

**FIFA**<sup>®</sup>

For the Game. For the World.



WOMEN'S FOOTBALL  
**SURVEY**



# METHODOLOGY

This research report was produced by the CIES Football Observatory using data collected by FIFA via an online survey. In total, 177 member associations (MAs) participated in the survey (full list on next page). The response rate was very high: 85.1%.

The CIES Football Observatory academic team carefully verified the consistency of all answers provided by each member association who completed the survey. In a few cases, data was projected according to more reliable answers provided for other questions. Overall, the quality of the information gathered was good. Moreover, the adjustments undertaken allowed us to further enhance the reliability of the findings presented.

Answers provided by the respondents were analysed at four different levels:

**Total:** all respondents.

**By confederation:** respondents were divided according to their confederation. For CONCACAF, we also present separate data for the United States and Canada as their situation is quite different from that of other CONCACAF associations.

**By size:** member associations were divided according to their total number of employees. Four categories were identified: >100 employees (size 1), 50 to 100 employees (size 2), 20 to 50 employees (size 3) and <20 employees (size 4).

**By level:** analysis was also undertaken according to an MA's position in the FIFA women's football ranking: 1<sup>st</sup> to 20<sup>th</sup> rank (level 1), 21<sup>st</sup> to 50<sup>th</sup> rank (level 2), 51<sup>st</sup> to 100<sup>th</sup> rank (level 3), >100<sup>th</sup> rank and unranked (level 4).

The report systematically presents the information gathered from all respondents, as well as per confederation. Conversely, analysis according to size or level was sometimes redundant and it is thus not always included. To further enhance the findings, in specific cases we also opted to regroup some categories (for example levels 1 and 2 compared with levels 3 and 4).

## Glossary

MAs: FIFA member associations

WF: women's football

USD: United States Dollars

MoU: Memorandum of Understanding

FTE: full-time employee

Confederation	Member associations	Number of answers	Response rate
AFC	46	34	73.9%
CAF	54	45	83%
CONCACAF	35	29	82.9%
CONMEBOL	10	10	100.0%
OFC	11	10	90.9%
UEFA	53	49	92%
<b>Total</b>	<b>209</b>	<b>177</b>	<b>85.1%</b>

\* FIFA Ranking as per December 2013  
For more details, refer to the Appendix

Association	Size	Level*	Association	Size	Level*
Algeria (CAF)	2	3	Latvia (UEFA)	2	4
American Samoa (OFC)	4	4	Lebanon (AFC)	4	4
Andorra (UEFA)	3	4	Lesotho (CAF)	3	4
Angola (CAF)	2	4	Liberia (CAF)	2	4
Anguilla (CONCACAF)	4	4	Lithuania (UEFA)	2	3
Antigua and Barbuda (CONCACAF)	4	4	Luxembourg (UEFA)	3	4
Argentina (CONMEBOL)	1	2	Macau (AFC)	3	4
Armenia (UEFA)	2	4	Macedonia FYR (UEFA)	3	4
Aruba (CONCACAF)	4	4	Madagascar (CAF)	4	4
Australia (AFC)	2	1	Malawi (CAF)	4	4
Austria (UEFA)	2	2	Malaysia (AFC)	2	3
Azerbaijan (UEFA)	2	3	Mali (CAF)	3	4
Bahamas (CONCACAF)	4	4	Malta (UEFA)	1	4
Bahrain (AFC)	2	3	Mauritania (CAF)	3	4
Bangladesh (AFC)	2	4	Mauritius (CAF)	4	4
Barbados (CONCACAF)	4	4	Mexico (CONCACAF)	1	2
Belarus (UEFA)	2	2	Moldova (UEFA)	3	4
Belgium (UEFA)	1	2	Mongolia (AFC)	3	4
Belize (CONCACAF)	4	4	Montenegro (UEFA)	3	3
Benin (CAF)	4	4	Montserrat (CONCACAF)	4	4
Bermuda (CONCACAF)	4	4	Morocco (CAF)	1	3
Bolivia (CONMEBOL)	3	3	Mozambique (CAF)	3	4
Bosnia and Herzegovina (UEFA)	3	3	Myanmar (AFC)	3	2
Botswana (CAF)	3	4	Nepal (AFC)	3	4
Brazil (CONMEBOL)	1	1	Netherlands (UEFA)	1	1
British Virgin Islands (CONCACAF)	4	4	New Caledonia (OFC)	4	4
Bulgaria (UEFA)	1	3	New Zealand (OFC)	3	1
Burkina Faso (CAF)	3	4	Nicaragua (CONCACAF)	3	4
Burundi (CAF)	3	4	Niger (CAF)	3	4
Cambodia (AFC)	4	4	Nigeria (CAF)	2	2
Cameroon (CAF)	2	3	Northern Ireland (UEFA)	1	3
Canada (CONCACAF)	1	1	Norway (UEFA)	2	1
Cape Verde Islands (CAF)	4	4	Oman (AFC)	2	4
Cayman Islands (CONCACAF)	4	4	Pakistan (AFC)	3	4
Central African Republic (CAF)	4	4	Palestine (AFC)	3	4
Chad (CAF)	4	4	Panama (CONCACAF)	3	3
Chile (CONMEBOL)	1	2	Papua New Guinea (OFC)	4	3
Chinese Taipei (AFC)	3	2	Paraguay (CONMEBOL)	2	3
Colombia (CONMEBOL)	3	2	Peru (CONMEBOL)	2	3
Comoros (CAF)	4	4	Poland (UEFA)	2	2
Congo (CAF)	4	3	Portugal (UEFA)	2	2
Cook Islands (OFC)	4	4	Qatar (AFC)	1	4
Costa Rica (CONCACAF)	4	2	Romania (UEFA)	1	2
Côte d'Ivoire (CAF)	2	3	Russia (UEFA)	1	2
Croatia (UEFA)	2	3	Rwanda (CAF)	4	4
Cuba (CONCACAF)	4	4	Samoa (OFC)	4	4
Curaçao (CONCACAF)	4	4	San Marino (UEFA)	4	4
Cyprus (UEFA)	3	4	Scotland (UEFA)	1	1
Czech Republic (UEFA)	2	2	Senegal (CAF)	3	3
Denmark (UEFA)	1	1	Serbia (UEFA)	2	2
Djibouti (CAF)	3	4	Seychelles (CAF)	4	4
Dominica (CONCACAF)	4	4	Sierra Leone (CAF)	4	4
Ecuador (CONMEBOL)	2	2	Singapore (AFC)	2	4
Egypt (CAF)	2	3	Slovakia (UEFA)	4	2
England (UEFA)	1	1	Slovenia (UEFA)	3	3
Eritrea (CAF)	3	4	Solomon Islands (OFC)	4	4
Estonia (UEFA)	2	3	Somalia (CAF)	3	4
Fiji (OFC)	3	3	South Africa (CAF)	2	3
Finland (UEFA)	2	2	South Sudan (CAF)	4	4
Gabon (CAF)	4	4	Spain (UEFA)	1	1
Gambia (CAF)	3	4	Sri Lanka (AFC)	2	4
Georgia (UEFA)	1	4	St Kitts and Nevis (CONCACAF)	4	4
Germany (UEFA)	1	1	St Vincent and the Grenadines (CONCACAF)	4	4
Ghana (CAF)	2	3	Suriname (CONCACAF)	4	4
Greece (UEFA)	2	3	Swaziland (CAF)	3	4
Grenada (CONCACAF)	4	4	Sweden (UEFA)	1	1
Guam (AFC)	3	3	Switzerland (UEFA)	2	2
Guinea (CAF)	3	4	Tahiti (OFC)	4	3
Guinea-Bissau (CAF)	4	4	Tajikistan (AFC)	4	4
Guyana (CONCACAF)	4	3	Tanzania (CAF)	4	4
Haiti (CONCACAF)	1	3	Thailand (AFC)	4	2
Hong Kong (AFC)	2	3	Timor-Leste (AFC)	3	4
Hungary (UEFA)	1	2	Tonga (OFC)	4	3
Iceland (UEFA)	4	1	Trinidad and Tobago (CONCACAF)	4	2
India (AFC)	3	3	Tunisia (CAF)	1	3
Iran (AFC)	1	3	Turkey (UEFA)	1	3
Republic of Ireland (UEFA)	1	2	Turks and Caicos Islands (CONCACAF)	4	4
Israel (UEFA)	3	3	Uganda (CAF)	3	4
Italy (UEFA)	1	1	Ukraine (UEFA)	1	2
Jamaica (CONCACAF)	3	3	United Arab Emirates (AFC)	1	2
Japan (AFC)	1	1	Uruguay (CONMEBOL)	3	3
Jordan (AFC)	2	3	US Virgin Islands (CONCACAF)	4	4
Kazakhstan (UEFA)	1	3	USA (CONCACAF)	1	1
Kenya (CAF)	4	4	Uzbekistan (AFC)	3	2
Korea DPR (AFC)	4	1	Venezuela (CONMEBOL)	2	3
Korea Republic (AFC)	2	1	Vietnam (AFC)	2	2
Kuwait (AFC)	3	4	Wales (UEFA)	3	2
Kyrgyzstan (AFC)	3	4	Zambia (CAF)	3	4
Laos (AFC)	3	3			

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SECTION 1  
EXECUTIVE  
SUMMARY



# Abstract

The Executive Summary of the Women's Football Survey 2014 covers the findings on various topics including national women's football leagues, staff dedicated to women's football in member associations, presence of women on executive committees, number of female coaches and referees, as well as statistics on registered female players both youth and senior.

Further on in the executive summary, the focus shifts to the annual investment in women's football, also analysing the level of sponsorship and government support and investment.

Perception of women's football by the member associations is also analysed to get an overall understanding of how women's football is seen around the world.

Finally, priorities in the next ten years for women's football are discussed, identifying and analysing the top five priorities per confederation.

The information provided enables the reader to understand the current situation of women's football across regions of the world and offers statistics to nurture future steps and further development of women's football.

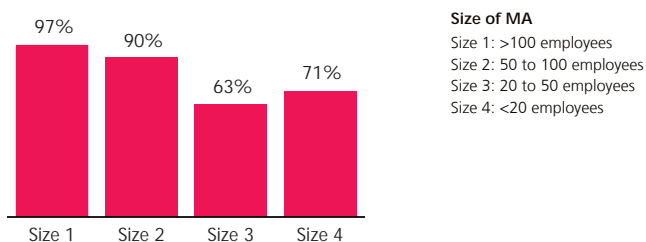
# National top women's football leagues

MAs with a national top women's football league: 138  
 % of MAs with a national top women's football league: 78%

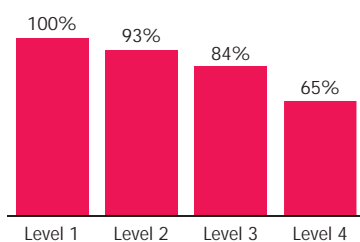
## By confederation

	MAs with a national top women's football league	% of MAs
AFC	24	71%
CAF	32	71%
CONCACAF	23	79%
CONMEBOL	6	60%
OFC	8	80%
UEFA	45	92%

## By size of the member association



## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

78% of MAs that took part in the survey have a top national women's football league (138 out of 177). The lowest percentage was recorded at CONMEBOL level (60%). UEFA finds itself at the opposite end of the table (92%). The percentages for the AFC and CAF are also below the global average.

There is a correlation between the position of the MAs in the FIFA rankings and the existence of a top national women's league: from 100% for level 1 MAs to 65% for level 4 ones. This reveals the importance of the organisation of top national-level competitions for the development of women's football.



