

# BE PART OF THE CHANGE

ANNUAL SURVEY RESULTS 2025  
PART ONE



# WE ARE WOMEN IN FOOTBALL

With thousands of women, men and non-binary members and an online community of over 95k, together, we are dedicated to driving football forward and transforming the industry for the better.

We're empowering our members with knowledge, expertise and collective support to create a stronger, brighter and more diverse future. Developing the leaders of a future where gender discrimination doesn't exist.

We're here, we're working and we're making changes.  
It's good for football and it's just good business. **Join us.**





# WHAT WE DO



## CELEBRATE ACHIEVEMENT

We celebrate success and champion female talent in a bid to change attitudes towards women in football, bringing about positive change and driving football forward together.



## CHALLENGE DISCRIMINATION

Improving women's representation at all levels of the game by challenging discrimination, lobbying for change and eliminating negative attitudes towards women working in football.



## SHARE EXPERTISE

Women are vital to the success of football, both now and in the future. By sharing knowledge and expertise, we are supporting and encouraging more women to get involved across the board.

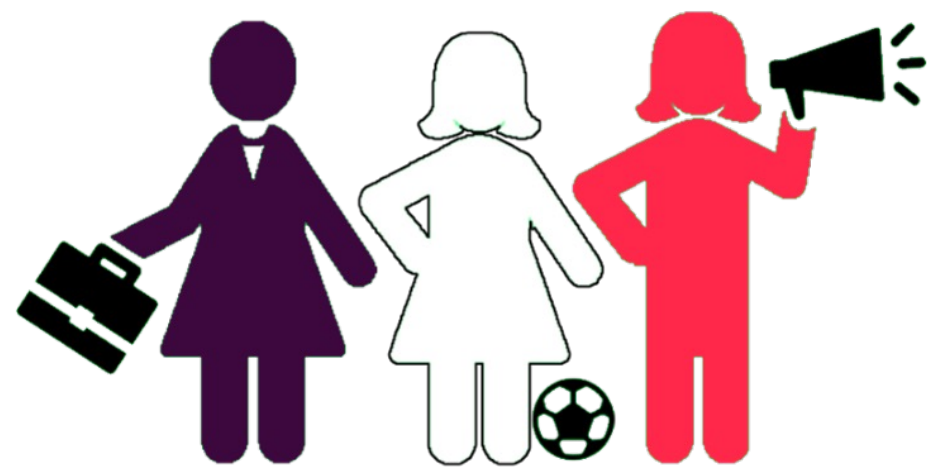


# WIF 2025 SURVEY

WHO TOOK PART?

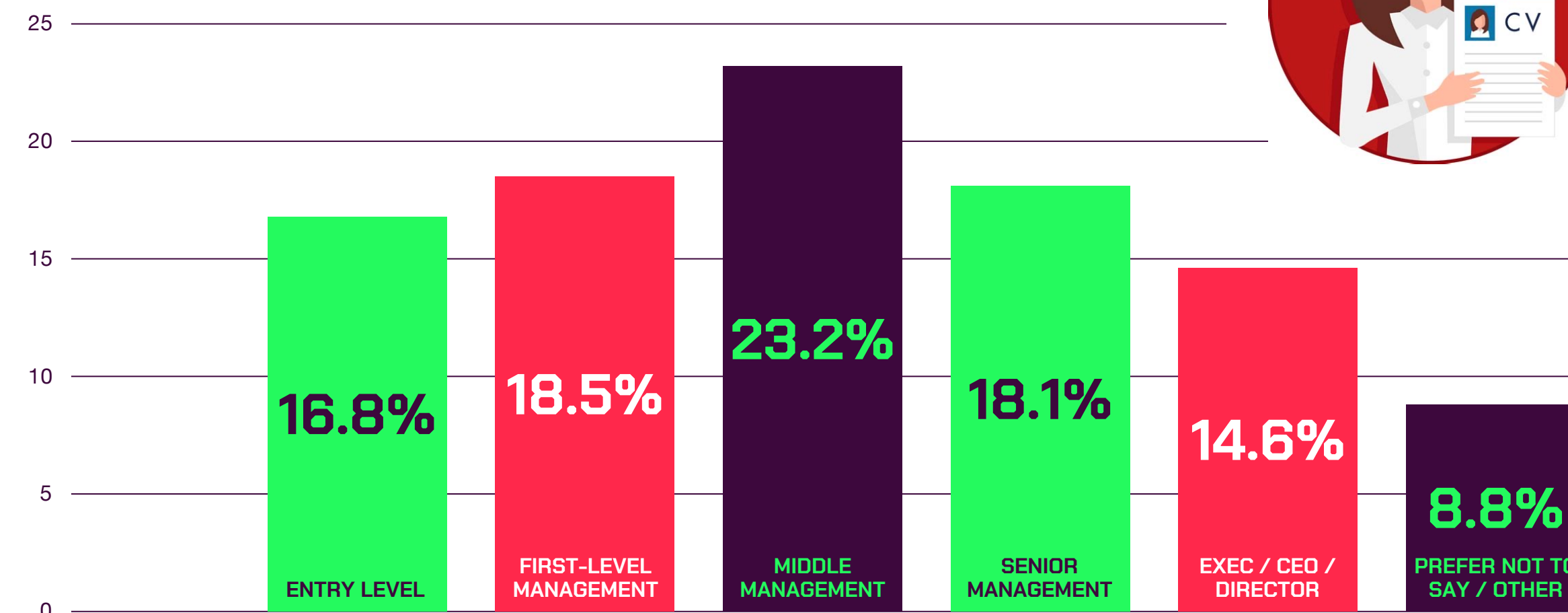


# 867 SURVEY RESPONDENTS



- 759 Women
- 100 Men
- 8 Non-binary people
- 632 WIF members
- 518 Women working in football

## MANAGEMENT LEVEL



## ETHNICITY REPRESENTATION

- 4.6% Asian or Asian British
- 5% Black, Black British Caribbean or African
- 6.2% Mixed or multiple ethnic groups
- 81.8% White
- 2.4% Prefer not to say / other



## EMPLOYMENT STATUS

- 70.9% Full-time
- 10.6% Freelance / consultant
- 7.2% Part-time
- 3.3% Student
- 2.9% Casual / contract



