

Football factsheet

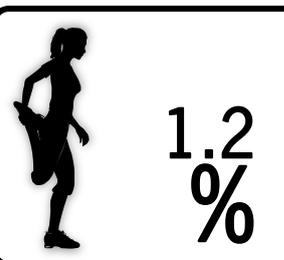
Football is the most popular team sport for women

October 2012

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



% of women who take part at least once a month



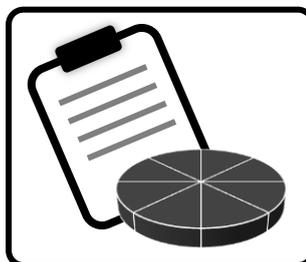
There are 12 men for every 1 woman taking part



1 in 7 female footballers come from a BME community



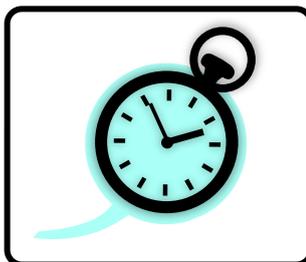
Just 5.6 % of all club members are women



64% of female footballers are satisfied with their experience

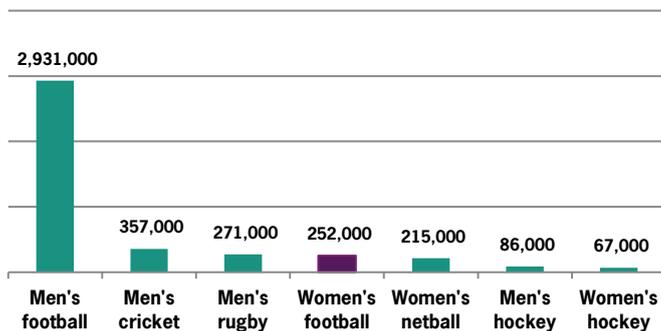


91,800 women would like to do more



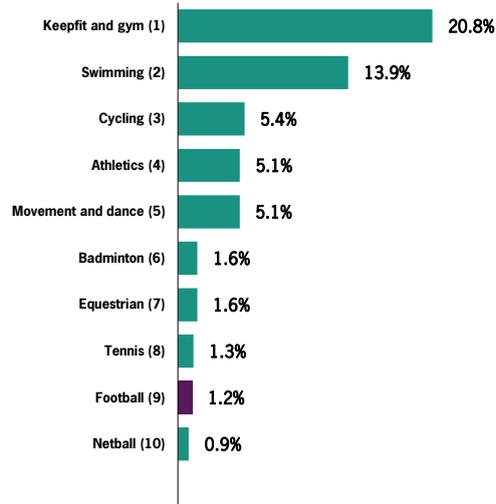
Women who play football

Number of men and women participating in top team sports at least once a month



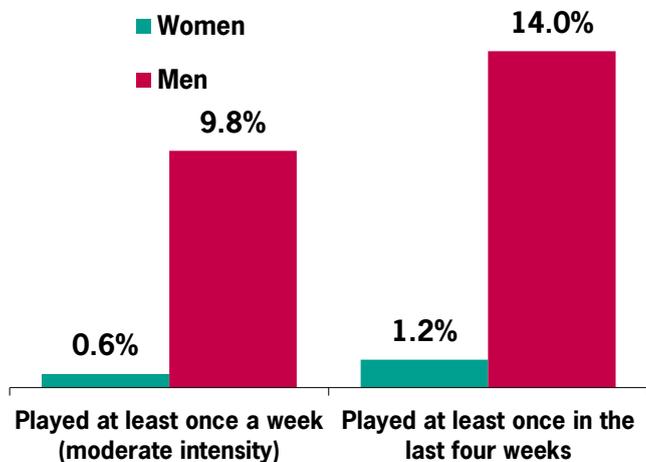
Base: All respondents

Top ten sports and activities for women – at least once a month



Base: All female respondents

Proportion of people who play football by gender



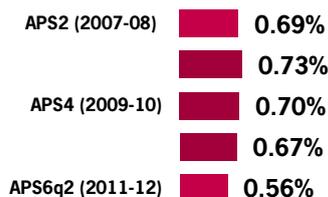
Base: All respondents

Participation in football

- Football is the most popular team sport for women and 9th most popular activity that they do monthly.
- Around 252,000 women play football every month and almost half of these (123,000) play each week
- Apart from one year of growth in 2008-09, there has been mostly a decline in the number of women who play football on a monthly basis since 2007-08. The weekly trend is similar