# League management and revenue streams

% of top women's football leagues managed by the association: 82%  
 % of revenues provided by the association: 64%

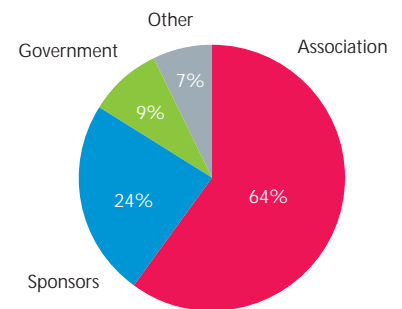
## League management, by confederation

	% managed by the association
AFC	74%
CAF	81%
CONCACAF	89%
CONMEBOL	100%
OFC	75%
UEFA	81%

## Revenue streams, by confederation

	Association	Sponsors	Government	Other
AFC	19%	41%	39%	1%
CAF	89%	4%	5%	2%
CONCACAF*	5%	0%	95%	0%
CONMEBOL	92%	0%	8%	0%
OFC	68%	9%	0%	23%
UEFA	79%	14%	0%	7%

\* not including USA and Canada



% of contribution to top women's football league per revenue stream

The vast majority of top women's football leagues are managed by the national member association (82%). MAs also provide the majority of funds to run these competitions (64%). As shown in section 2, the smaller and less competitive the MAs, the greater the importance of national member associations in organising and financing the leagues.

Sponsors also significantly contribute to the funding and organisation of top national women's football leagues. Their relative contribution is greater than that of governments: 24% compared to 9%. The opposite holds true with regards to investment in women's football in general (see pages 19 and 20). These findings highlight the fact that sponsors are mainly interested in funding elite football.

# Staff dedicated to women's football

Total number of employees: 1,186

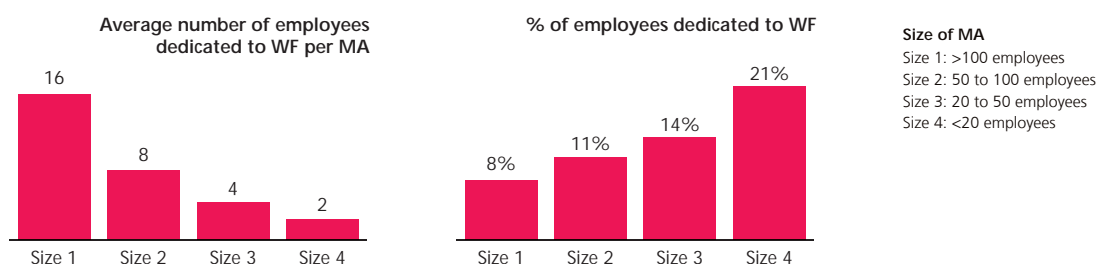
Av. number of employees dedicated to women's football per MA: 6.7

Overall % of employees dedicated to women's football: 10%

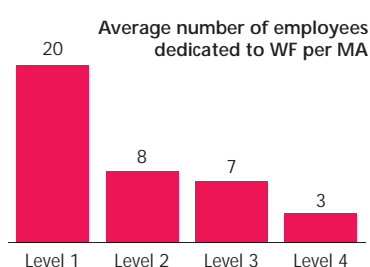
## By confederation

	Av. number of employees dedicated to WF	% employees dedicated to WF
AFC	7.6	13%
CAF	5.0	14%
CONCACAF	4.9	13%
USA-CAN	20.5	20%
CONMEBOL	6.7	7%
OFC	2.3	14%
UEFA	9.6	8%

## By size of the association



## By FIFA ranking



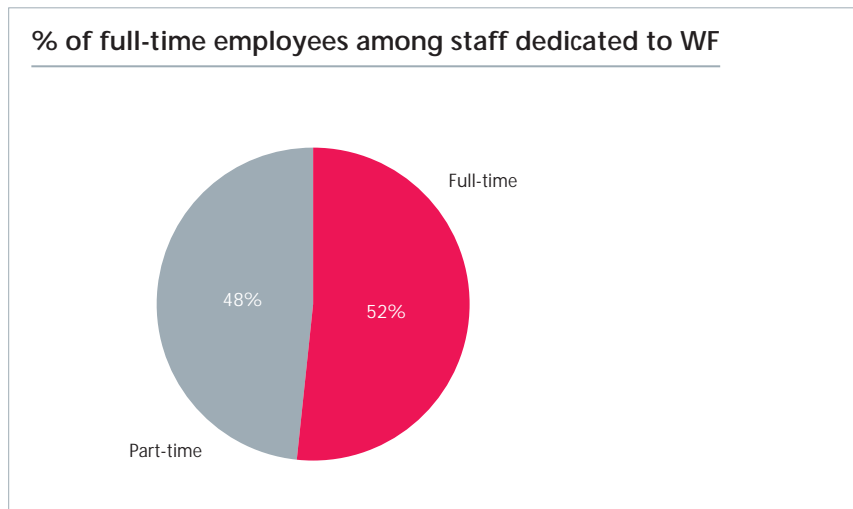
### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The 177 member associations that took part in the survey employ over 1,000 people dedicated to women's football (on average 6.7 per MA). This corresponds to 10% of all employees. The highest number and percentage of staff dedicated to women's football is in the United States and Canada. This reveals the key importance of women's football in these two CONCACAF associations.

Generally speaking, the bigger a MA, the greater the number of staff dedicated to women's football. However, the reverse holds true with regards to the percentage of the latter compared to all employees. This probably reflects the key importance for smaller MAs of programmes initiated by international football governing bodies to fund specific positions for the development of women's football.

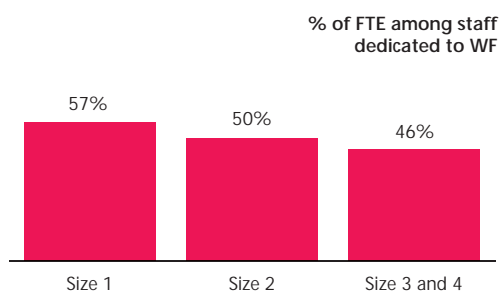
# Staff dedicated to women's football



## By confederation

Confederation	% of full-time employees
AFC	46%
CAF	47%
CONCACAF	61%
USA-CAN	95%
CONMEBOL	70%
OFC	72%
UEFA	52%

## By size of the association



### Size of MA

- Size 1: >100 employees
- Size 2: 50 to 100 employees
- Size 3: 20 to 50 employees
- Size 4: <20 employees

Only half of the overall staff dedicated to women's football is employed full-time. The percentage of full-time employees is twice as high in the United States and Canada (95%) as in CAF (47%) and the AFC (46%). This figure is also relatively low for UEFA member associations (52%).

Bigger MAs not only employ more people dedicated to women's football in total, but these employees also represent a higher percentage of association staff. However, even in the size 1 MAs (>100 employees), FTE only account for 57% of the total staff dedicated to women's football. This finding suggests that the provision of more full-time positions could be a key action to develop women's football. This would also allow employees dedicated to women's football to strengthen their positions within their respective MAs.

# Women on executive committees

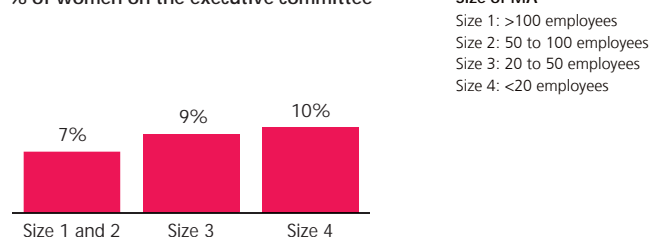
Total number of women on executive committees: 188  
 Average number of women on executive committees per MA: 1.1  
 % of women on executive committees: 8%

## By confederation

	Average number of women	% of women
AFC	1.2	9%
CAF	1.0	8%
CONCACAF	1.4	13%
USA-CAN	3.0	19%
CONMEBOL	0.4	2%
OFC	1.2	15%
UEFA	0.9	6%

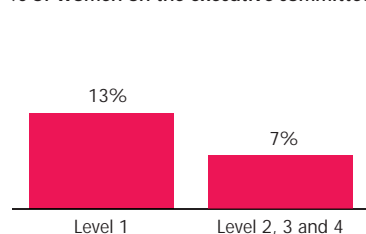
## By size of the association

% of women on the executive committee



## By FIFA ranking

% of women on the executive committee



FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The total number of women on the executive committees of the 177 MAs that participated in the survey is 188 (on average 1.1 per MA). This figure corresponds to 8% of the total number of executive committee or board members. The lowest number and percentage was observed in CONMEBOL: 0.4 women on executive committees on average, 2% of members. The figures measured in UEFA are also below the global average.

These findings highlight the difficulties facing women in reaching senior positions in football governing bodies. They also show that this difficulty is greater in the more established MAs than in developing football associations. Women represent 10% of executive committee members in the smallest MAs, while they only account for 7% in the MAs with more than 50 employees (size 1 and 2).

# Female coaches registered

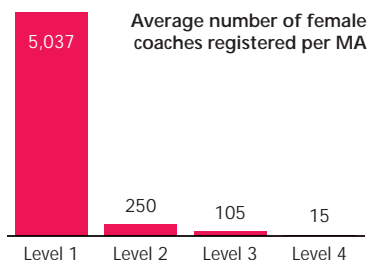
Total number of female coaches registered\*: 83,262  
 Average number of female coaches registered per MA: 496  
 % of female coaches registered: 7%

\* Irrespective of licensing level

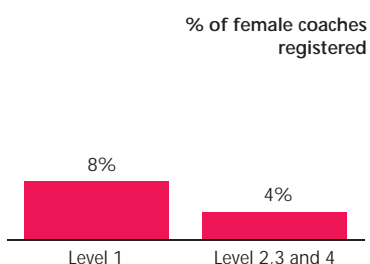
## By confederation

	Total female coaches registered	Average per MA	%
AFC	17,264	523	8%
CAF	1,669	38	6%
CONCACAF	30,046	1,036	20%
USA and Canada	29,423	14,712	21%
Other associations	623	23	6%
CONMEBOL	119	17	3%
OFC	357	40	17%
UEFA	33,807	735	4%

## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked



On average, there are almost 500 registered female coaches per MA. Altogether, 83,262 female coaches are registered in the 177 MAs that took part in the survey. This represents 7% of all registered coaches. However, information is missing about the number of female coaches who are currently actually in charge of a team.

The presence of female coaches registered is highly correlated to results. While the average number of female coaches for associations ranked in the top 20 positions is 5,037 (8% of coaches), this figure is below 250 for MAs ranked below the top 20 (4% of coaches). This suggests that the development of training programmes for female coaches in the least performing football associations could be an effective way to promote women's football.

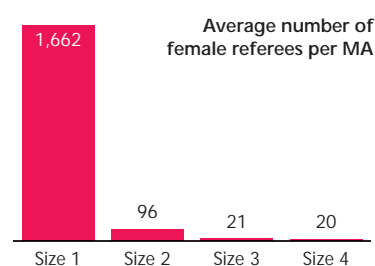
# Female referees

Total number of female referees: 76,458  
 Average number of female referees per MA: 432  
 % of female referees: 10%

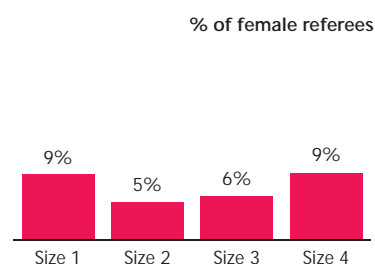
## By confederation

	Female referees	Average	%
AFC	16,264	478	6%
CAF	1,331	30	6%
CONCACAF	48,759	1,681	27%
USA and Canada	48,411	24,206	28%
Other associations	348	13	6%
CONMEBOL	370	37	11%
OFC	286	29	16%
UEFA	9,448	193	4%

## By size of the association



**Size of MA**  
 Size 1: >100 employees  
 Size 2: 50 to 100 employees  
 Size 3: 20 to 50 employees  
 Size 4: <20 employees



Female referees account for about 10% of referees at global level. This percentage is almost 4% greater than that measured for coaches. This could be partially related to the mandatory use of female referees at FIFA competition level. It is also linked to the higher percentage of women referees compared to coaches in the United States and Canada: 28% and 21% respectively.

The lowest percentage of female referees was observed in UEFA, where they only account for 4% of all referees. This can be contrasted with the OFC, where 16% of referees are women. In total, there are almost 10,000 female referees in the 177 member associations that took part in the survey.

