

WOMEN IN FOOTBALL

Women in Football Survey Analysis

Section 1: Characteristics of Respondents

The employment areas of those Women in Football who submitted full responses can be described as follows¹:



Figure 1: Areas of Employment of Full Responses

The sectors of employment with the highest levels of full response are Governing Bodies (90 respondents), Football Coaching and Management (82 respondents), Club Football (78 respondents) and Media (61 respondents).

¹ Please note that these differ slightly from those generated automatically by SurveyMonkey as I have reclassified some respondents who described themselves as “Other” where these overlapped with other areas of employment and have created separate categories for “Law” and “Community”.

Responses can further be split between Men's, Women's and Both Men's and Women's Football as follows:

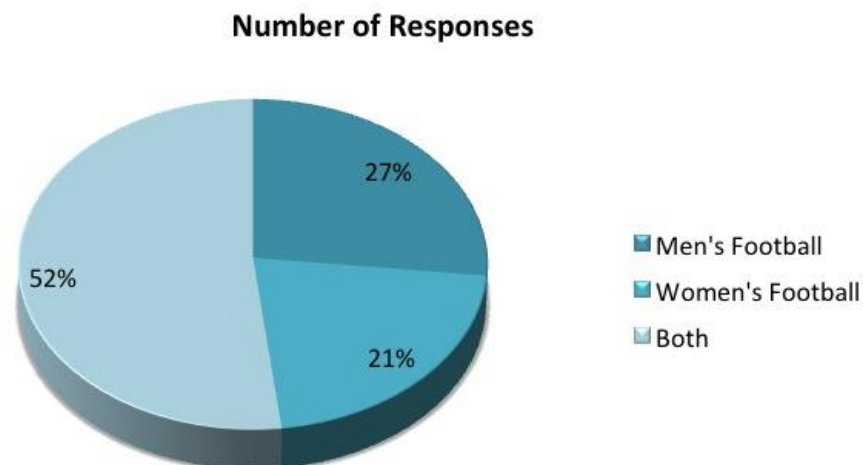


Figure 2: Split of Full Responses between those working in Men's Football, Women's Football and Both Men's and Women's Football

A majority of respondents work across both men's and women's football (52%, 262 respondents), whilst 27% (135) work only in men's football and 21% (108) respondents work only in women's football.

Figure 3 shows the split of Men's Football, Women's Football and Both Men's and Women's Football for each area of employment.