Trends in women's football participation

Played at least once a week (moderate intensity)

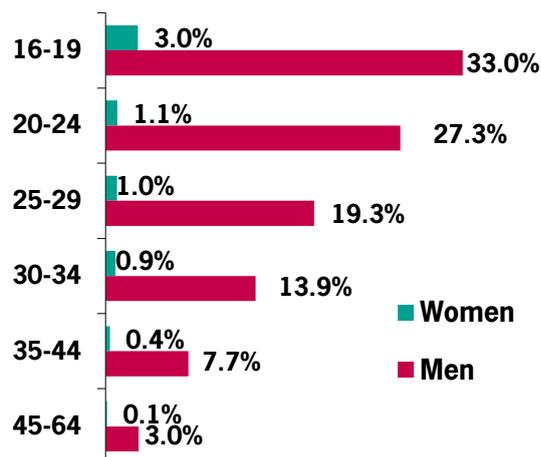


Played at least once a month



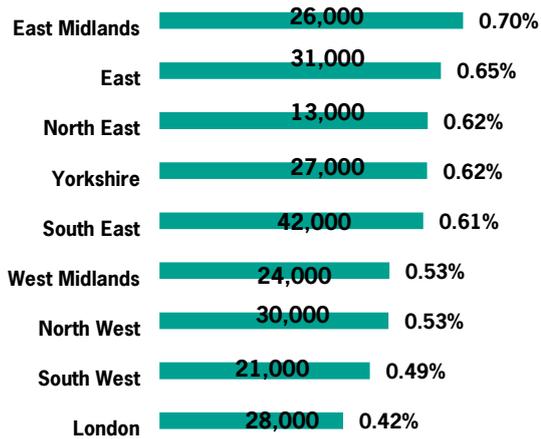
Base: All female respondents

Proportion of people who play football by age group (weekly)



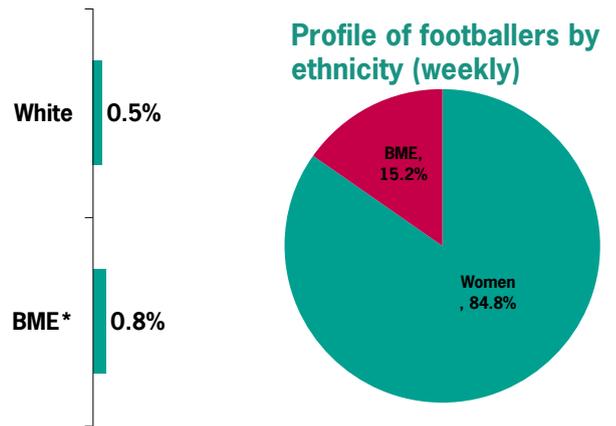
Base: All respondents

Proportion of women who play football weekly by Sport England region (numbers in brackets)