## AGE RANGE

- 5% 65+
- 8.2% 55–64
- 21.7% 45–54
- 26.8% 35–44
- 27.3% 25–34
- 11.1% <24

Over 65% of respondents are under the age of 45

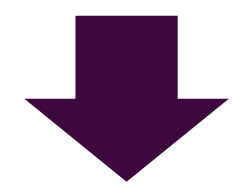


# DISCRIMINATION

# WORK IN PROGRESS

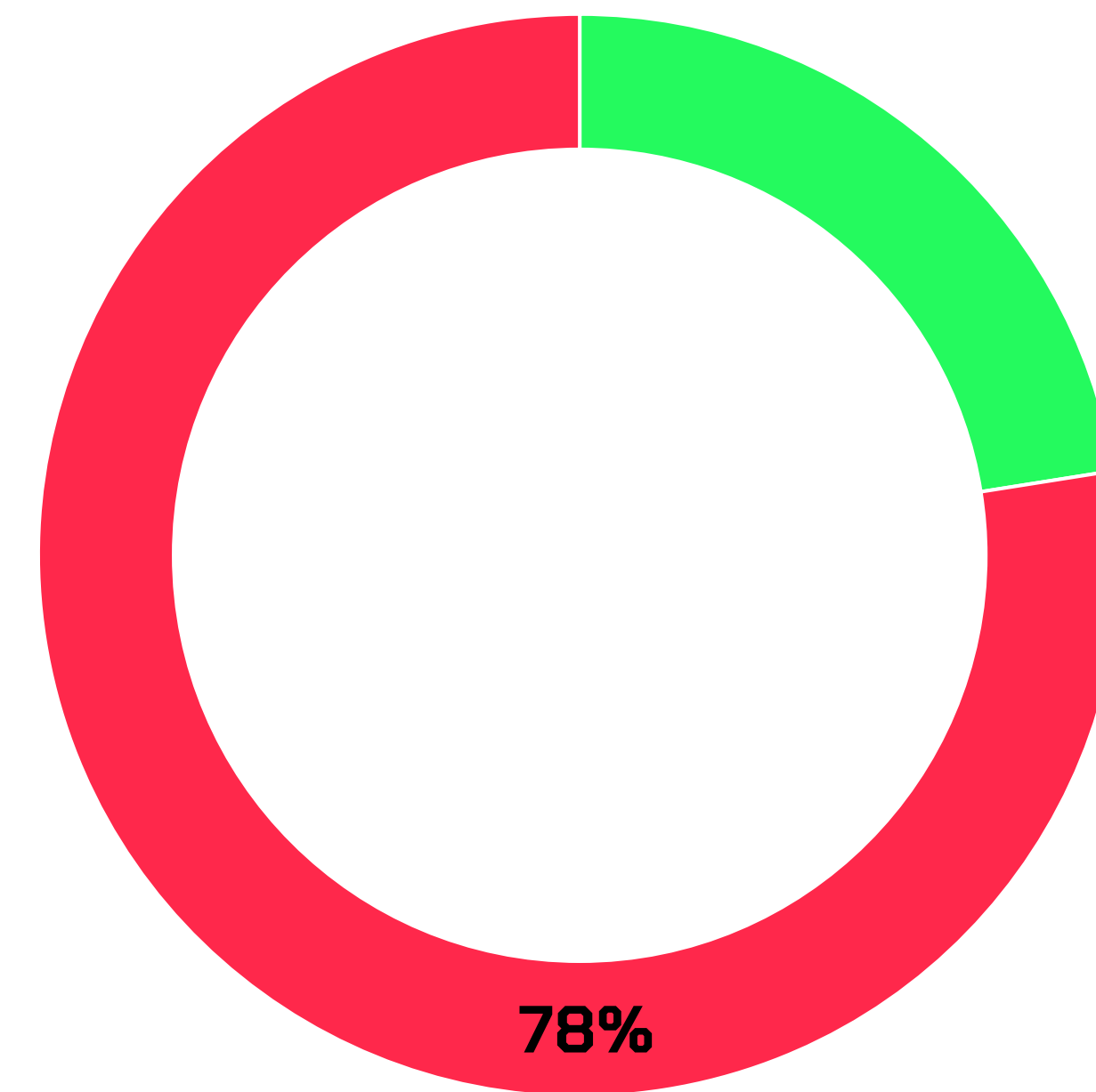
**78%**

of women have experienced  
**discrimination** at work



89% of women working in  
football experienced  
discrimination in 2024 versus  
82% in 2023