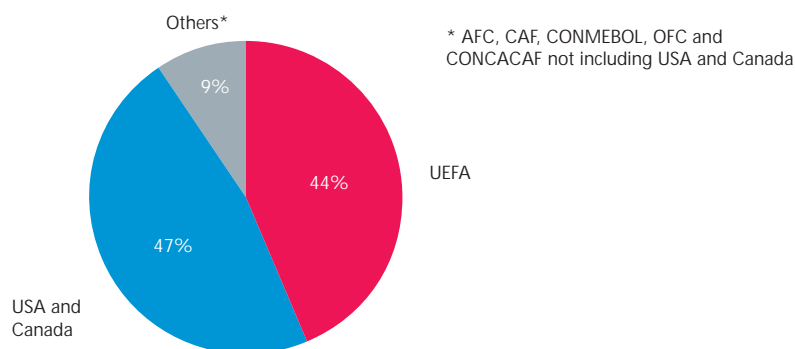
# Registered female players

Total number of registered female players\*: 4,801,360  
 Average number of registered female players per MA: 27,126  
 Median number of registered female players per MA: 960

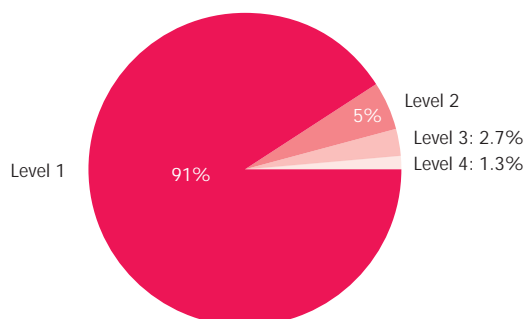
\* The values for China and France come from the FIFA Big Count

## By confederation

	Female registered	Average per MA	Median per MA
AFC	300,122	8,827	720
CAF	54,055	1,229	600
CONCACAF	2,287,185	78,868	250
USA and Canada	2,255,000	1,127,500	1,127,500
Other associations	32,185	1,192	250
CONMEBOL	25,459	2,546	2,346
OFC	38,736	3,874	1,190
UEFA	2,095,803	41,916	2,472



## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The United States and Canada have almost half of the 4.8 million female players registered at worldwide level (including China and France as per data provided by the FIFA Big Count). UEFA member associations also play a significant role by providing 44% of registered female footballers. In terms of participation, women's football is still heavily under-developed in the remaining associations and confederations. The average number of female players registered per MA is particularly low in CAF, as well as in CONCACAF associations other than the United States and Canada.

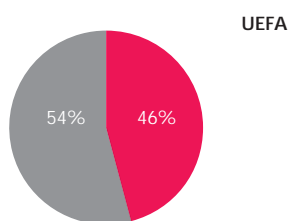
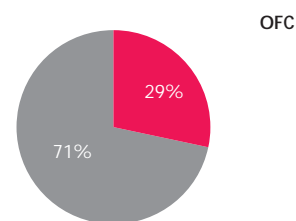
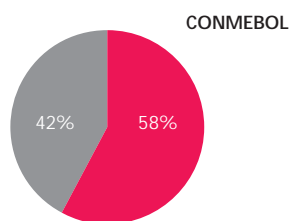
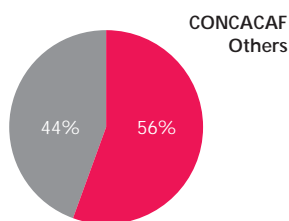
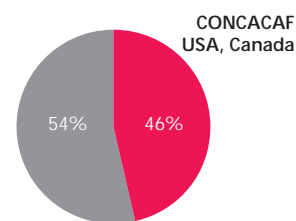
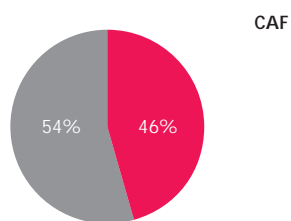
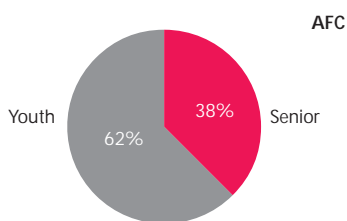
In total, 91% of female players are registered with the top 20 MAs of the FIFA rankings. This result shows the strong correlation between the number of registered players and performance. It also indicates that an increase in registered female players is a necessary step to enhance the competitiveness of the associations that are currently not achieving top-level results. This should go hand in hand with the development of more women coaches and referees, as well as the organisation of a greater number of games and competitions.

# Registered female players (senior/youth\*)

	Senior	Youth
Registered female players	2,163,048	2,582,551
% per age category	46%	54%

\* Youth: defined as players under 17 years of age as in the majority of MAs female footballers aged 17 or over already play in adult leagues

## By confederation



Senior players represent a minority of registered female players: 46%. This holds true in all confederations except for CONMEBOL and CONCACAF associations other than the United States and Canada. This shows the need for the latter confederations to put more emphasis on youth (defined here as players under 17 years of age) in order to develop the women's game.



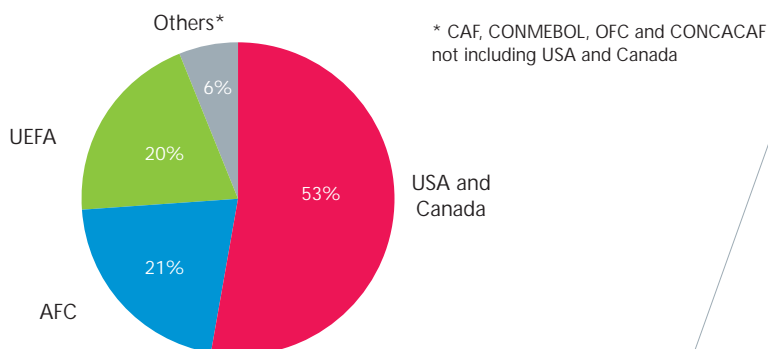
# Total female players

Total number of female players\*: 30,145,700  
 Average number of female players per MA: 168,400  
 Female players per 10,000 inhabitants: 47.4

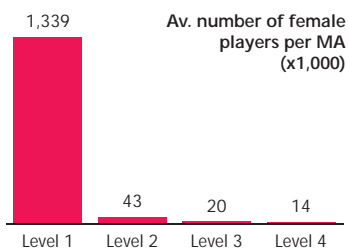
\* The values for non-registered players have been calculated by combining the data collected in this survey and those published in the FIFA Big Count

## By confederation

	Total female players	Non-registered female players	Per 10,000 inhabitants
AFC	6,327,700	6,027,585	17
CAF	1,225,400	1,171,345	14
CONCACAF	16,104,000	13,816,784	313
USA and Canada	15,877,400	13,622,366	450
Other associations	226,600	194,418	14
CONMEBOL	256,300	230,870	6
OFC	87,200	48,468	61
UEFA	6,145,100	4,049,332	71



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The total number of female practitioners at worldwide level can be estimated at around 30 million. This figure includes a projection for the only two top associations in women's football that did not take part in the survey: China and France. Our projection, therefore, was made using data collected in the FIFA Big Count study.

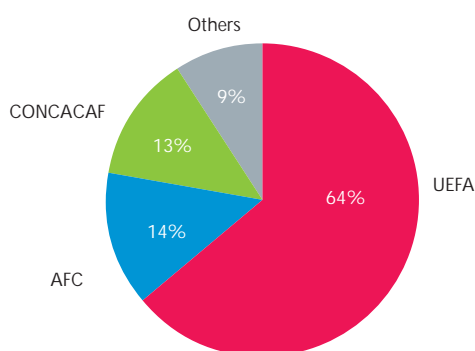
On average, there are 168,400 female players per MA. This figure is over one million for the 20 best performing associations. The number of practitioners per 10,000 inhabitants is much greater in the United States and Canada than in any other world region. In addition, more women play football in Europe and Oceania than in Asia, Africa or South America.

# Annual investment in women's football

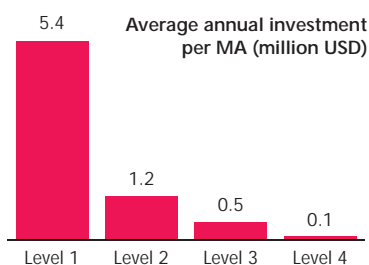
Total annual investment (USD): 156,624,000  
 Average annual investment per MA (USD): 905,000  
 Median annual investment per MA (USD): 157,500

## By confederation

	Total annual investment (USD)	Average per MA (USD)	Median per MA (USD)
AFC	22,054,000	648,600	175,000
CAF	11,600,000	263,400	37,500
CONCACAF	20,024,000	690,500	75,000
CONMEBOL	2,462,000	307,750	275,000
OFC	1,371,000	152,300	40,000
UEFA	99,113,000	2,022,700	880,555



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The 177 MAs that took part in the survey invest 156 million USD per year in women's football. This represents on average nearly USD 905,000 per MA. The lower figure observed for the median (USD 157,000) indicates that strong discrepancies exist in the amounts available for women's football according to association. UEFA MAs invest by far the most in women's football: USD 99 million per year, on average USD 2 million per MA.

The average annual investment per MA is highly correlated to the results achieved. The MAs in the top 20 positions of the FIFA rankings invest on average USD 5.4 million per year in women's football. This figure is only between USD 1.2 and 0.1 million for the remaining level categories. This finding also helps to explain the performance gaps observed.

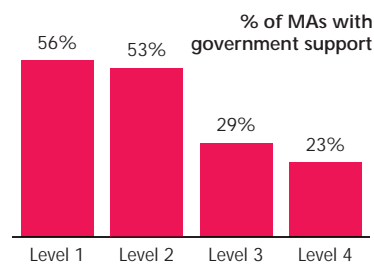
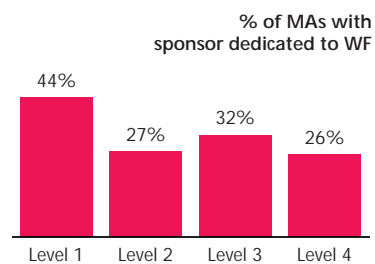
# Sponsor and government support

% of MAs with a women's football sponsor: 29%  
 % of MAs with government support for women's football: 33%  
 % of MAs with both sponsor and government support: 12%

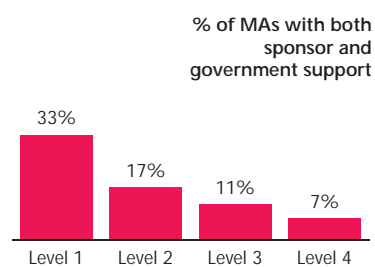
## By confederation

	% of MAs with a women's football sponsor	% of MAs with government support	% of MAs with both sponsor and government support
AFC	47%	41%	24%
CAF	20%	24%	9%
CONCACAF	31%	41%	14%
CONMEBOL	0%	40%	0%
OFC	50%	50%	20%
UEFA	27%	27%	8%

## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked



Local government supports women's football in one third of the MAs that participated in the survey. The proportion of MAs with a women's football sponsor is slightly lower: 29.4%. Only in Asia do we find that the percentage of MAs with a women's football sponsor is greater than that of MAs with government support.

Only 12.4% of the respondents are supported by both a sponsor and the government. This percentage is much greater for the best performing associations (33%) than for MAs below 20<sup>th</sup> place in the FIFA rankings (between 7 and 17% according to category level). This result shows the key importance of top-level results and performance in attracting funds that will help MAs to further develop the women's game.