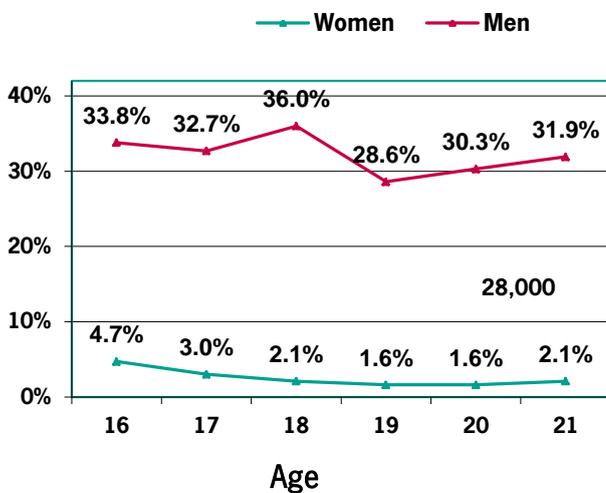
Base: All respondents

Proportion of women who play football weekly by ethnicity



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

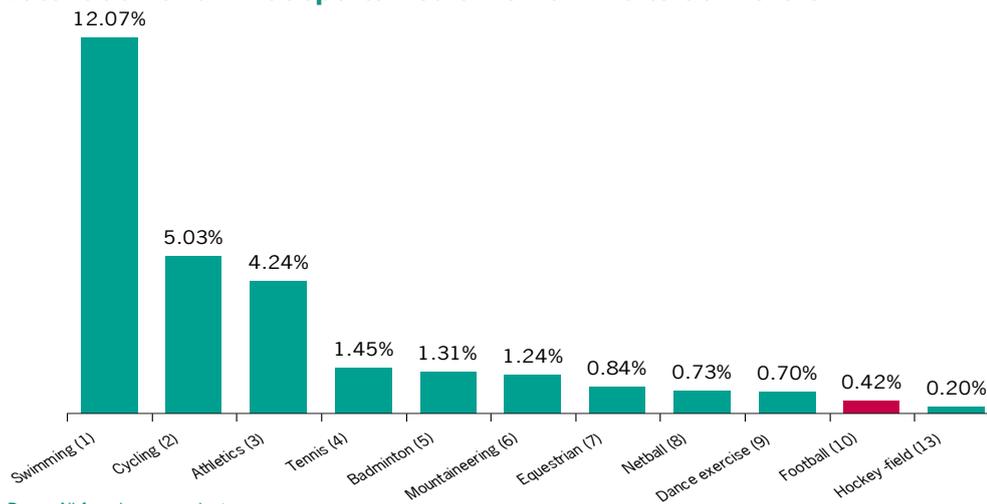
Focus on drop off: proportion of young people who play football by age (weekly)



- Twice as many 16 as 18 year-olds play football; three in ten footballers are aged 19 and under
- Football is more popular with BME women as White women. 0.8% of all BME women play football every week, compared with 0.5% of White women. 15.2% footballers are from a BME community which is above that of the proportion in the general population
- Students make up over a third of all female footballers. But for every female student playing football there are 13 male students playing football.
- Football among women is most popular in East Midlands, where 0.70% of women play every week. In contrast just 0.42% play football weekly in London.

Women's latent demand for football

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



Latent demand

- Football is the 10th in demand sport
- Around 91,800 women would like to do more

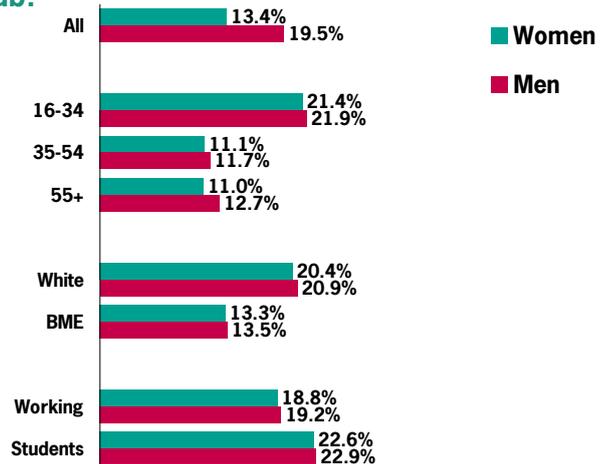
Organised participation



Club membership

- Women constitute just 5.6% 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 13.4% of women players are members of a club, compared with 19.5% of men.
- While BME women are more likely than White women to play football they are not as likely to join a club.

Who plays football as a member of a sports club?