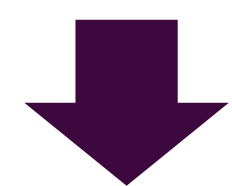
Discrimination in the workplace



# WORK IN PROGRESS

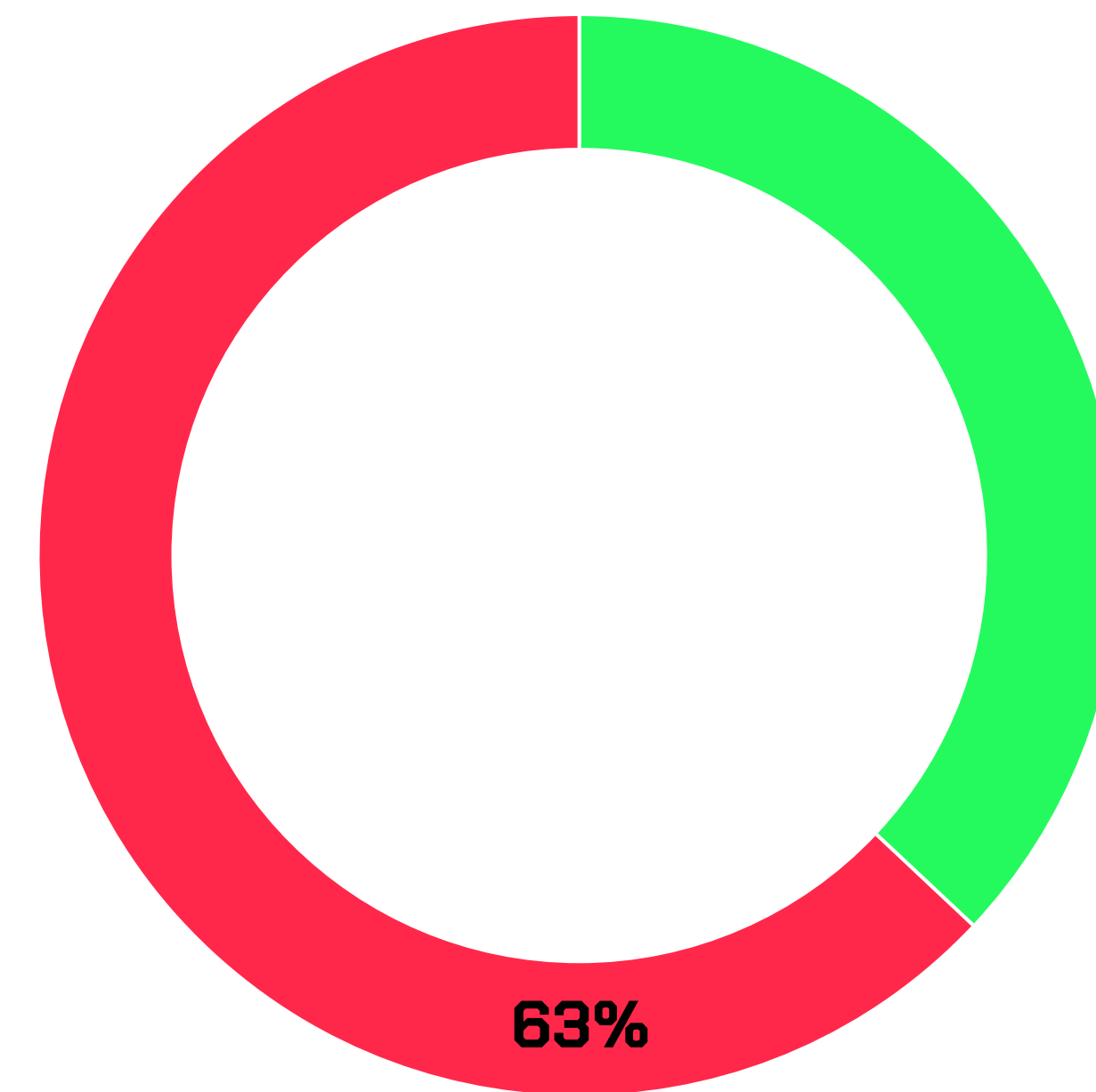
63%

of female WIF members said they have experienced **sexist 'banter' or jokes** in the football workplace



69% of women working in football experienced sexism in 2024 versus 62% in 2023

Have experienced sexist banter or jokes





# WORK IN PROGRESS

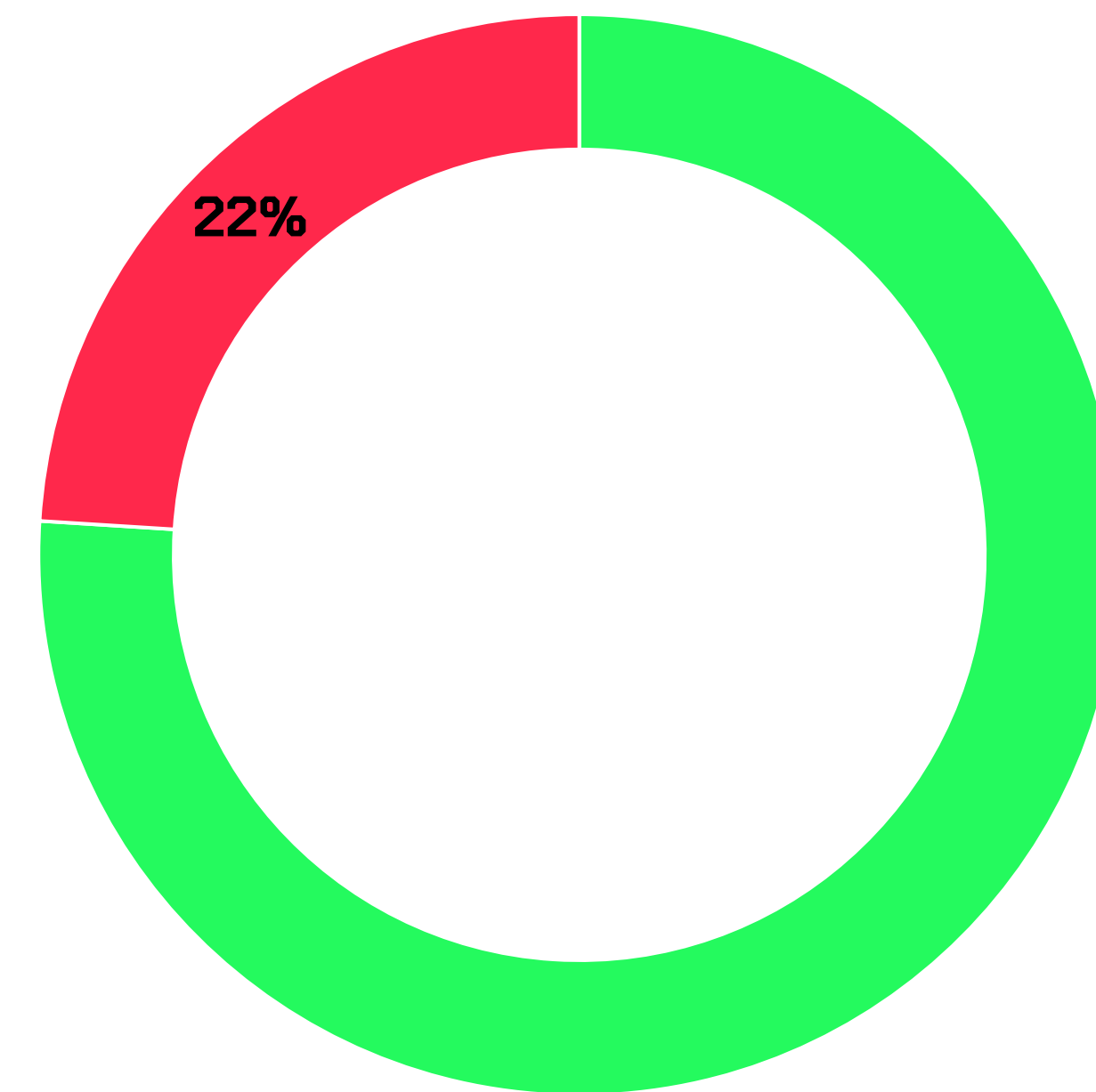
22%

of all women said they have experienced **sexual harassment** the football workplace