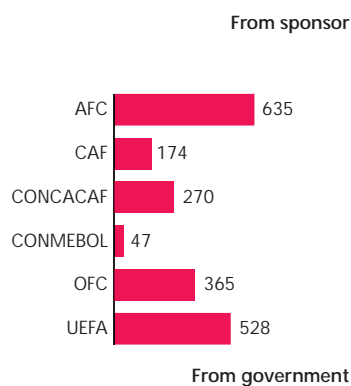
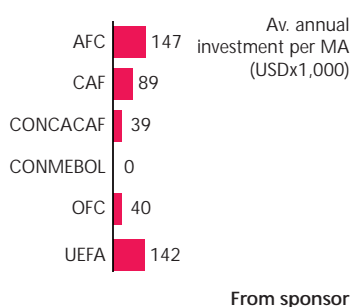
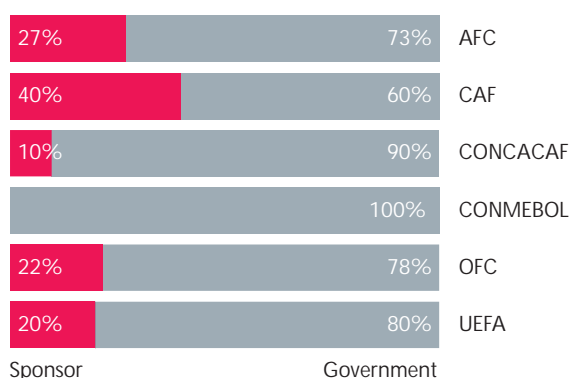
# Sponsor and government investments

	Sponsor	Government	Total
Total annual investment (USD)	5,404,900	18,500,800	23,905,700
Av. annual investment per MA (USD)*	110,300	411,100	521,400

\* Only MAs with sponsor or government support

## By confederation

	Sponsor (USD)	Government (USD)	Total (USD)
AFC	2,350,400	6,349,400	8,699,800
CAF	805,100	1,216,400	2,021,500
CONCACAF	349,000	3,244,500	3,593,500
CONMEBOL	0	95,000	95,000
OFC	201,500	730,000	931,500
UEFA	1,698,900	6,865,500	8,564,400



The total annual investment in women's football by governments is almost four times greater than that of sponsors: 18.5 compared to 5.4 million USD. This shows the key role of the state in the development of the women's game. It also highlights the opportunities and challenges in developing sponsorship programmes to attract private funds.

In all areas of the world, governments invest more in women's football than sponsors. This suggests that with regards to the general development of women's football, it may be easier to raise funds from governments than from sponsors. Conversely, sponsors are probably keener to finance top national women's football leagues (see page 9).

# Perception of women's football

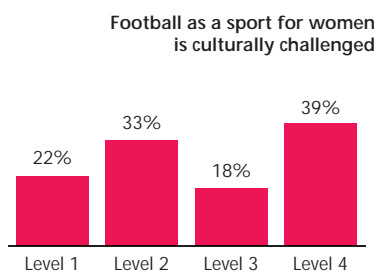
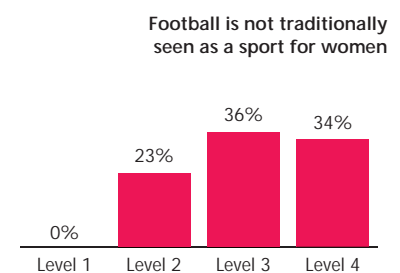
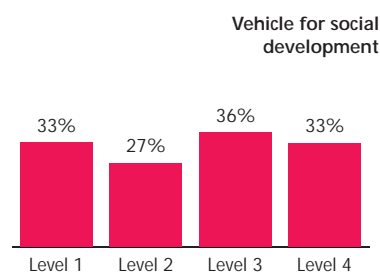
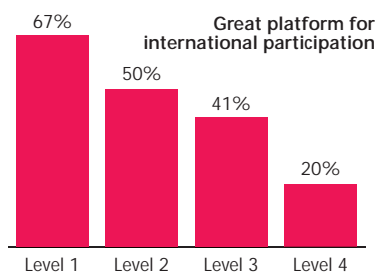
% of associations in which women's football is perceived:

- as a great platform for international participation: 35%
- as a vehicle for social development: 32%
- as a sport for women which is culturally challenged: 30%
- as a sport which is not traditionally seen as being for women: 29%

## By confederation

	International participation	Social development	Culturally challenged	Not seen as being for women
AFC	44%	24%	41%	29%
CAF	18%	36%	33%	22%
CONCACAF	31%	34%	28%	28%
CONMEBOL	60%	40%	40%	20%
OFC	50%	40%	10%	0%
UEFA	39%	29%	22%	45%

## By FIFA ranking



### FIFA ranking of MA

- Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank
- Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank
- Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank
- Level 4: >100<sup>th</sup> rank and unranked

More than one third of respondents consider that women's football is a great platform for international participation and 31.6% consider that it is a good vehicle for social development. However, almost 30% stated that women's football still faced cultural challenges and that it was still often seen as a sport traditionally not suitable for women.

The percentage of MAs that consider women's football as a great platform for international participation is much higher for the best performing associations. In addition, no MA ranked in the top 20 positions of the FIFA rankings considered that football is not traditionally seen as a sport for women. These findings suggest that the existence of high-performing national leagues and the achievement of top results at international level can play a major role in changing the perception of women's football in a given member association.

# Priorities in the next ten years

## Top five priorities for MAs surveyed:

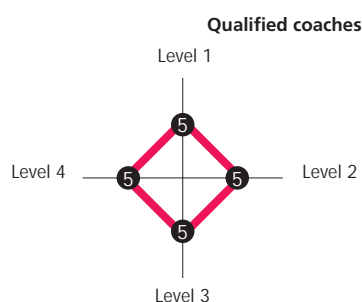
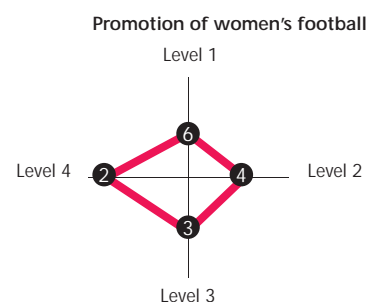
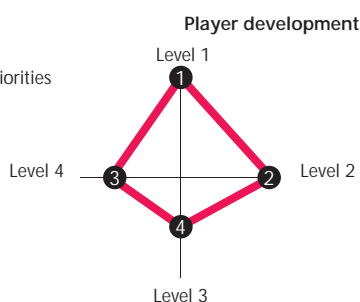
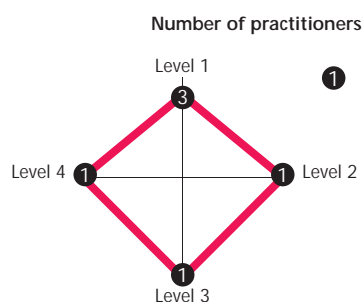
1. Increasing the overall number of women/girls playing football
2. Player development
3. Promotion of women's football
4. Sourcing funding/sponsors/resources
5. Increasing the number of qualified coaches

\* MAs were asked to rank 10 priorities (see the full list on page 70)

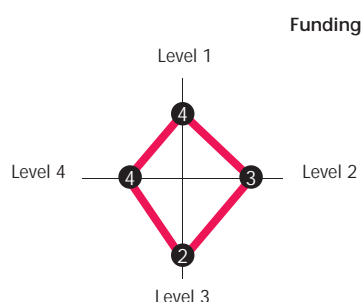
## By confederation

Rank of top 5 priorities	AFC	CAF	CONCACAF	CONMEBOL	OFC	UEFA
Number of practitioners	1	1	1	2	1	1
Player development	3	4	2	4	2	2
Promotion of women's football	2	3	3	3	4	3
Funding	4	2	5	1	8	4
Qualified coaches	5	5	4	8	3	5

## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked



According to the 177 MAs that participated in the survey, the top priority for the next decade is to increase the overall number of women and girls playing football. This is considered the top priority in five out of six confederations. The only exception is CONMEBOL, where this issue ranks in second place. The second most cited priority is player development. This shows that from an MA perspective, the priorities for women's football are related to the game itself.

While the increase in the number of practitioners was considered the top priority for MAs below 20<sup>th</sup> position in the FIFA rankings (levels 2, 3 and 4), the best-performing associations consider that their top priority is player development. This finding reflects the different situation for women's football according to the association. While the most competitive associations put the emphasis on the quality of players (player development), the less-developed associations prefer to focus on quantitative aspects (increasing the number of practitioners).

SECTION 2  
OVERALL  
DEVELOPMENT  
AND LEAGUES

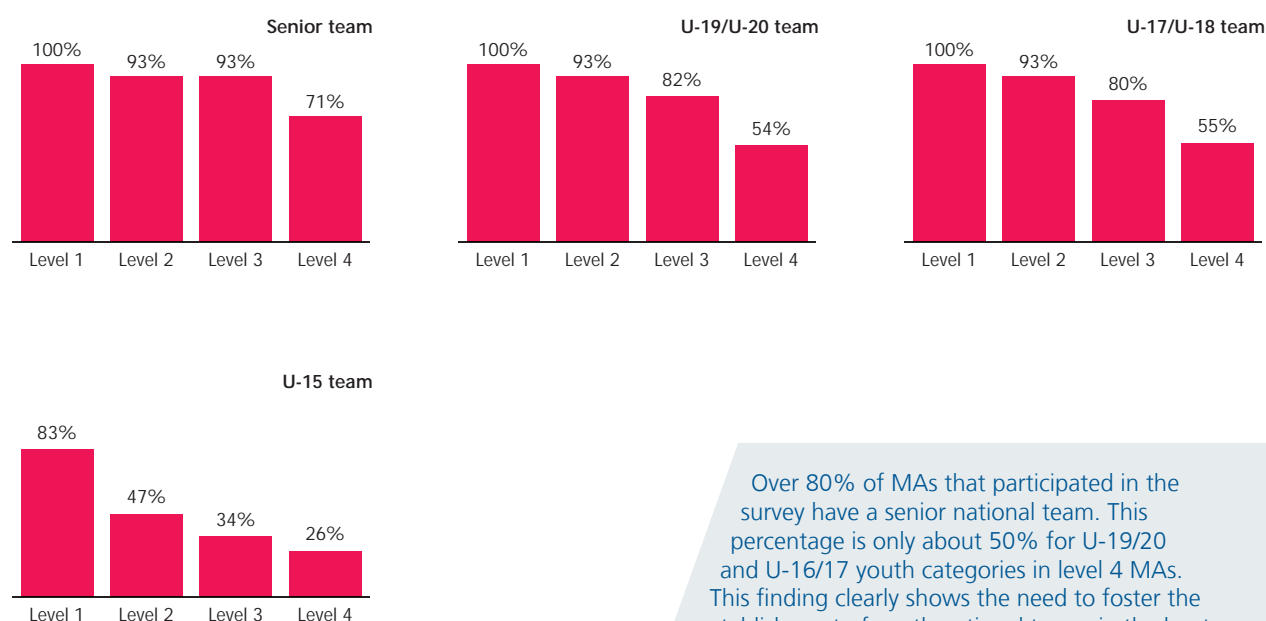
# Women's national teams established

	Senior	U-19, U-20	U-16, U-17	U-15
MAAs with women's national teams	147	128	128	66
% of MAAs among respondents	83%	72%	72%	37%

## By confederation

	Senior	U-19, U-20	U-16, U-17	U-15
AFC	82%	50%	47%	41%
CAF	69%	51%	58%	4%
CONCACAF	90%	86%	83%	55%
CONMEBOL	100%	100%	100%	30%
OFC	70%	80%	90%	20%
UEFA	92%	92%	88%	59%

## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

Over 80% of MAs that participated in the survey have a senior national team. This percentage is only about 50% for U-19/20 and U-16/17 youth categories in level 4 MAs. This finding clearly shows the need to foster the establishment of youth national teams in the least competitive national member associations. This also holds true with regard to U-15 national teams.