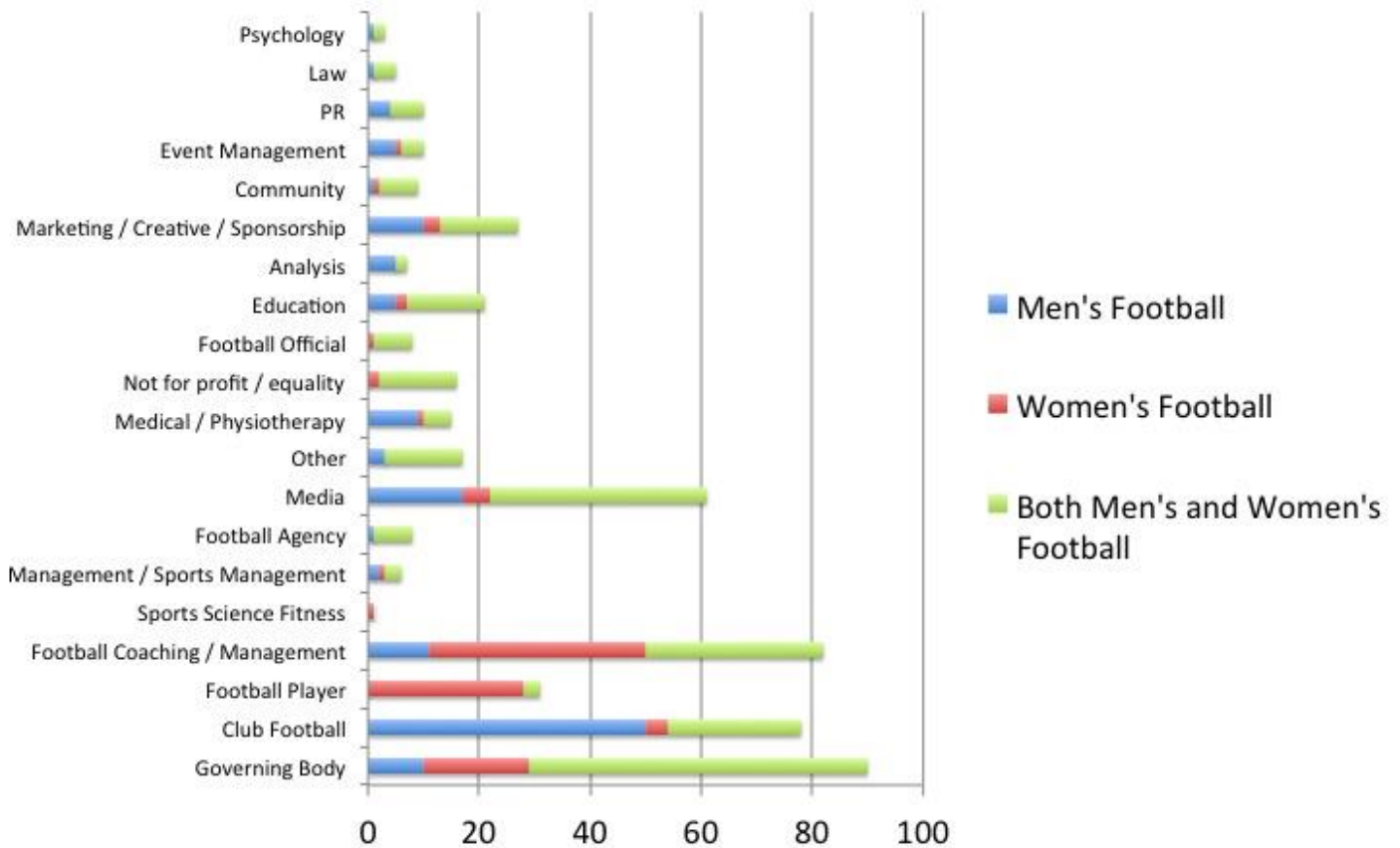


Figure 3: Full Responses by Sector of Employment and whether working in Men's Football, Women's Football or Both Men's and Women's Football

The majority of respondents working in Women's Football are Football Coaches or Managers (39), Players (28) or those working for Governing Bodies. The largest proportion of women who work in Men's Football are those working in Club Football (50), Media (17), Coaching (11), Governing Bodies (10) and Marketing and Creative (10). A large proportion of those who work across Men's and Women's Football are in Governing Bodies (69), Media (39) and Coaching (28).

Section 2: Analysis of Responses to Questions

Question 3: To what extent do you believe each of the following factors will influence the future of the game of football (i.e.: men's and women's football) in the next 5 years?²

Rank Order	Factor	Average Score
1	Insufficient playing facilities for grassroots football	3.77
2	Insufficient provision for women in grassroots football (eg: changing rooms)	3.69
3	Affordability of football tickets for fans	3.68
4	Governance of football	3.65
5	Financial stability of football clubs	3.57
6	Corruption in football	3.5
7	Lack of diversity in football governance	3.5
8	Attracting younger football fans	3.36
9	Lack of diversity in football participation	3.3
10	Declining participation in football	2.98
11	Declining participation in sport in general	2.85
12	Piracy of broadcast content	2.59

Table 1: Rank Order of Factors considered most important for future of football (total)

The factors considered to be most important, in rank order, are the insufficiency of grassroots playing pitches, insufficient provision of facilities for women (such as changing rooms), affordability of tickets for fans and the governance of football. Those considered less important were piracy of broadcast content and the likelihood of declining participation in sport, or in football.

These factors are then sub-divided between those working in Men's Football, Women's Football and across Both Men's and Women's Football, to see if different patterns emerge when looking at each of these separately.