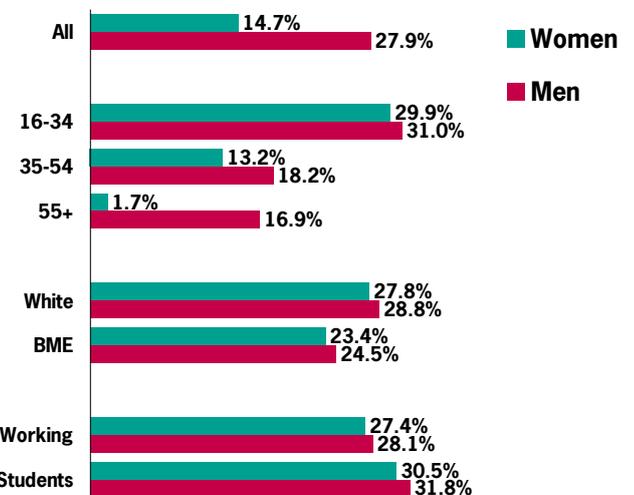
Base: All respondents who played football at least once in the last four weeks. See Note 1



Taken part in organised competition

- This informal participation has a knock on effect on opportunity and interest in competition. Just 14.7% of female footballers play in a competition – which is half the proportion of male footballers
- Men are much more likely to continue with competitive footballer into their later years than women.

Who takes part in organised competition?



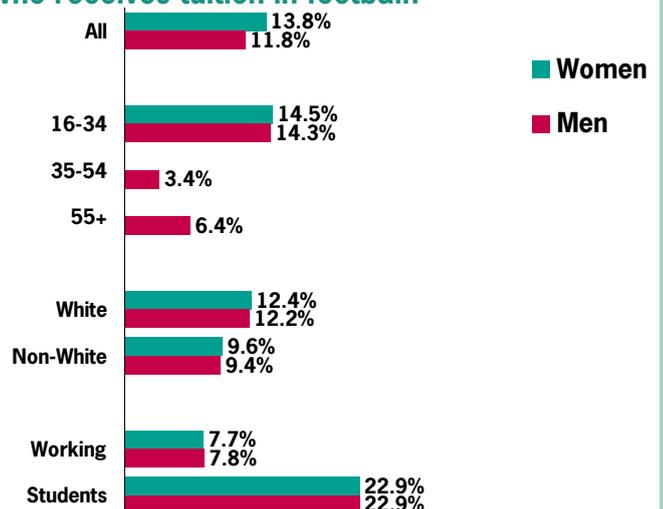
Base: All respondents who played football at least once in the last four weeks. See Note 2



Received tuition or coaching

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

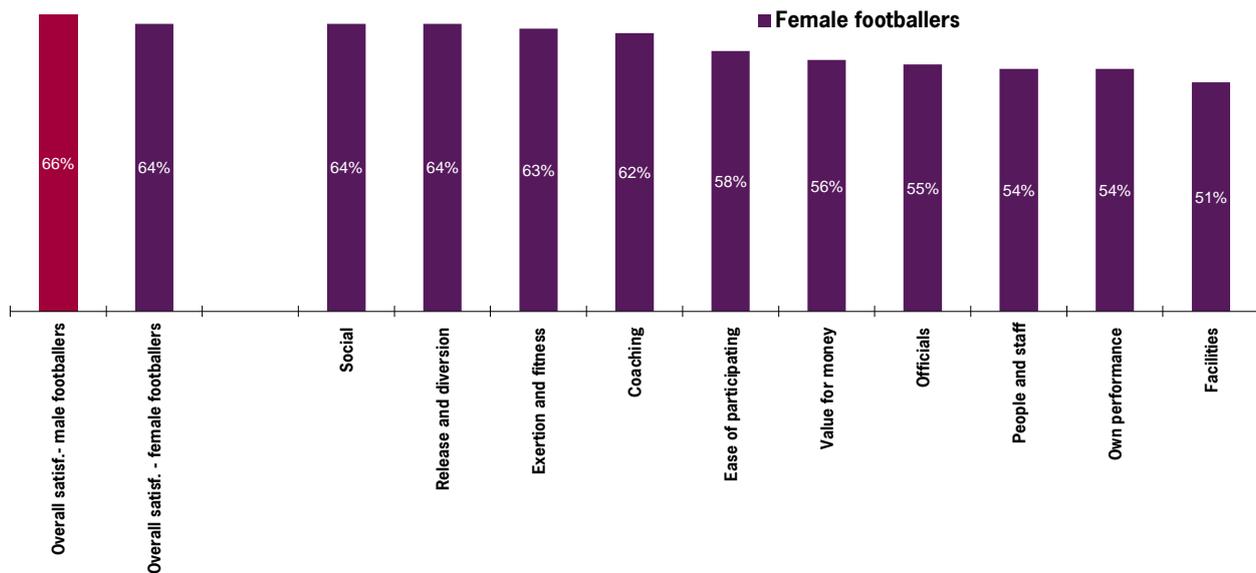
Who receives tuition in football?