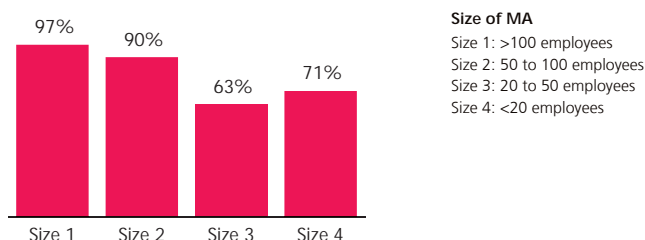
# National top women's football leagues

MA's with a national top women's football league: 138  
 % of MA's with a national top women's football league: 78%

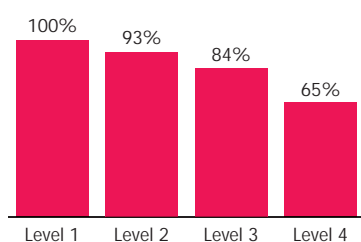
## By confederation

	MA's with a national top women's football league	% of MA's
AFC	24	71%
CAF	32	71%
CONCACAF	23	79%
CONMEBOL	6	60%
OFC	8	80%
UEFA	45	92%

## By size of the association



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

A top national women's football league operates in 78% of MA's that took part in the survey (138 out of 177). The lowest percentage was recorded at CONMEBOL level (60%). UEFA finds itself at the opposite end of the table (92%). There is a clear correlation between the position of the MA's in the FIFA rankings and the existence of a top national women's league: from 100% for level 1 MA's to 65% for those at level 4.

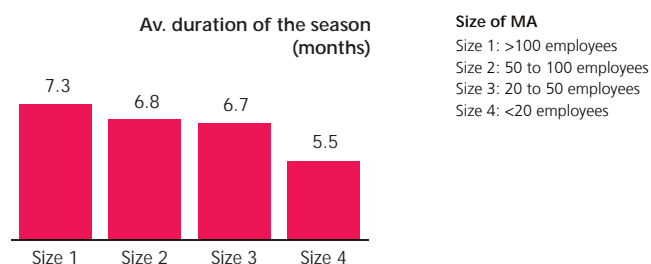
# Duration of the top women's football league season

Average duration of top women's football league season: 6.5 months

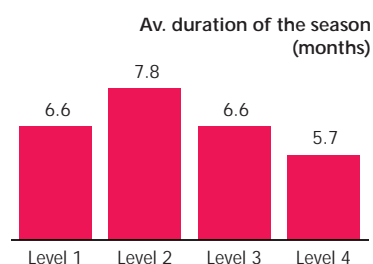
## By confederation

	Average duration of the season (months)
AFC	5.1
CAF	6.3
CONCACAF	5.3
CONMEBOL	7.5
OFC	4.9
UEFA	8.2

## By size of the association



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
Level 4: >100<sup>th</sup> rank and unranked

The average duration of top women's football leagues is 6.5 months: from 4.9 in the OFC to 8.2 in UEFA. The greater the size of an association, the longer the average duration of the season. This suggests that a lack of financial resources could be an obstacle for many MAs in organising more games each year. However, the average duration of a season is also related to weather conditions and the number of teams participating in the competition.

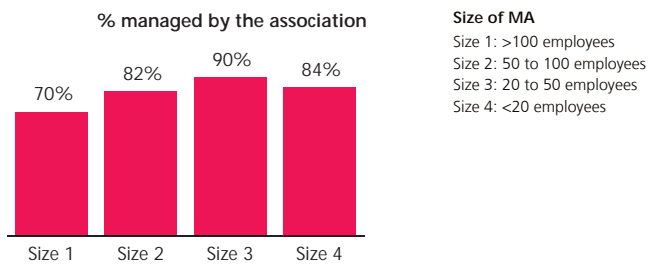
# Top women's football league management

% of top women's football leagues managed by the association: 82%

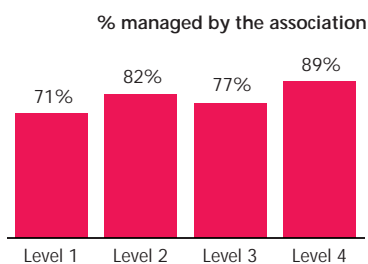
## By confederation

	% managed by the association
AFC	74%
CAF	81%
CONCACAF	89%
CONMEBOL	100%
OFC	75%
UEFA	81%

## By size of the association



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The vast majority of top women's football leagues are managed by the national member association (82%). This is particularly true for the smaller and less competitive MAs. This finding confirms the important role of MAs in developing the women's game at both league and club level.

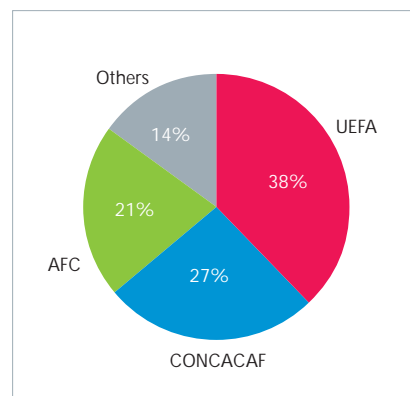
# Annual costs of the top women's football league

Total annual costs (USD): 38,934,824  
 Average annual costs per MA\* (USD): 319,138  
 Median annual costs per MA (USD): 50,000

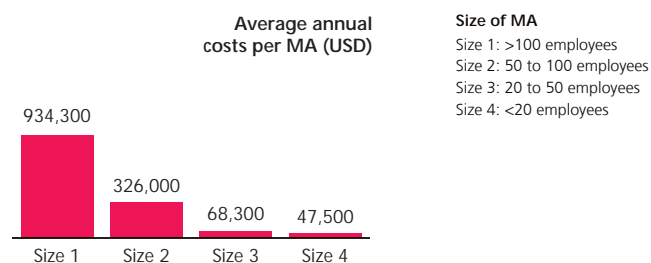
\* Only MAs with a national top women's football league

## By confederation

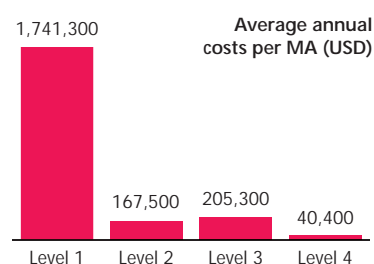
	Total annual costs (USD)	Average annual costs per MA (USD)	Median annual costs per MA (USD)
AFC	8,012,426	381,544	57,500
CAF	4,172,835	134,608	50,000
CONCACAF	10,734,450	564,971	15,000
CONMEBOL	1,150,000	230,000	250,000
OFC	250,399	31,300	18,500
UEFA	14,614,714	384,598	95,000



## By size of the association



## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

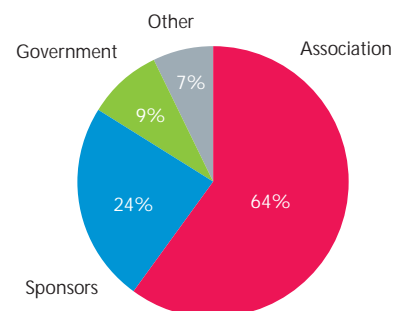
On average, the annual cost of operating a top women's football league is USD 320,000. However, median costs per MA (USD 50,000) are much lower than average costs. Indeed, leagues run by level 1 MAs have a much greater budget than top competitions organised by lower-performing member associations: USD 1.7 million compared to 40,400. This also helps to explain the better results achieved at national team level.

# Revenue streams of top women's football leagues

## By confederation

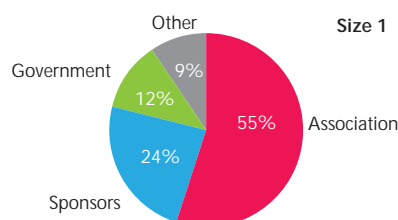
	Association	Sponsors	Government	Other
AFC	19%	41%	39%	1%
CAF	89%	4%	5%	2%
CONCACAF*	5%	0%	95%	0%
CONMEBOL	92%	0%	8%	0%
OFC	68%	9%	0%	23%
UEFA	79%	14%	0%	7%

\* not including USA and Canada

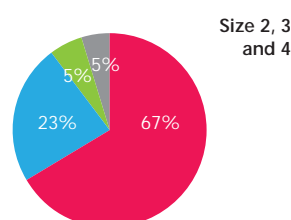


% of contribution to top women's football league per revenue stream

## By size of the association



Size 1

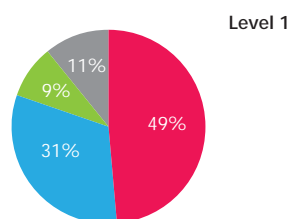


Size 2, 3 and 4

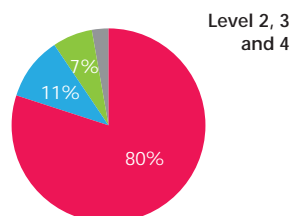
### Size of MA

- Size 1: >100 employees
- Size 2: 50 to 100 employees
- Size 3: 20 to 50 employees
- Size 4: <20 employees

## By FIFA ranking



Level 1



Level 2, 3 and 4

### FIFA ranking of MA

- Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank
- Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank
- Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank
- Level 4: >100<sup>th</sup> rank and unranked

The main support for the organisation of top women's football leagues comes from national member associations (64%). The smaller and less competitive the MA is, the greater the importance of national member associations in financing the league becomes. Sponsors provide almost one quarter of funds, while governments are the third most important revenue stream (9%).



SECTION 3

# GOVERNANCE AND INTEGRATION

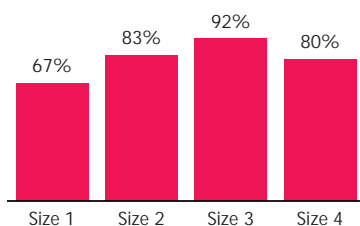
# Dedicated structures for women's football

% of associations with the following dedicated structure for WF:

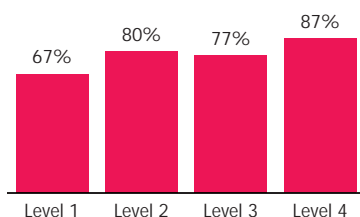
- women's football committee: 81%
- women's football department: 32%

## Women's football committee

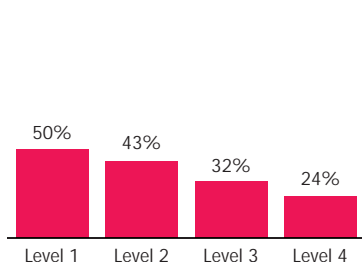
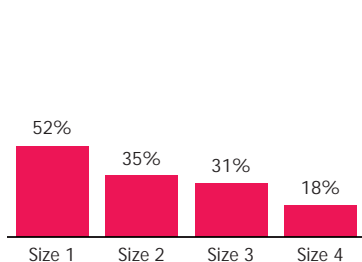
By size of the association



By FIFA ranking



## Women's football department



Size of MA

- Size 1: >100 employees
- Size 2: 50 to 100 employees
- Size 3: 20 to 50 employees
- Size 4: <20 employees

FIFA ranking of MA

- Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank
- Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank
- Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank
- Level 4: >100<sup>th</sup> rank and unranked

## By confederation

	Women's football committee	Women's football department
AFC	85%	26%
CAF	96%	29%
CONCACAF	76%	14%
CONMEBOL	80%	50%
OFC	50%	40%
UEFA	76%	43%

While a women's football committee exists in more than 80% of the 177 MAs who responded to the survey, only 32% also had a women's football department. This percentage is only about 50% for the biggest and best performing MAs. Therefore, the establishment of dedicated football departments could thus be seen as a key action to develop the women's game and help to support the implementation of various strategies conceived at football committee level.