Rank Order	Factor	Average Score Both	Average Score Women's Football	Average Score Men's Football
1	Insufficient playing facilities for grassroots football	3.8	3.87	3.64
2	Insufficient provision for	3.71	3.88	3.52

² Where 5 is "to a great extent" and 1 is "not at all"

	women in grassroots football (eg: changing rooms)			
3	Affordability of football tickets for fans	3.68	3.47	3.84
4	Governance of football	3.61	3.65	3.71
5	Financial stability of football clubs	3.55	3.68	3.54
6	Corruption in football	3.48	3.38	3.63
7	Lack of diversity in football governance	3.48	3.7	3.39
8	Attracting younger football fans	3.41	3.21	3.36
9	Lack of diversity in football participation	3.34	3.31	3.22
10	Declining participation in football	3.1	3.07	2.67
11	Declining participation in sport in general	2.91	3.05	2.55
12	Piracy of broadcast content	2.53	2.62	2.68

Table 2: Rank Order of Factors considered most important for future of football (comparison between those working in Men’s Football, Women’s Football and both Men’s and Women’s Football)

These have not been tested for the significance of the differences, but highlighted in turquoise are some potential differences. For example:

- Those who work in both men’s and women’s football seem less concerned at potential declines in participation in football and sport than do those working only in men’s football or only in women’s football.
- Those working only in women’s football are less concerned about corruption than are those working in men’s football.
- Those who work in men’s football are more concerned about affordability of match tickets than those who work in women’s football.
- Those who work in women’s football are more concerned at insufficient provision of facilities at grassroots level for women than those who work in men’s football.

Question 5: What do you love about working in football? (Respondents Rank Ordered their Top 5). Where 1 is highest, 5 is lowest.

Rank Order	Factor	Average Rank Both	Average Rank Women's	Average Rank Men's	Overall
1	Being able to watch football	2.29	2.32	2.87	2.44
2	Being part of a team atmosphere	2.66	2.3	2.63	2.53
3	The banter	2.45	2.56	3.02	2.56
4	Being close to the action of a sport I love	2.74	2.68	2.52	2.76
5	The high profile nature of the football industry	2.8	2.78	3.12	2.78
6	Far reaching industry with many possible career directions (politics, business, media, sport, education etc.)	2.8	2.77	2.82	2.84
7	The power of football to encourage social change	2.96	3.16	2.89	3.05
8	Matchday excitement	3.52	2.68	2.64	3.07

Table 3: Average Rank of Benefits of working in football

Overall, the highest ranked benefit of working in football is that of being able to watch football. This also ranks highest for those working in both men's and women's football, although for those working either only in women's football or only in men's football this factor is less important. It is the second most important factor behind being part of a team atmosphere for women's football, and ranks 4th, behind "Being close to the action of a sport I live: then "Matchday Excitement" and "Being part of a team atmosphere for those working in men's football. Banter ranks third overall, but is less important for those working in men's football, where it ranks 7th.

**Question 6: Who are your top 3 female role models in the football industry?
Highest Frequency Ranked in positions 1 to 3**

	Name	Frequency Ranked 1 - 3	Frequency Ranked 1 st
1	Karren Brady	129	78
2	Jacqui Oatley	51	18
3	Steph Houghton	48	17
4	Kelly Simmonds	45	17
5	Heather Rabbatts	44	21
6	Moya Dodd	42	25
7	Hope Powell	38	14
8	Kelly Smith	34	14

9	Gabby Logan	30	11
10	Eva Caniero	23	10
11	Casey Stoney	19	6
11	Marianne Spacey	19	8
13	Rachel Yankey	15	6
14	Lucy Bronze	14	7
15	Abby Wambach	14	7

Table 3: Frequency Table of Female Role Models in Football

Question 7: How Satisfied are you with your work / life balance as a woman working in football (where 1 = very dissatisfied and 5 = very satisfied).

Mean Score = 3.28 so above the mid point of satisfaction but fairly neutral.