This is an increase of 5% percentage points from 19% in 2024 and a further increase from 18% in 2023 and 15% in 2016

Have experienced sexual harassment



# WORK IN PROGRESS

56%

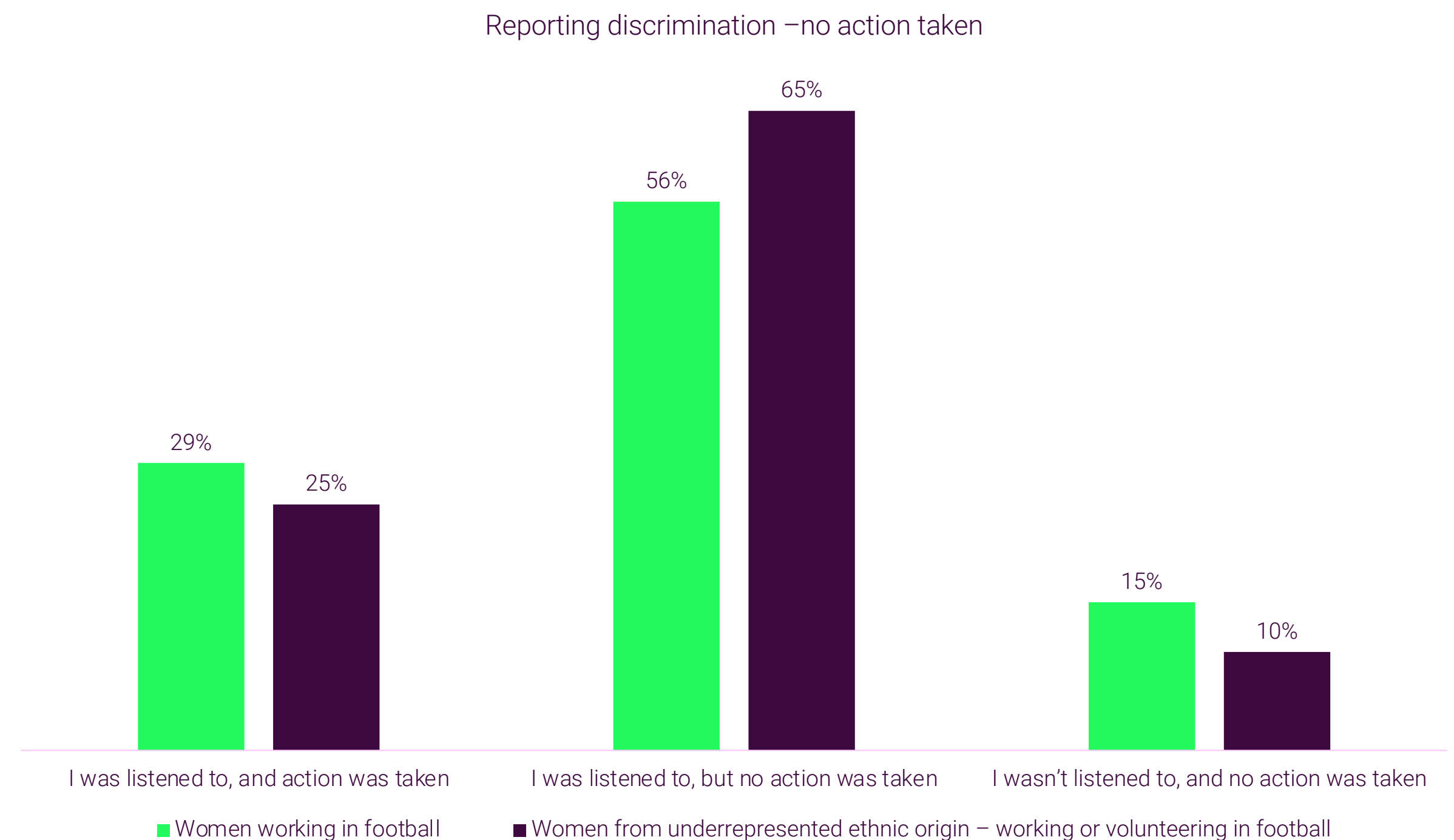
of women working in football said  
**no action was taken** after reporting  
gender-based discrimination

This figure increases to

65%

of women from an  
underrepresented ethnic  
background – however this has  
reduced from 80% in 2024