Base: All respondents who played football at least once in the last four weeks. See Note 3. Too few female respondents aged 35+

Satisfaction with experience of playing football

Satisfaction of female footballers

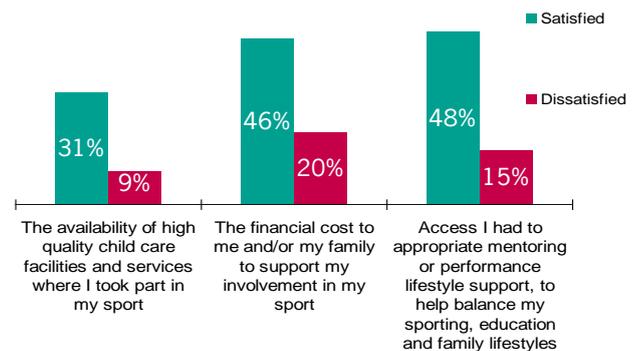


Source: Sport England's Satisfaction with the quality of the sporting experience survey (2010). Base: Female respondents (16+). Percentage figure is for those who rated their satisfaction as 8-10 on a 1 to 10 scale. See Note 4

Satisfaction

- Women footballers are almost as satisfied with their sport as men (64% and 66% respectively)
- In particular, women are satisfied with the social aspects of the sport, the release and diversion and coaching
- They are less satisfied with the facilities, own performance and people and staff
- 32% of footballers are playing more than last year, and 38% expect to play more next year than they currently are

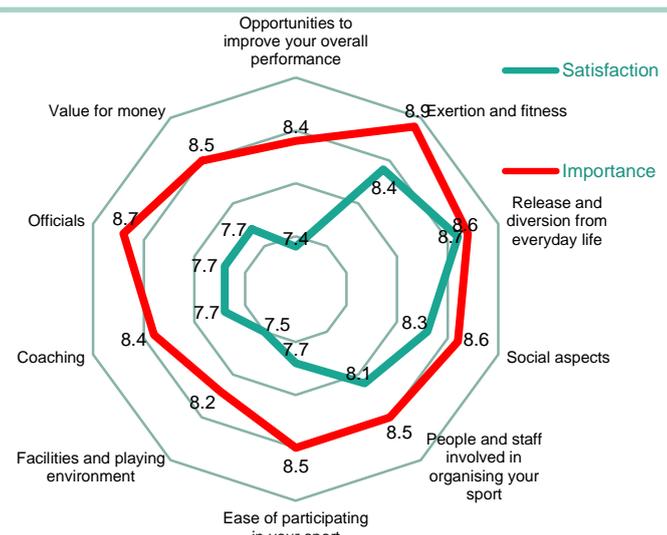
Low satisfaction/high dissatisfaction of female footballers with respect to specific criteria



Source: Sport England's Satisfaction with the quality of the sporting experience survey (2012). Base: Female respondents (16+)

Satisfaction v's Importance

- The most important aspects of football for female footballers is the exertion and fitness and release and diversion that the sport gives them, and for the most part both these areas score quite highly in terms of women's overall satisfaction
- The greatest discrepancy between importance and how satisfied female footballers are with their sport comes from ability to improve their overall performance, officials, ease of participating and value for money



Source: Sport England's Satisfaction with the quality of the sporting experience survey (2012). 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 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
APS 5	20,759,100	21,708,700
APS 6q2	20,949,100	21,859,900

Source: Office for National Statistics England Mid-year Population Estimates, 2007, 2008, 2009 and 2010 and population estimates 2011

Women's Sport and Fitness Foundation

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