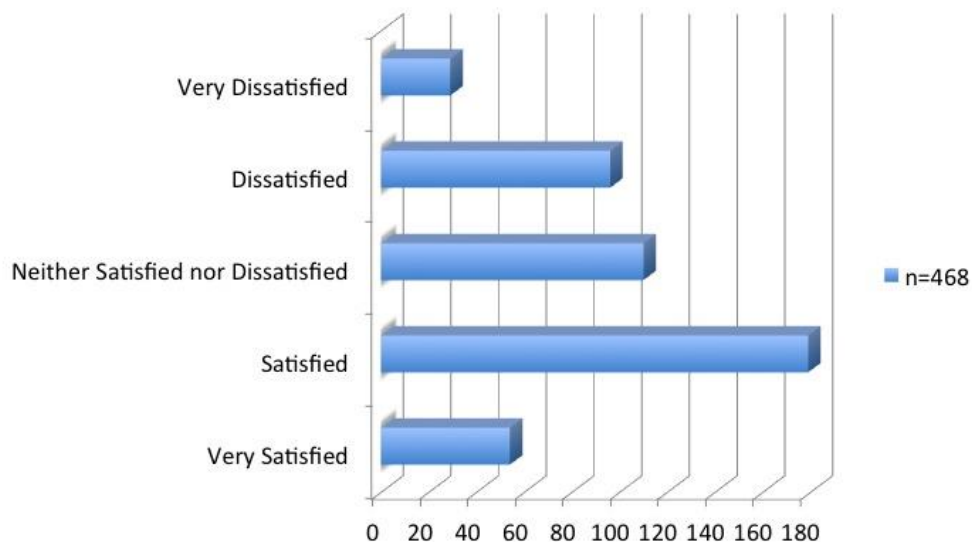
Median Score = 3 neither satisfied nor dissatisfied

Table 4: Frequency Table of Satisfaction with Work / Life Balance of Women working in Football

Level of Satisfaction	n=468
Very Satisfied	54
Satisfied	179
Neither Satisfied nor Dissatisfied	110
Dissatisfied	96
Very Dissatisfied	29

Figure 4 shows this data graphically. The highest number of respondents, 179, was satisfied, with a further 54 being very satisfied. So 233 (49.79%), almost half of respondents were satisfied or above with their work-life balance as a woman in football, compared with 125 (26.7%) who were dissatisfied or below.

Figure 4: Level of Satisfaction with Work / Life Balance



Question 10: To what extent do you agree with the following statements (where 5 is Strongly Agree and 1 is Strongly Disagree)

Table 5: Agreement or Disagreement with Statements on Diversity of Workplace

Statement:	Average Score	1	2	3	4	5
My organization celebrates female talent	3.38	25	75	128	171	65
I feel supported by both men and women	3.7	12	49	80	250	76
I feel supported only by women	2.24	105	192	120	37	7
I feel supported only by men	2.05	125	208	108	18	2
My workplace feels diverse	3.22	26	111	107	177	43
The language in my workplace feels inclusive	3.36	24	67	137	192	45
There are opportunities to achieve career progression	3.16	32	114	111	168	42
I feel overlooked for promotion because of my gender	2.44	115	145	115	69	23
I feel overlooked for promotion because of other characteristics (e.g: age, ethnicity, or other protected characteristic)	2.34	123	150	121	55	17
I believe that I am fairly remunerated compared with male colleagues	2.93	61	83	173	118	27
My appearance is judged over my ability to do my job	2.54	98	153	107	83	25
I am expected to look glamorous at work	2.25	135	167	94	54	16
I worry that getting older and changing appearance will impact my career	2.53	110	148	94	71	39