# Dedicated structures for women's football

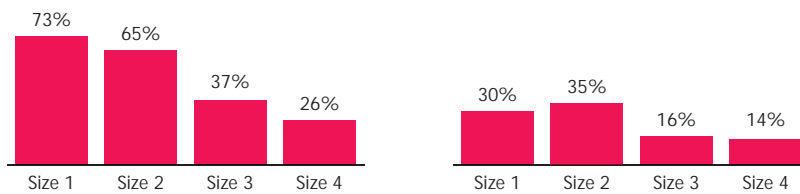
% of associations with the following dedicated structure for WF:

- women's football national team coach(es): 46%
- women's football development manager: 23%

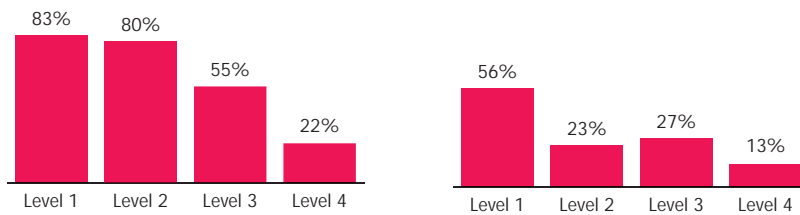
## WF national team coach(es)

## WF development manager

By size of the association



By FIFA ranking



## By confederation

	WF national team coach(es)	WF development manager
AFC	35%	12%
CAF	20%	9%
CONCACAF	55%	21%
CONMEBOL	70%	60%
OFC	10%	30%
UEFA	76%	35%

Dedicated national team coaches only exist in 46% of MAs. This ranges from 83% in the most competitive associations to only 22% in the least competitive. The existence of development managers (23%) dedicated to women's football is even lower than that of national team coaches. This confirms that women's football is still under-developed in the majority of MAs surveyed.

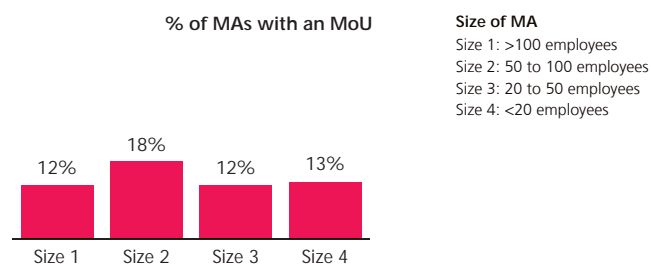
# MoU with the government

% of associations with a Memorandum of Understanding with the government:  
14%

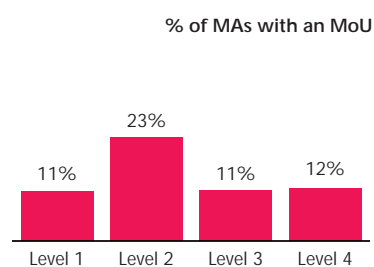
## By confederation

	% of MAs with an MoU
AFC	9%
CAF	13%
CONCACAF	17%
CONMEBOL	0%
OFC	20%
UEFA	16%

## By size of the association



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

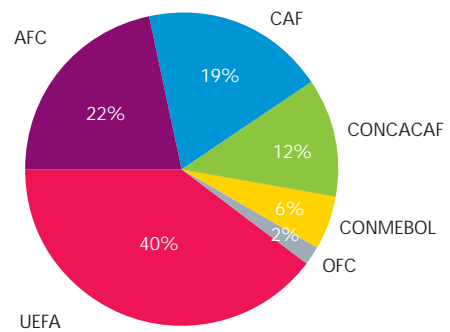
Only 14% of member associations have signed a Memorandum of Understanding or similar document with their local government. This ranges from 20% in the OFC to 0% in CONMEBOL. As governments play a key role in the funding of football in many MAs, the signing of MoUs which specifically address women's football should prove to be beneficial in the development of the game.

# Staff dedicated to women's football

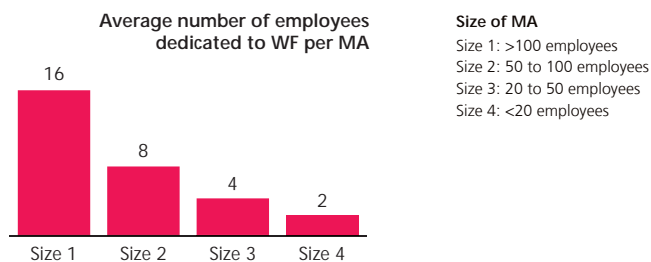
Total number of employees dedicated to women's football: 1,186  
 Av. number of employees dedicated to women's football per MA: 6.7

## By confederation

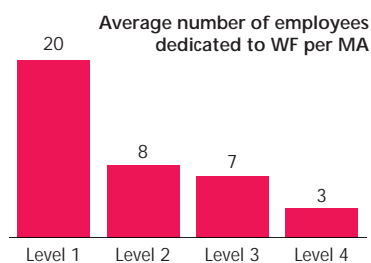
	Av. number of employees dedicated to women's football per MA
AFC	7.6
CAF	5.0
CONCACAF	4.9
USA-CAN	20.5
CONMEBOL	6.7
OFC	2.3
UEFA	9.6



## By size of the association



## By FIFA ranking



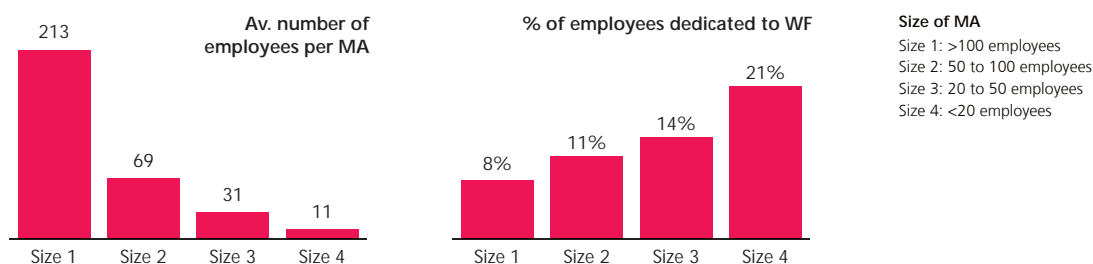
**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

In total, the 177 member associations that took part in the survey employed over 1,000 people dedicated to women's football (on average 6.7 per MA). The number and percentage of staff dedicated to women's football is much higher in the United States and Canada than in any other area of the world. Generally speaking, the bigger the MA, the greater the number of staff dedicated to women's football.

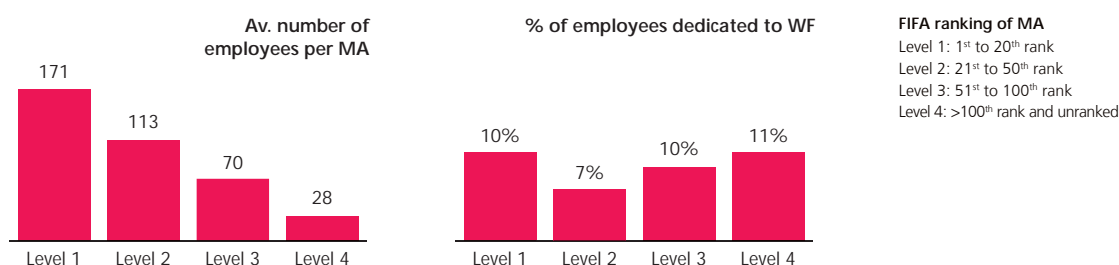
# Staff dedicated to women's football

Total number of employees in the MAs: 11,911  
 % of employees dedicated to women's football: 10%

## By size of the association



## By FIFA ranking



## By confederation

Confederation	Av. number of employees per MA	% of employees dedicated to WF
AFC	58	13%
CAF	36	14%
CONCACAF	38	13%
USA-CAN	103	20%
CONMEBOL	95	7%
OFC	16	14%
UEFA	126	8%

Staff dedicated to women's football account for 10% of all employees in member associations. Interestingly, this percentage is greater in the smaller MAs than that found in their larger counterparts. This probably reflects the difficulty for women's football to challenge the men's game in the longer-established MAs. It could also reflect the key importance for smaller MAs to initiate programmes on behalf of international football governing bodies in funding specific positions for the development of women's football.

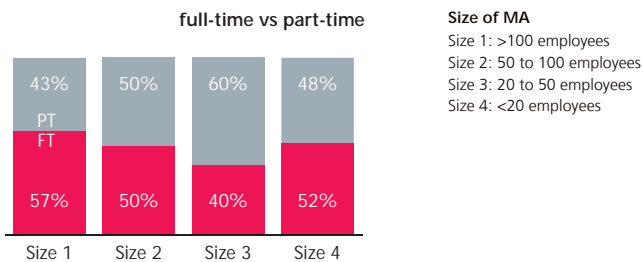
# Staff dedicated to women's football

% of part-time employees among staff dedicated to WF: 48%

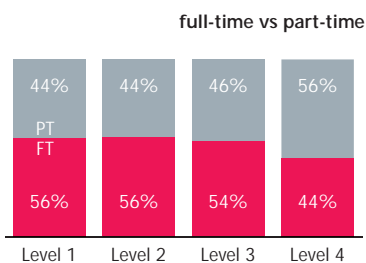
## By confederation

	% of full-time employees	% of part-time employees
AFC	46%	54%
CAF	47%	53%
CONCACAF	61%	39%
USA-CAN	95%	5%
CONMEBOL	70%	30%
OFC	72%	28%
UEFA	52%	48%

## By size of the association



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

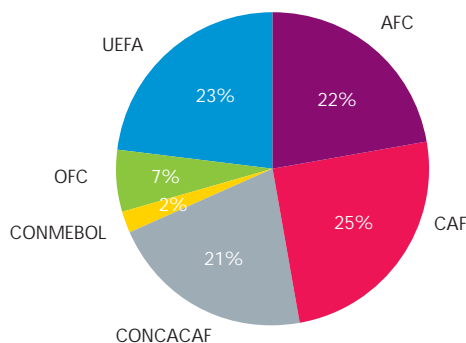
Only half of the staff dedicated to women's football is employed full-time. Even in the bigger MAs, FTEs only account for 57% of the total staff dedicated to women's football. This finding suggests that the provision of more full-time positions could be a key action in helping to develop women's football.

# Women on executive committees

Total number of women on executive committees: 188  
 Average number of women on executive committees per MA: 1.1

## By confederation

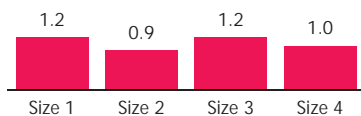
	Average number of women on executive committees per MA
AFC	1.2
CAF	1.0
CONCACAF	1.4
USA-CAN	3.0
CONMEBOL	0.4
OFC	1.2
UEFA	0.9



## By size of the association

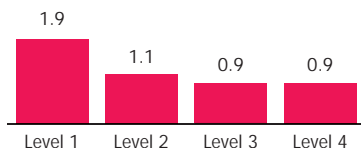
Av. number of women on executive committees per MA

Size of MA  
 Size 1: >100 employees  
 Size 2: 50 to 100 employees  
 Size 3: 20 to 50 employees  
 Size 4: <20 employees



## By FIFA ranking

Av. number of women on executive committees per MA



### FIFA ranking of MA

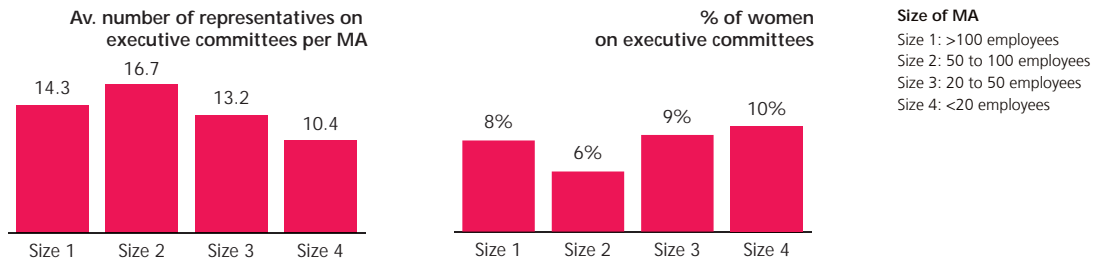
Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The total number of women on executive committees of the 177 MAs that participated in the survey is 188 (on average 1.1 per MA). The highest number per MA (3) was recorded in the United States and Canada. Women were seen to have better representation on executive committees of level 1 MAs than in associations where the results of the women's senior national team were not so good.