## Reporting discrimination – no action taken





# NON-REPORTING AND PSYCHOLOGICAL SAFETY

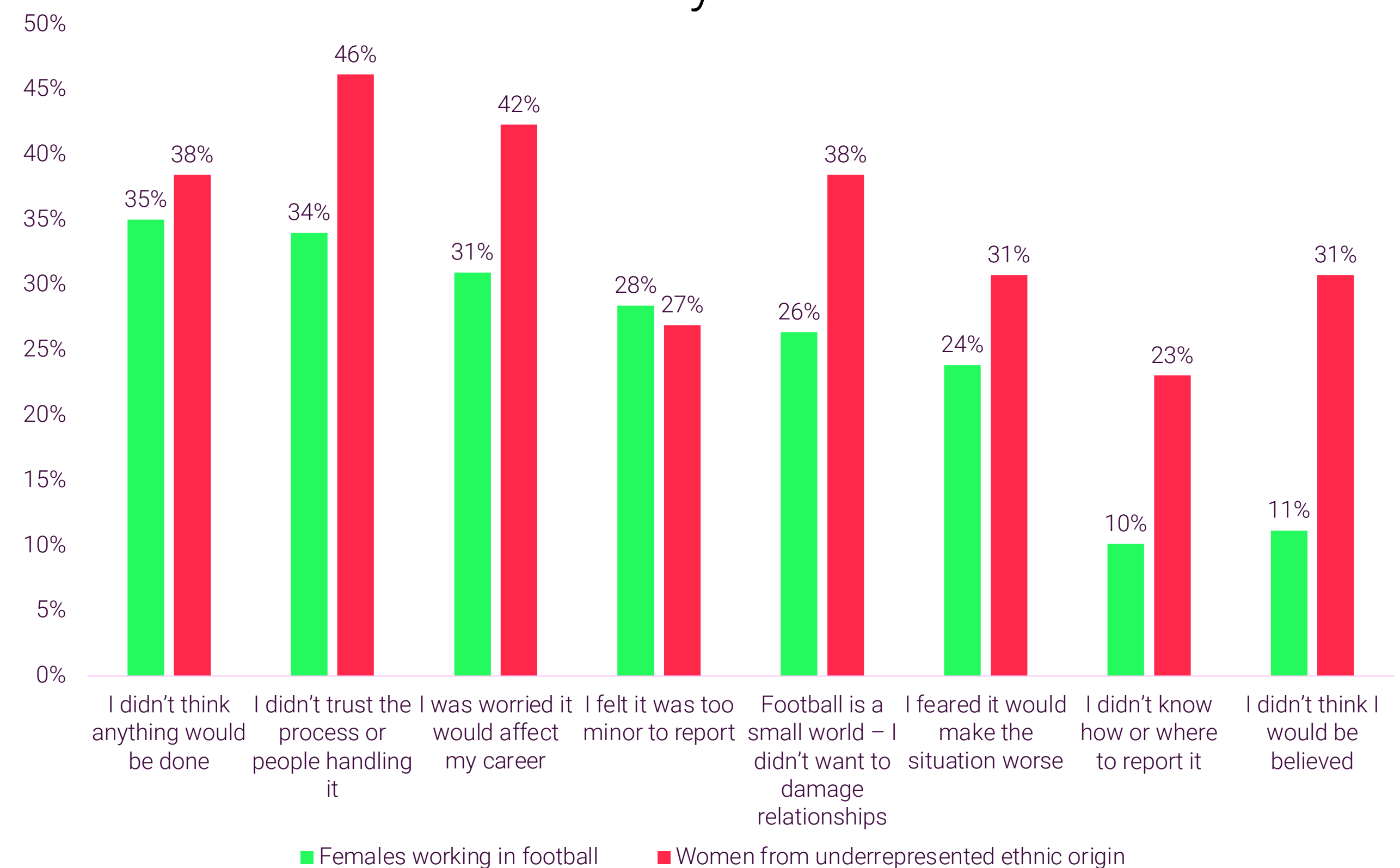
# WORK IN PROGRESS

Over **34%** of women stated that they didn't report the discrimination as they didn't believe anything would be done or they didn't trust the process or people handling it

**46%** of women from underrepresented ethnic backgrounds feel the same in not trusting the process and

**38%** of women from underrepresented ethnic backgrounds also stated football is a small world and I didn't want to damage relationships

If you did not report the abuse or discrimination, what were your reasons?





# ONLINE ABUSE

# WORK IN PROGRESS

## 70% OR MORE

across all our segments have witnessed an increase / no change in online discrimination during their football career

## 76%

of female WIF members have experienced an increase in online discrimination during their football career

This percentage increases to **81%** of women from underrepresented ethnic backgrounds