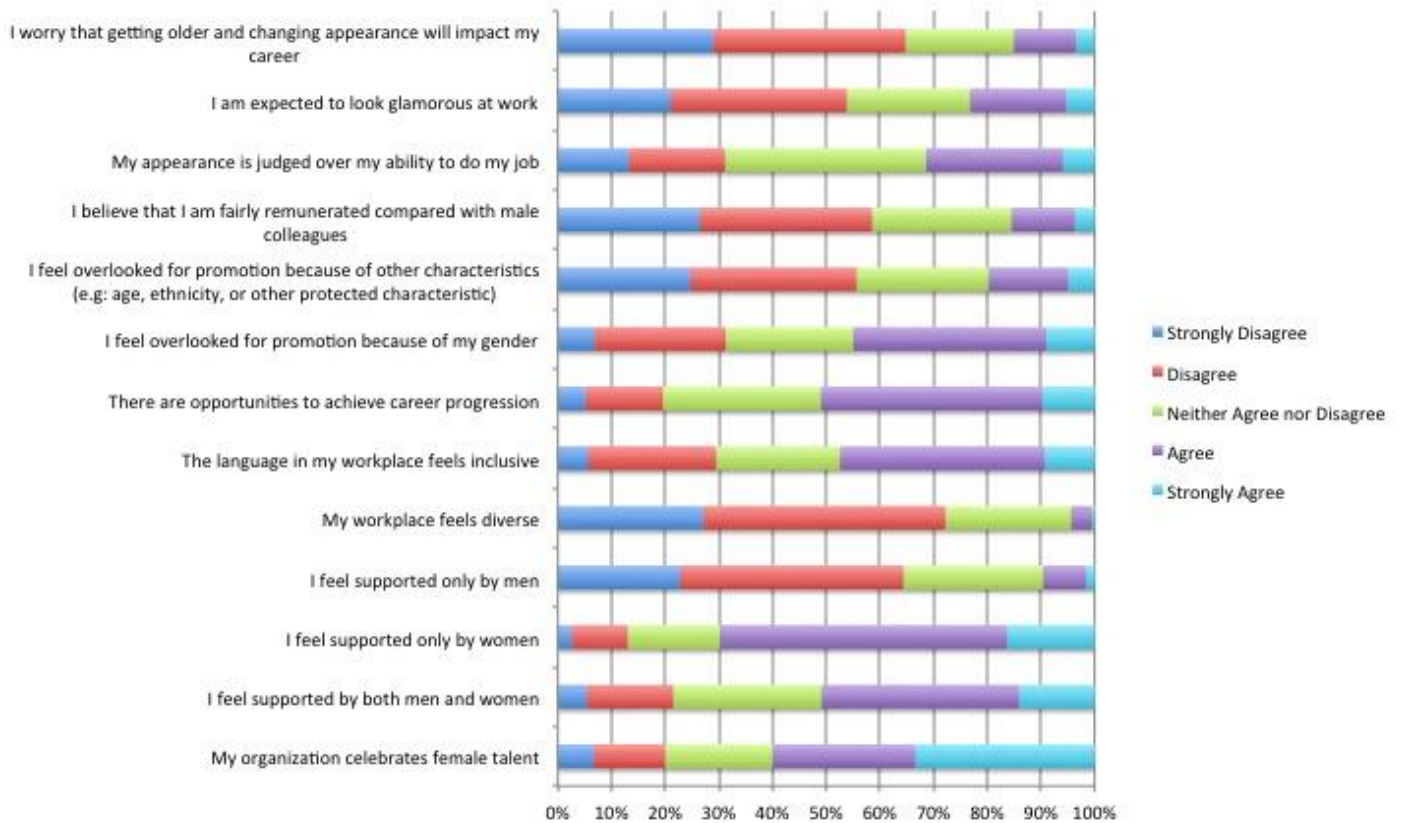


Figure 5: Percentage of Respondents indicating agreement or disagreement with Statements

The highest level of agreement is seen with the statement “my organisation celebrates female talent” for which 60% of respondents either agree or strongly agree. There is a split between respondents who feel supported only by women or by both men and women, with high levels of agreement and strong agreement for both statements. There are also high levels of agreement with the statements “There are opportunities to achieve career progression” and “the language in my workplace feels inclusive” but conversely also high levels of agreement with the statement “I feel overlooked for promotion because of my gender.” There is general disagreement with the role of appearance in the workplace.

