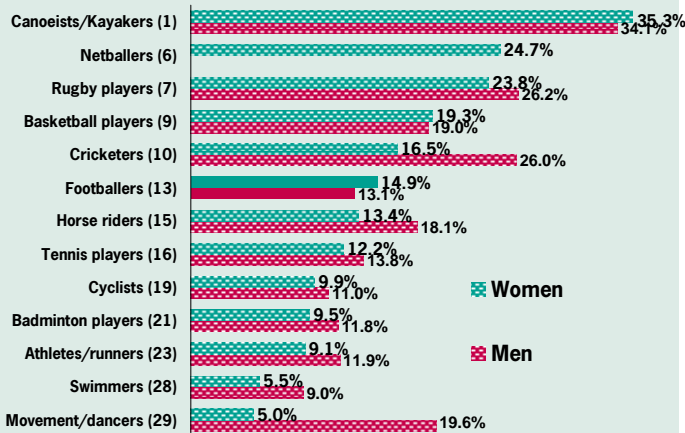
Source: WSFF 2009 NGB audit. See Note 5

Women as sports coaches % of NGB affiliated coaches who are women



Source: WSFF 2009 NGB Audit. See Note 5

Women and men as volunteers



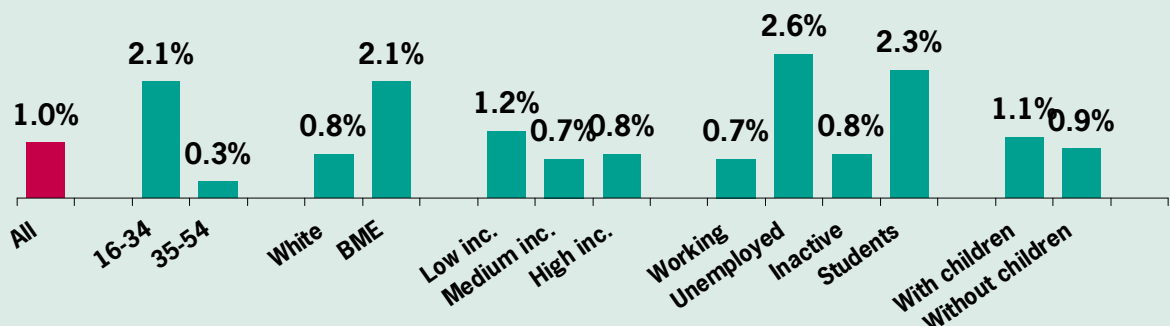
Base: All respondents who play sport at least once a week. Top 8 sports for women + similar sports to football. Figure in brackets is the sports ranking out of 29 footballs for volunteering. See Note 6

Women as leaders, coaches and volunteers

- The FA has poor representation of women at board levels – with no female board members
- Women make up only one in ten affiliated football coaches – it will be important to increase these numbers especially considering the increased demand for coaching by women seen overleaf

Women's demand for football

Profile of women who want to do more football than they currently do



Base: All female respondents who said they wanted to do more sport and physical activity. Low income' is defined as household income under £20,799; 'medium income' is £20,800-£41,599; and 'high income' is £41,600+

Satisfaction with experience of playing football

Satisfaction of female footballers compared with average for all women who do sport/activity



Source: Sport England's Satisfaction with the quality of the sporting experience survey (2009). Base: Female respondents (16+) who rated their satisfaction as 8-10 on a 1 to 10 scale. Figures in brackets are satisfaction percentages for all sportswomen. See Note 7

Satisfaction

- Women footballers are far more satisfied with their sport than men
- Although all participants ranked football 33rd out of 46 for satisfaction, women footballers are more satisfied than all for 9 of the ten domains
- In particular, women are satisfied with the ease of participating, their own performance, the people and staff and value for money
- They are less satisfied with coaching, officials and the release and diversion their sport gives them

To sum up...

Women's football is a growing and successful sport. It is the most popular women's team sport, mostly driven by the recent growth of numbers of women playing in their teenage years and playing into adulthood. Women footballers are satisfied with their sport, but drop-off at ages 16+ could still be improved.

It will be key to formalise women's relationship with football as they leave education. Many women are still only playing informal football, not as part of a club. Increasing club membership may be one way of keeping more women in the sport through their twenties and thirties.

More adult women are now receiving football coaching than adult men, so this provides an ideal opportunity and audience to formalise involvement in the sport.

Notes

- 1 Source for all data is the Active People Survey 2 (2007-08) unless otherwise stated. 16 year olds and over in England only. For some sports, there are no data as sample sizes are too small.
- 2 Club membership is based on those who have been a member of a sports club to participate in football in the past four weeks. These figures may not correspond with NGB affiliation figures.
- 3 Organised competition is defined as 'having taken part in any organised competition in football in the last 12 months'.
- 4 Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in football in the last 12 months'.
- 5 In 2009 WSFF undertook an audit of all 46 Sport England funded National Governing Bodies (NGBs). NGBs were asked to provide demographic data about board members, affiliated coaches and members. Sports chosen for comparison are the top participation sports for women + sports similar to football. Data not available for all NGBs.
- 6 Volunteering is defined as 'volunteering to support sport for at least one hour a week'. Sports chosen for comparison are the top participation sports for women + sports similar to football.
- 7 Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. Figures in brackets are aggregate satisfaction percentages of the individual theme questions. Domains ranked in order of satisfaction for all women.

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

Survey	Male 16+	Female 16+
APS 1	19,756,900	20,954,000
APS 2	20,170,100	21,266,200

Source: Office for National Statistics England Population Estimates, 2005 and 2007

WATCH THIS SPACE...

To be updated with football specific data from Active People Survey 3...

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