# OBSTACLES, VISIBILITY AND RECOGNITION

# WORK IN PROGRESS

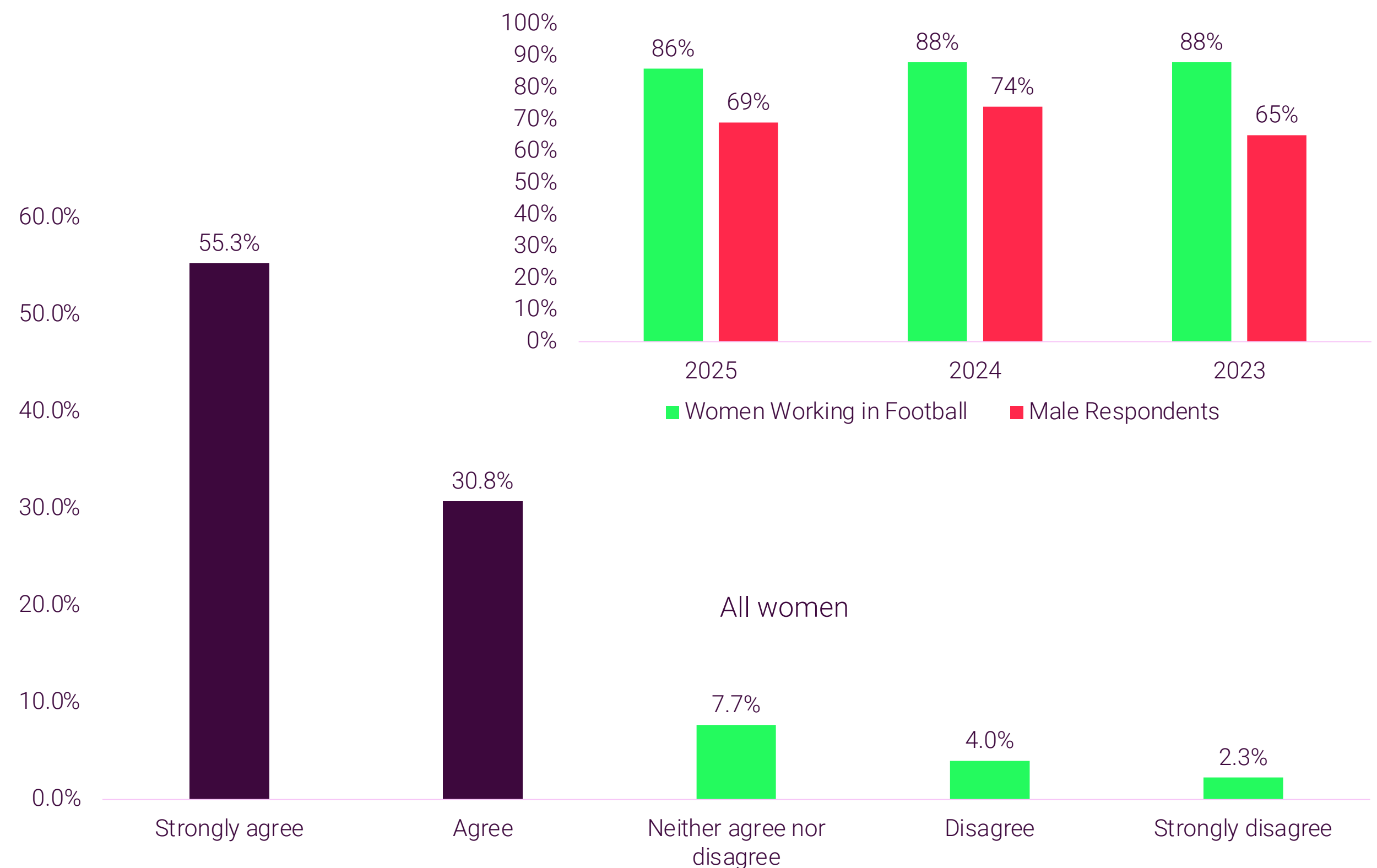
**86%**

of women feel they have to work harder than men to achieve the same recognition and benefits – slightly down from the 88% last year

**69%**

of male respondents agree – down from 74% last year

Women have to work harder than men to achieve the same recognition and benefits





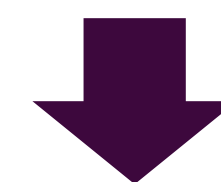
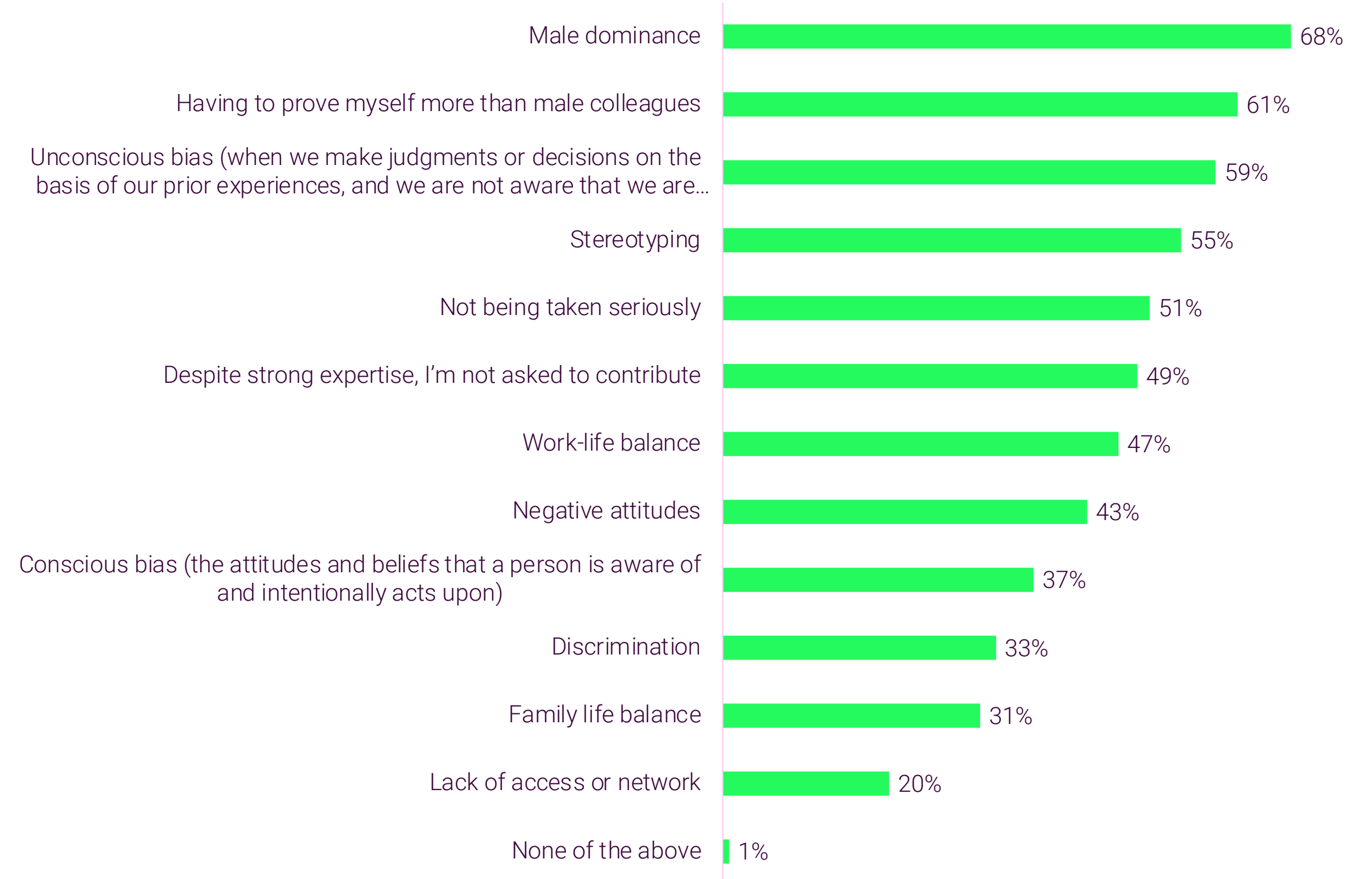
# WORK IN PROGRESS

68%

of respondents believe **male dominance** is the biggest challenge facing women in the football industry today

while **61%** believe **having to prove myself more than male colleagues** is the biggest challenge