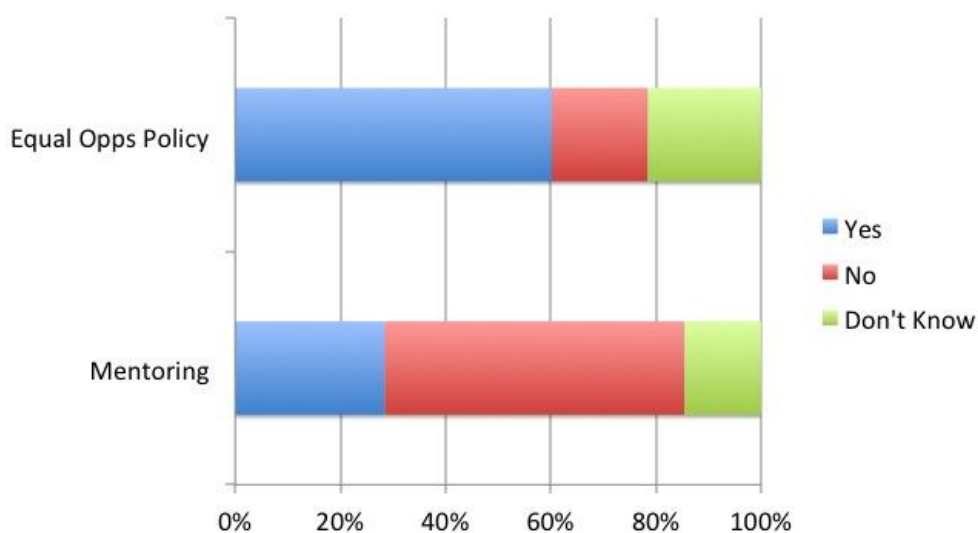
Question 11: Does your current football workplace have:

Table 6: Number of Respondents working in organisations with mentoring scheme and equal opportunities policy

	A Mentoring Scheme	A clear equal opportunities policy including bullying
Yes	127	271
No	254	82
Don't know	65	97

Whilst a majority of respondents (60.22%) of respondents work in organizations which have a clear equal opportunities policy, a smaller proportion (27.25%) of respondents worked in organisations with a mentoring scheme.

Figure 6: Percentage Split of Respondents working in organisations with mentoring scheme and equal opportunities policy



Question 12: Have you ever witnessed any of the following in the football workplace?

Table 7:

	Yes	No
Bullying	41.43%	58.57%
Sexism	61.25%	38.75%
Sexual Harassment	22.87%	77.13%
Sexist “banter” or jokes	70.16%	29.84%
Physical Abuse	4.02%	95.98%
Being barred from certain areas	23.88%	76.12%
Derogatory statements on ability based on gender	51.12%	48.88%
Discrimination against a pregnant woman	12.08%	87.92%
Discrimination against a working mother	19.15%	80.85%

Question 13: Have you ever personally experienced any of the following:

Table 8:

	Yes	No
Bullying	24%	76%
Sexism	46.22%	53.78%
Sexual Harassment	14.8%	85.2%
Sexist “banter” or jokes	61.88%	38.12%
Physical Abuse	3.34%	96.66%
Being barred from certain areas	19.15%	80.85%
Derogatory statements on ability based on gender	38.22%	61.69%
Discrimination against a pregnant woman	5.16%	94.84%
Discrimination against a working mother	9.4%	90.6%

In each case, those who have personally experienced any of these is less than those who have witnessed such an incident occur. Some appear to have been widely witnessed or personally experienced, so 7 in 10 women have witnessed sexist “banter” or jokes and 6 in 10 have personally experienced this. 41.43% of women have witnessed bullying, 24% have personally experienced bullying and 23.88% have seen women barred from certain areas, whilst 19.15% have personally experienced this.

Question 14: If you answered yes to any of the items in Question 12 or Question 13, did this incident involve discrimination against a woman who also identified with a minority group on the basis of disability, race, religion or belief, sexual orientation, age, marriage and civil partnership, gender reassignment, pregnancy and maternity?

41 respondents identified incidents, which they believed were related to discrimination on the basis of a minority other than gender. Details of both these and of some of the gender-based incidents are provided.

Question 16. Are you a working mother in a football workplace?