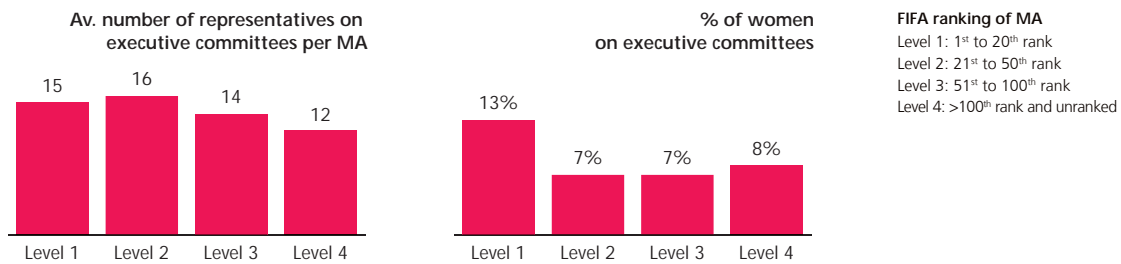
# Women on executive committees

Av. number of representatives on executive committees per MA: 13.2  
 % of women on executive committees: 8%

## By size of the association



## By FIFA ranking



## By confederation

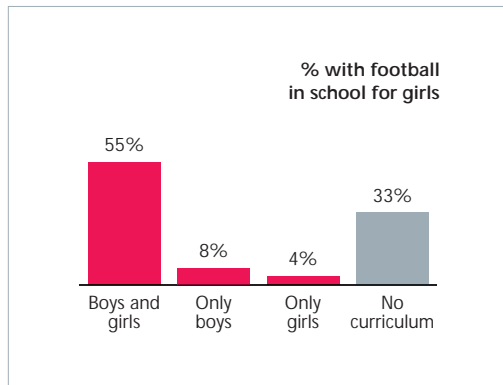
Confederation	Av. number of representatives on executive committees per MA	% of women on executive committees
AFC	14	9%
CAF	13	8%
CONCACAF	11	13%
USA-CAN	16	19%
CONMEBOL	19	2%
OFC	8	15%
UEFA	15	6%

Women account for 8% of the total number of executive committee and board members recorded by the survey. The highest percentage was observed in the OFC (15%), while the lowest percentage was observed in CONMEBOL (2%).

This finding highlights the difficulties facing women in reaching senior positions in football governing bodies.

# Inclusion of football in the school curriculum

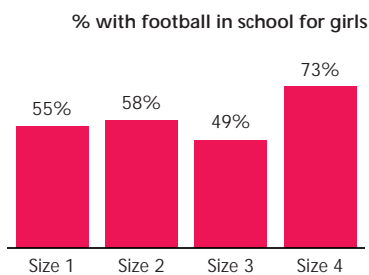
% of MAs in which football is included in the school curriculum for girls: 59.3%



## By confederation

% with football in school for girls	
AFC	62%
CAF	69%
CONCACAF	69%
CONMEBOL	10%
OFC	90%
UEFA	47%

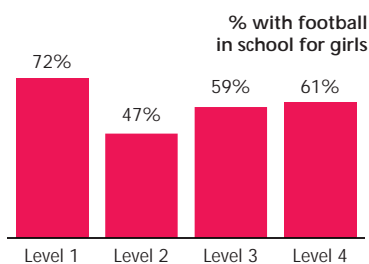
## By size of the association



### Size of MA

Size 1: >100 employees  
 Size 2: 50 to 100 employees  
 Size 3: 20 to 50 employees  
 Size 4: <20 employees

## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

In the majority of MAs worldwide, football is included as part of the school curriculum for both boys and girls. This holds particularly true in the OFC (90%). However, the figure is below 50% in UEFA (47%) and CONMEBOL (10%). This highlights an opportunity for both UEFA and CONMEBOL MAs to develop closer links and collaborations with schools.



# Existence of specific grassroots programmes

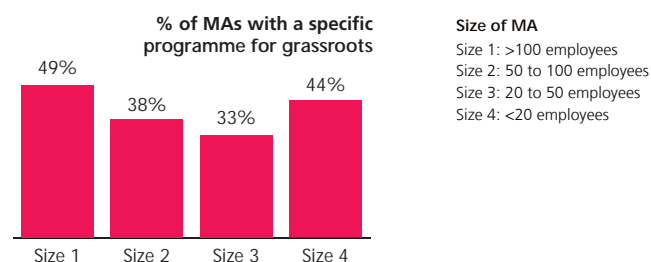
**% of MAs with a specific programme for grassroots\*: 39.7%**

\* Grassroots programmes were defined in the questionnaire as programmes dedicated to U-12 girls

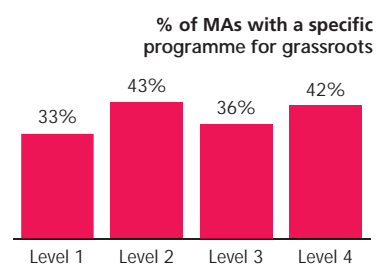
## By confederation

	% of MAs with a specific programme for grassroots
AFC	47%
CAF	24%
CONCACAF	55%
CONMEBOL	10%
OFC	50%
UEFA	45%

## By size of the association



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

Only four out of ten MAs have specific grassroots programmes. Interestingly, no significant gaps were observed according to the size of the association or their FIFA ranking. This illustrates a general opportunity to develop training programmes focused on registered or non-registered players under 12 years of age.



SECTION 4  
FEMALE  
PARTICIPATION  
IN FOOTBALL

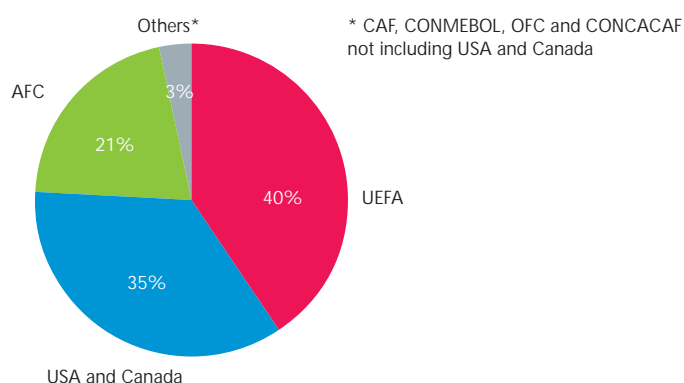
# Female coaches registered

Total number of female coaches registered\*: 83,262  
 Average number of female coaches registered per MA: 496  
 Median number of female coaches registered per MA: 15

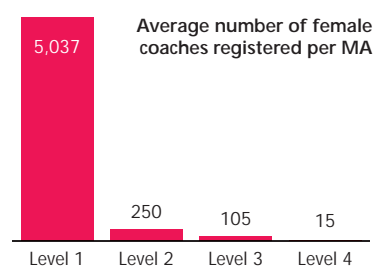
\* Irrespective of licensing level

## By confederation

	Total female coaches registered	Average per MA	Median per MA
AFC	17,264	523	18
CAF	1,669	38	12
CONCACAF	30,046	1,036	7
USA and Canada	29,423	14,712	14,712
Other associations	623	23	6
CONMEBOL	119	17	10
OFC	357	40	24
UEFA	33,807	735	30



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

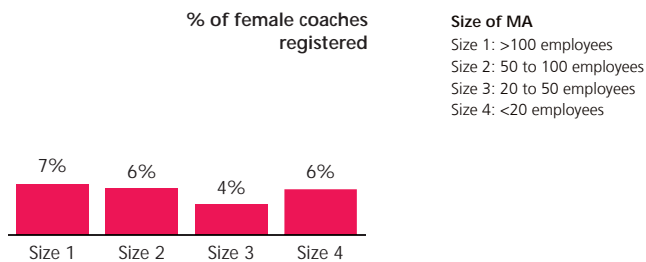
In total, 83,262 female coaches are registered with the 177 MAs that took part in the survey. While the average number of female coaches for associations ranked in the top 20 positions is 5,037, this figure is below 250 for MAs ranked outside the top 20. The concentration of female coaches in the most competitive member associations explains the much lower figure observed for median values than for average-performing associations. This finding suggests that the development of training programmes for female coaches in the lower-performing football associations could be an effective way to promote women's football.

# Female coaches registered

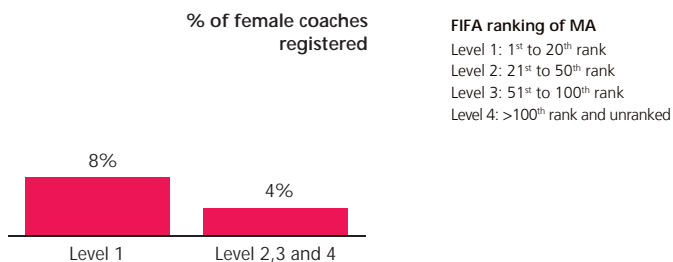
Total number of coaches registered: 1,242,966

% of female coaches registered: 7%

## By size of the association



## By FIFA ranking



## By confederation

**% of female coaches registered**

AFC	8%
CAF	6%
CONCACAF	20%
USA and Canada	21%
Other associations	6%
CONMEBOL	3%
OFC	17%
UEFA	4%

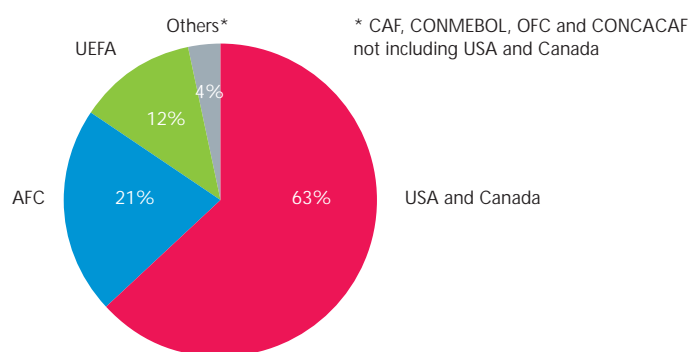
Women represent 6.7% of all registered coaches. This percentage is much higher in the United States and Canada (21%) than in any other world region. The relative presence of women among coaches is also much higher in the OFC (17%) than in the remaining confederations. The lowest recorded figures were observed in CONMEBOL (3%).

# Female referees

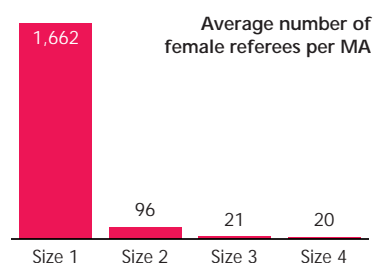
Total number of female referees: 76,458  
 Average number of female referees per MA: 432  
 Median number of female referees per MA: 20

## By confederation

	Female referees	Av. female referees per MA	Median female referees per MA
AFC	16,264	478	11
CAF	1,331	30	16
CONCACAF	48,759	1,681	6
USA and Canada	48,411	24,206	24,206
Other associations	348	13	6
CONMEBOL	370	37	28
OFC	286	29	23
UEFA	9,448	193	47



## By size of the association



### Size of MA

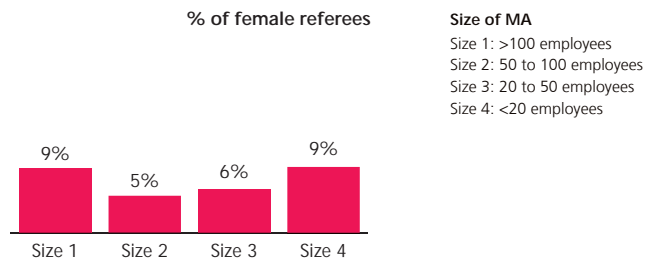
Size 1: >100 employees  
 Size 2: 50 to 100 employees  
 Size 3: 20 to 50 employees  
 Size 4: <20 employees

There are almost 80,000 female referees in the 177 member associations that took part in the survey. Almost two thirds of them are located in the United States and Canada (48,411). In addition, a significant number of female referees also come from AFC member associations (16,264). The high discrepancies between median and average values also reflect the high concentration of female referees in only a few member associations.