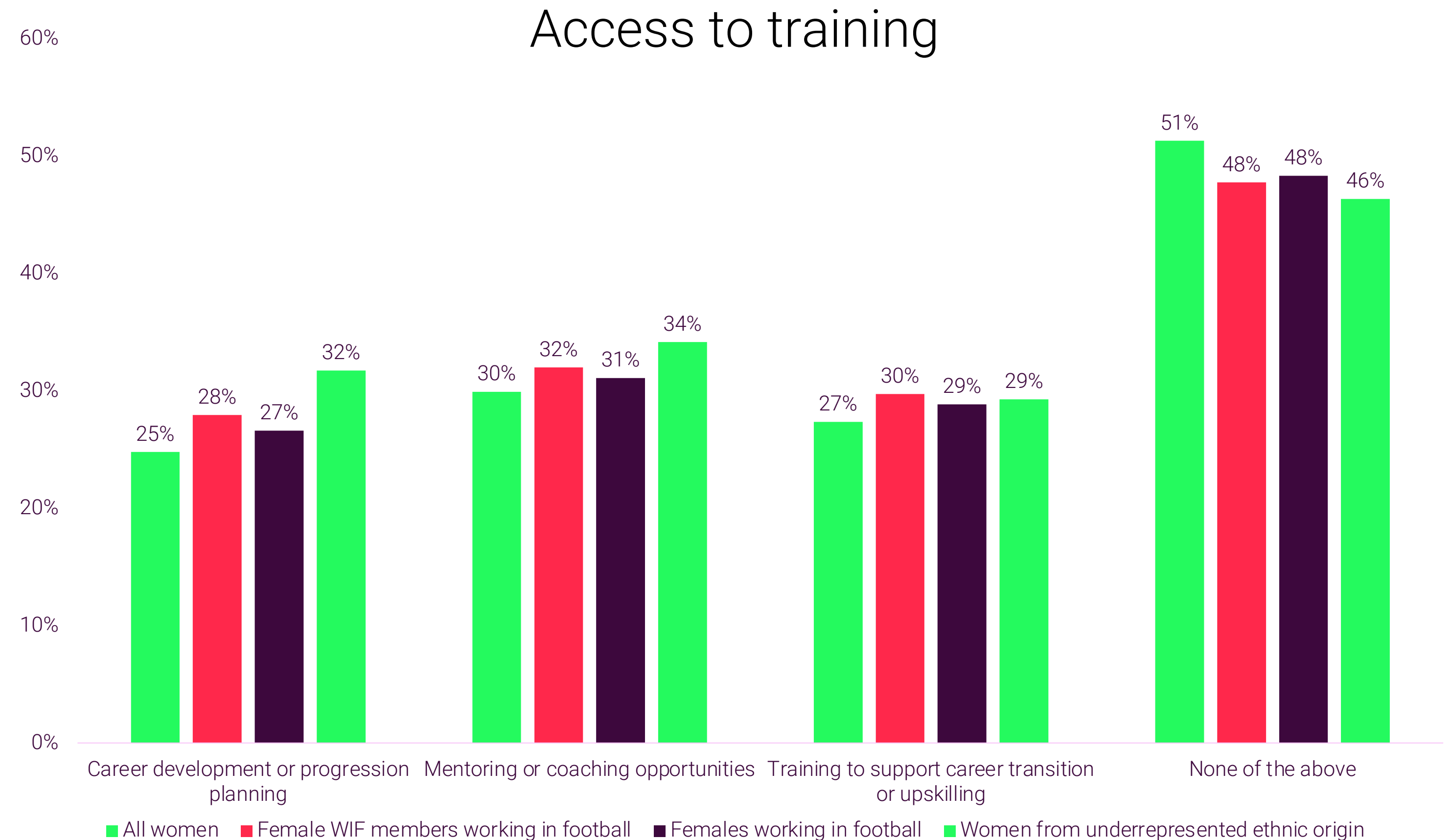
The biggest issue facing women from underrepresented ethnic origins is unconscious bias at **76%**



In 2024 male dominance was also the biggest challenge at 71%, with unconscious bias second at 66%

# WORK IN PROGRESS

Across all female segments, under **50%** have stated that they have had no access to training support