Table 9: Proportion of Women in Football who are working mothers

Yes	No
24.22	73.56

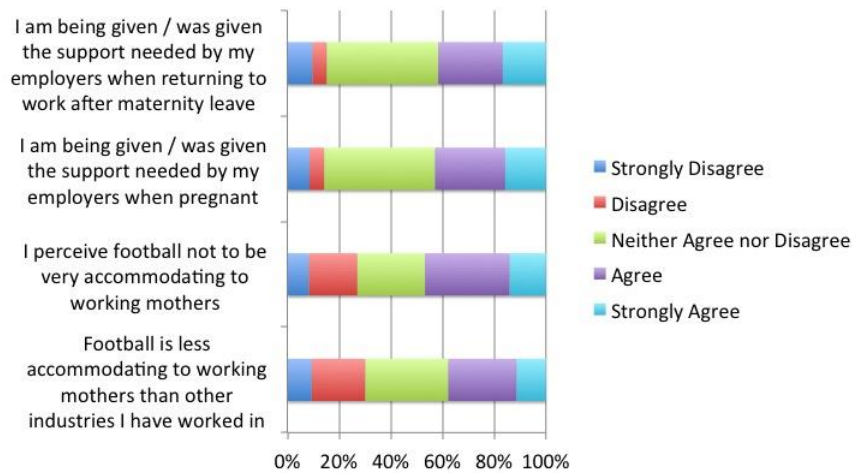
Of these, 84.96% are the main carer for children.

Question 18: To what extent do you agree with the following statements about working mothers in your football workplace?

Table 10: Working Mothers in your Football Workplace

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Football is less accommodating to working mothers than other industries I have worked in	10	22	34	28	12
I perceive football not to be very accommodating to working mothers	9	20	28	35	15
I am being given / was given the support needed by my employers when pregnant	6	4	30	19	11
I am being given / was given the support needed by my employers when returning to work after maternity leave	7	4	31	18	12

Figure 7: Percentage Split of Agreement for Support for Working Mothers in the Football Workplace



Question 19: Does your workplace offer any of the following childcare facilities?

Table 11: Provision of Childcare Facilities

	Yes
Creche/Nursery facilities	3
Job Sharing	9
Flexible Working Hours	51
Other	

Question 20: Have you experienced any of the following in your football workplace after becoming a mother (please tick any which apply)?

Table 12: Opportunities and Challenges of being a Working Mother

	Number of Respondents
Reduced Opportunities	19
Lack of promotion opportunities	14
Change of role / responsibilities	19
Lower salary	9
Loss of earnings	11
Lack of salary progression	17
Loss of job	4
Criticism of ability to do your job	10

Treated differently to before motherhood	14
Treated no differently	23
Improved Opportunities	3
Salary increase	10
Promotion	1

Percentage-wise, the highest response is for those who believe that they have been treated no differently (20.35%) followed by those who have had a changed role or reduced opportunities (16.81% for each of these). It is encouraging that some respondents, around a third (32.74%) feel that they are either treated no differently or are faring better, though worrying that others feel that they have suffered some disadvantage through being a working mother.

Question 22: To what extent have your experiences of working in football discouraged you from having children?

Table 13: Has Working in Football discouraged you from having children

Not at all	To a small extent	To some extent	To a moderate extent	To a large extent
72	13	8	3	3

The majority of women working in football (72.93%) who do not have children say that this is not because of the nature of their employment, a further 13.13% say that it has only had a small impact. Only 6.06% of women feel that working in football has had a moderate or large impact on their decision not to have children.

Question 23: Are you a woman in football who acts as carer to elderly parents, partner or to another family member?

Table 14: Do you act as a carer?

Yes	No
46 (10.53%)	391 (89.47%)

46 women (10.53% of the sample) act as a carer. Of these, 56.5% either agree or strongly agree that their employer helps them to meet their requirements as a carer, whilst 78.26% of these respondents agree or strongly agree their employer helps them to pursue a successful career in football.

Question 24: If you are a woman in football who is acting as a carer, to what extent do you agree with the following statements?