# CONTRIBUTIONS TO WOMEN'S SUCCESS IN FOOTBALL

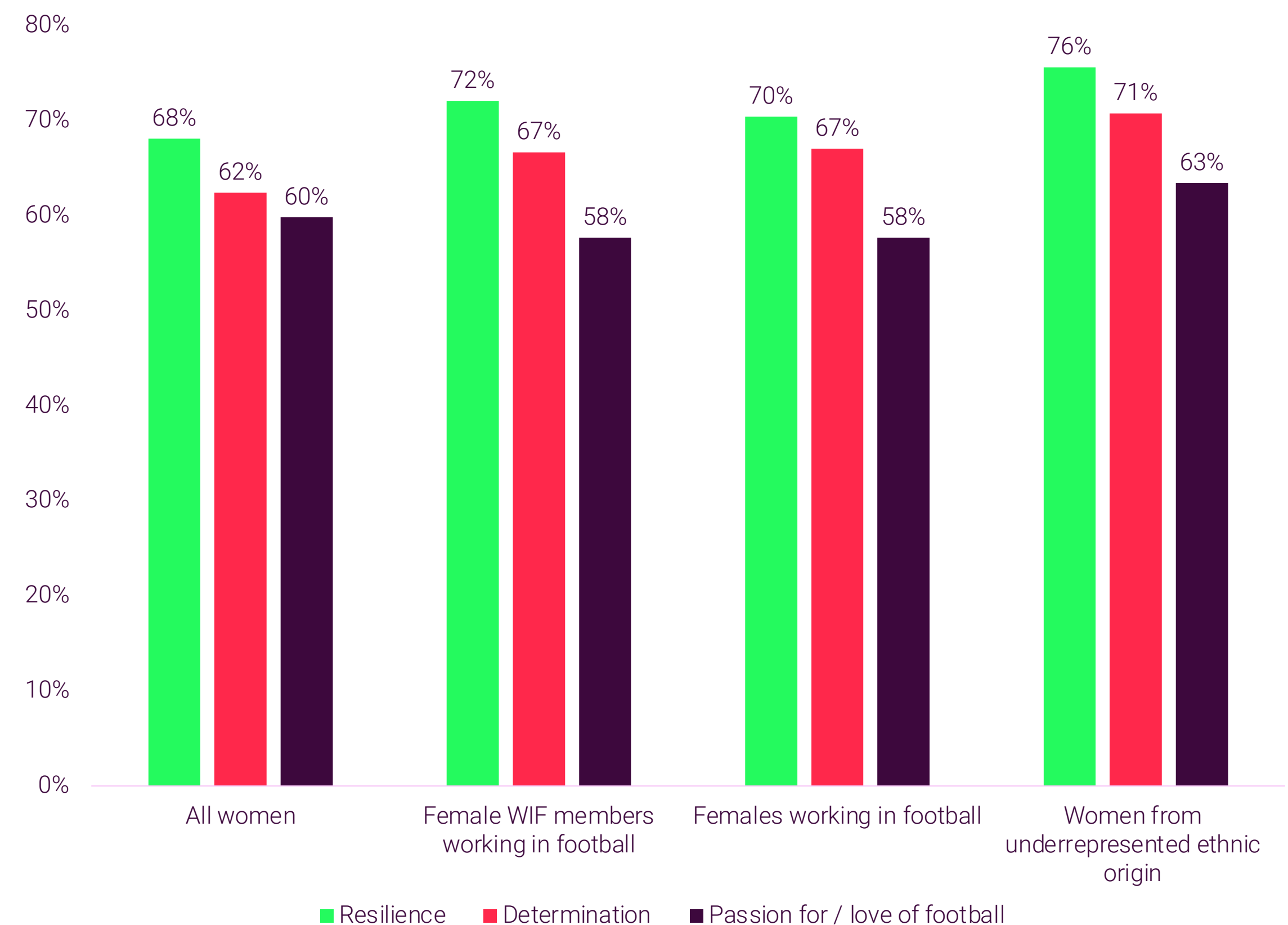




# WORK IN PROGRESS

Over **70%** of women working in football stated personal attributes as opposed to external factors have helped them succeed, closely followed by determination over **65%**

What has helped you throughout your career in the football industry?



# LEVELS OF OPTIMISM

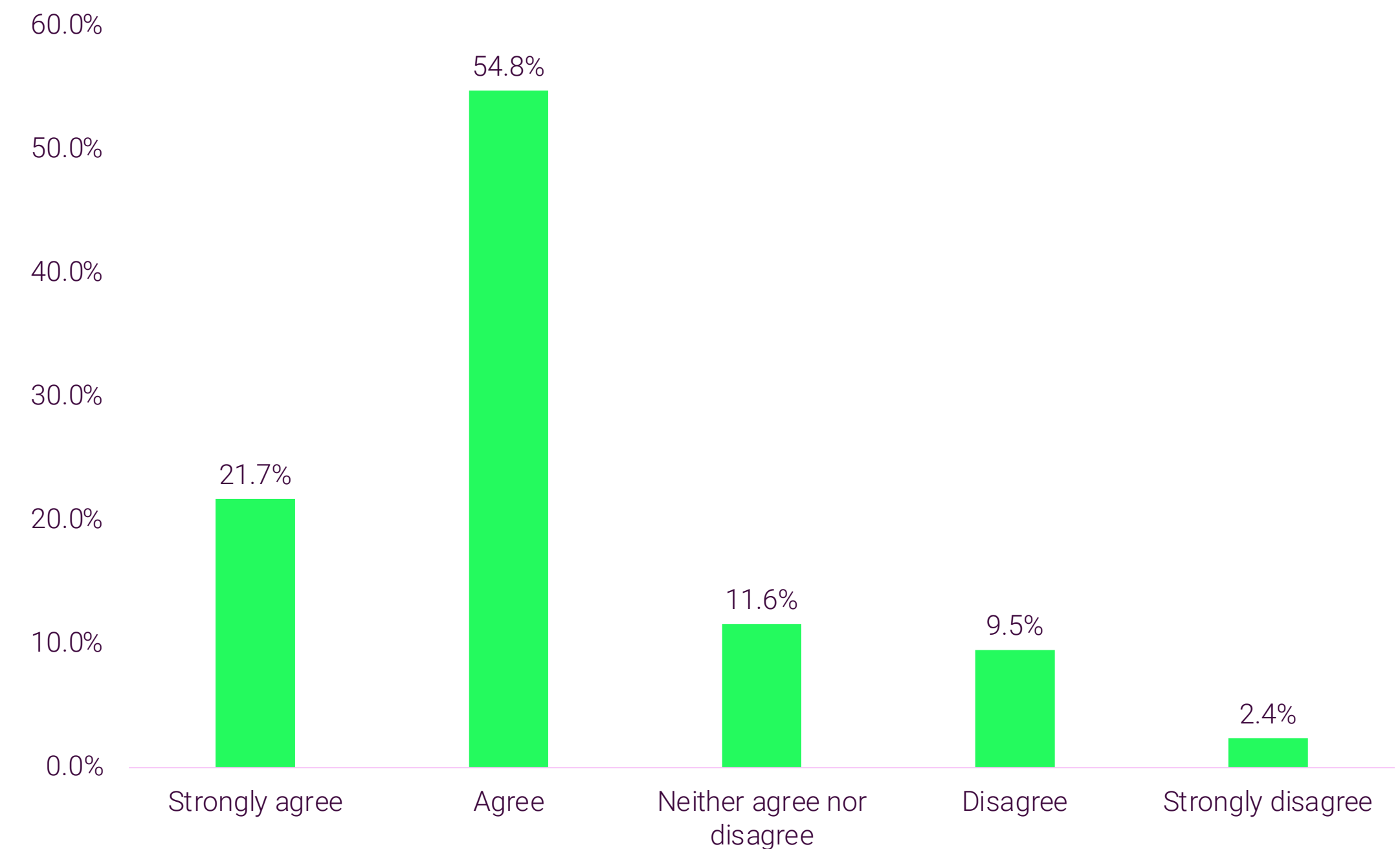
# WORK IN PROGRESS

77%

of all female respondents, said they are **optimistic that opportunities for women in the football industry will get better** – down from 80% in 2024

compared to **97%** of male respondents, and **100%** of male WIF member respondents

I am optimistic that opportunities available for women in the football industry will get better





# WORK IN PROGRESS

**52%**

of females working in football believe  
football is a sector where women can excel  
– down from 64% in 2024

**29%** of women from  
underrepresented ethnic backgrounds  
feel the same compared to  
**81%** of male respondents

The football sector is one where women can excel