Table 15:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean Score
My employer helps me to meet my requirements as a carer	4 (6.56%)	4 (6.56%)	27 (44.26%)	15 (24.59%)	11 (18.03%)	3.41
My employer helps me to pursue a successful career in football	2 (3.28%)	2 (3.28%)	25 (40.98%)	22 (36.07%)	14 (22.95%)	3.68

Question 25: As a woman in a football workplace, are you (please tick all that apply)

Table 16: Mentoring

	Number
Being mentored as part of a formal scheme within your workplace	35
Being mentored as part of a formal scheme outside of your workplace	27
Being informally mentored	80
Not being mentored	281
Acting as a mentor on a formal scheme	33
Acting as an informal mentor	101
On a leadership development scheme within your workplace	14

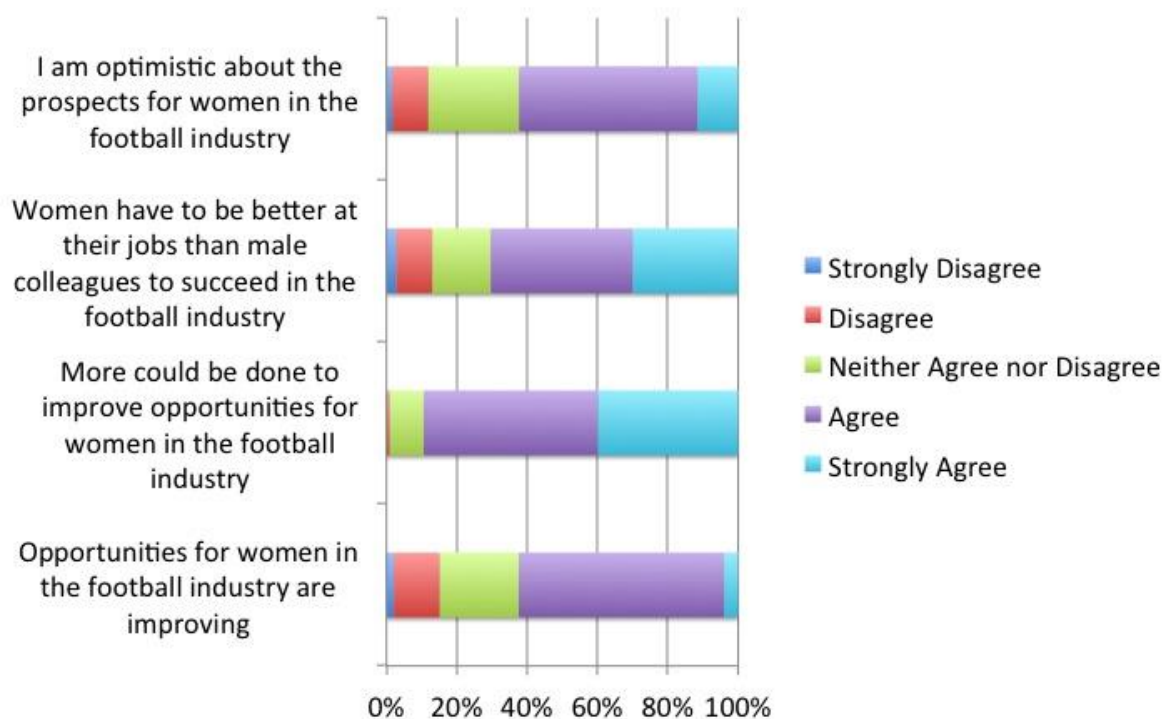
Whilst many women are not being mentored, an encouraging number (62) are being mentored either formally (inside or outside of the workplace) and a further 80 are being informally mentored. Whilst 134 women are mentoring others either formally or informally.

Question 26: To what extent do you agree with the following statements?

Table 17

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean Score
Opportunities for women in the football industry are improving	9	56	96	250	17	3.49
More could be done to improve opportunities for women in the football industry	0	4	41	210	169	4.27
Women have to be better at their jobs than male colleagues to succeed in the football industry	12	44	71	173	128	3.84
I am optimistic about the prospects for women in the football industry	7	44	110	217	49	3.6

Figure 8:



Overall, there is general optimism among women in football about prospects for women in the football industry. More than 60% of women agree or strongly agree

that they are optimistic about prospects and more than 60% also agree or strongly agree that opportunities for women in the football industry are improving.

Conversely, however, almost 90% of women sampled agree or strongly agree (40%) that more could be done to improve opportunities for women in the football industry and 70% agree or strongly agree that women have to be better at their jobs than male colleagues to succeed in the football industry.