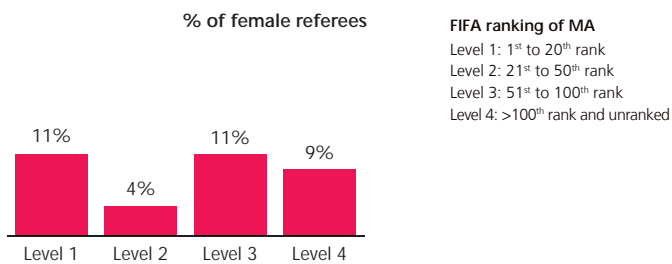
# Female referees

Total number of referees: 736,563  
 % of female referees: 10%

## By size of the association



## By FIFA ranking



## By confederation

Confederation	% of female referees
AFC	6%
CAF	6%
CONCACAF	27%
USA and Canada	28%
Other associations	6%
CONMEBOL	11%
OFC	16%
UEFA	4%

Female referees account for about 10% of referees at global level. This percentage is almost 4% higher than that measured for coaches. This difference is mainly explained by the greater relative percentage of women among referees in the United States and Canada than among coaches (28% compared to 21%). The lowest percentage of female referees was observed in UEFA, where a figure of only 4% of all referees was recorded.

# Registered female players

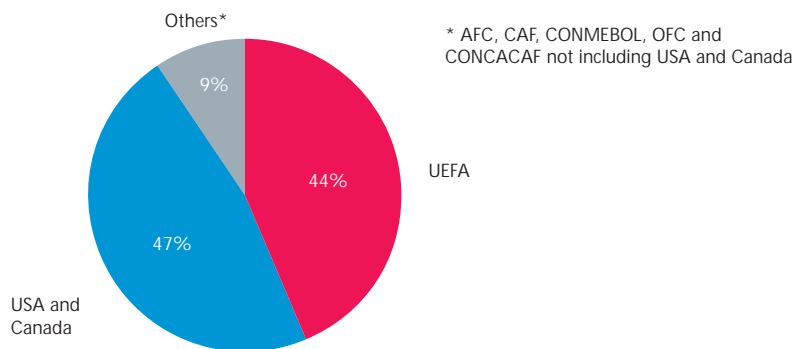
Total number of registered female players\*: 4,801,360  
 Average number of registered female players per MA: 27,126  
 Median number of registered female players per MA: 960

\* The values for China and France come from the FIFA Big Count

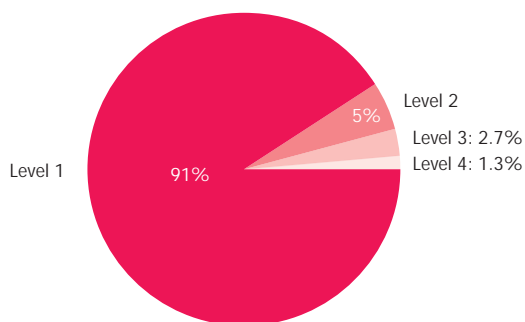
## By confederation

	Female registered	Average per MA	Median per MA
AFC	300,122	8,827	720
CAF	54,055	1,229	600
CONCACAF	2,287,185	78,868	250
USA and Canada	2,255,000	1,127,500	1,127,500
Other associations	32,185	1,192	250
CONMEBOL	25,459	2,546	2,346
OFC	38,736	3,874	1,190
UEFA	2,095,803	41,916	2,472

\* AFC, CAF, CONMEBOL, OFC and CONCACAF not including USA and Canada



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The United States and Canada account for almost half of the 4.8 million female players registered at worldwide level (including China and France as per data provided by the FIFA Big Count). UEFA member associations also play a significant role by representing 44% of all registered female footballers. In terms of participation, women's football is still heavily under-developed in the remaining associations and confederations.



# Registered female players (senior/youth)

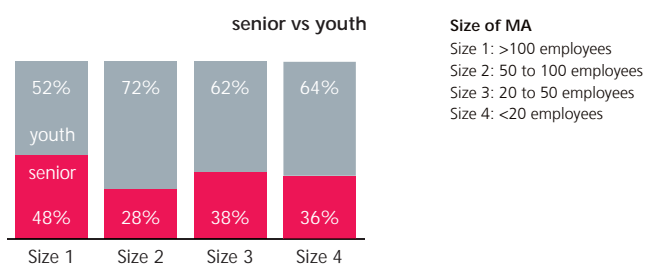
	Senior	Youth*
Registered female players	2,163,048	2,582,551
% per age category	46%	54%

\* Youth: defined as players under 17 years of age as in the majority of MAs female footballers aged 17 or over already play in adult leagues

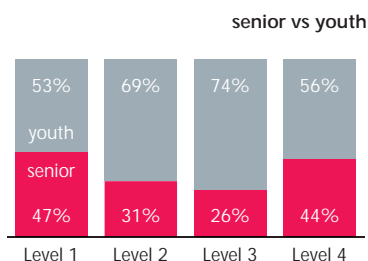
## By confederation

	% senior	% youth
AFC	37%	63%
CAF	46%	54%
CONCACAF	47%	53%
USA and Canada	46%	54%
Other associations	56%	44%
CONMEBOL	58%	42%
OFC	29%	71%
UEFA	46%	54%

## By size of the association



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

Senior players represent a minority of registered female players, with a figure of 46% recorded. This holds true in all confederations except for CONMEBOL and CONCACAF (excluding the United States and Canada). This shows the necessity for these Confederations to put more emphasis on youth development (defined here as players under 17 years of age) of the women's game.

# Total female players

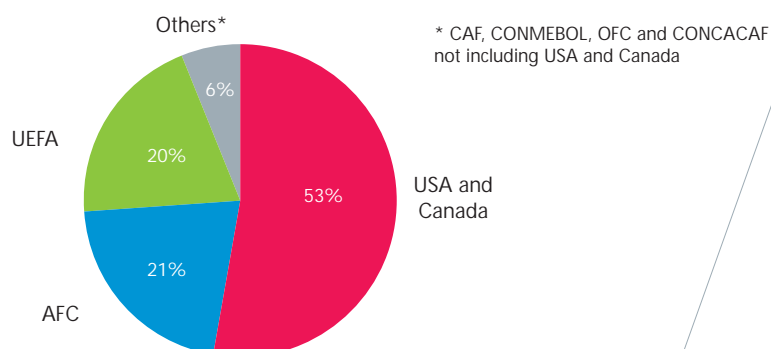
Total number of female players\*: 30,145,700  
 Average number of female players per MA: 168,400

\* The values for non-registered players have been calculated by combining the data collected in this survey and those published in the FIFA Big Count

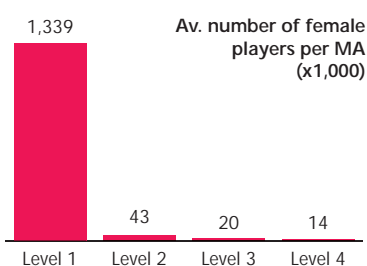
## By confederation

	Total female players	Av. total female players per MA
AFC	6,327,700	180,800
CAF	1,225,400	27,200
CONCACAF	16,104,000	555,300
USA and Canada	15,877,400	7,938,700
Other associations	226,600	8,400
CONMEBOL	256,300	25,600
OFC	87,200	8,700
UEFA	6,145,100	122,900

\* CAF, CONMEBOL, OFC and CONCACAF not including USA and Canada



## By FIFA ranking



### FIFA ranking of MA

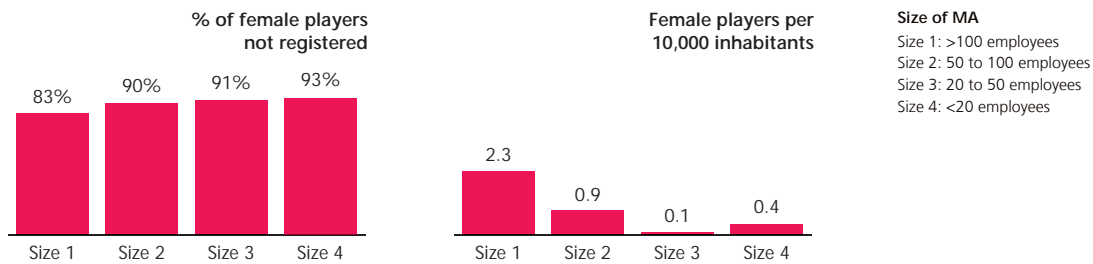
Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The total number of active female participants at worldwide level can be estimated at around 30 million. On average, there are 168,400 female players per MA. This figure is over one million for the 20 best-performing associations. This confirms the importance and influence of high participation levels in achieving the best possible results.

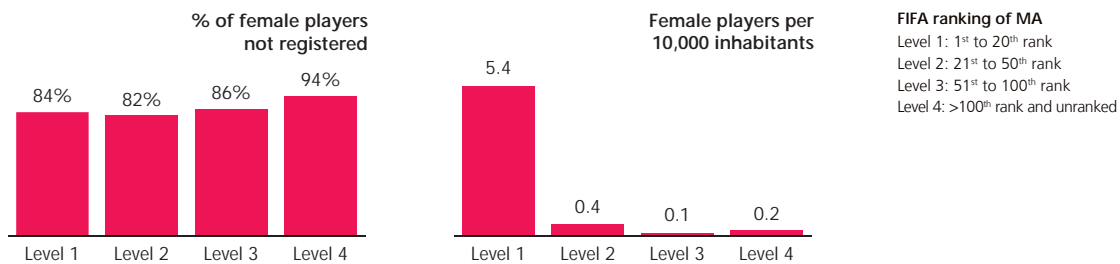
# Total female players

Female players per 10,000 inhabitants: 47.4  
 % of non-registered female players: 84%

## By size of the association



## By FIFA ranking



## By confederation

	Female players per 10,000 inhabitants	% of non-registered female players
AFC	17	95%
CAF	14	96%
CONCACAF	313	86%
USA and Canada	450	86%
Other associations	14	86%
CONMEBOL	6	90%
OFC	61	56%
UEFA	71	66%

Non-registered female players represent 84% of women playing football at worldwide level. The only confederations where this proportion is below two thirds are UEFA and the OFC. This finding shows the great opportunities available for MAs to focus on girls and women to significantly increase their overall number of registered players.



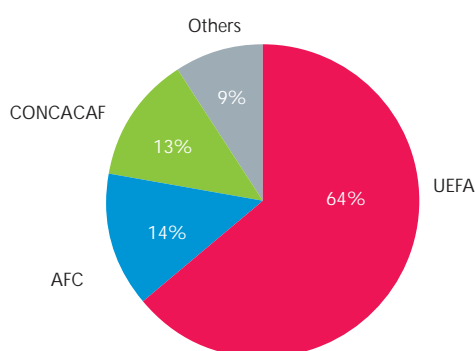
SECTION 5  
INVESTMENT IN  
WOMEN'S  
FOOTBALL

# Annual investment in women's football

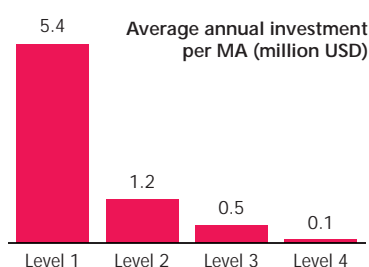
Total annual investment (USD): 156,624,000  
 Average annual investment per MA (USD): 905,000  
 Median annual investment per MA (USD): 157,500

## By confederation

	Total annual investment (USD)	Average per MA (USD)	Median per MA (USD)
AFC	22,054,000	648,600	175,000
CAF	11,600,000	263,400	37,500
CONCACAF	20,024,000	690,500	75,000
CONMEBOL	2,462,000	307,750	275,000
OFC	1,371,000	152,300	40,000
UEFA	99,113,000	2,022,700	880,555



## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The 177 MAs that took part in the survey invest in total USD 156 million per year in women's football. This represents an average of nearly USD 905,000 per MA (median USD 157,000). The great discrepancies between the average and median values reveal the high concentration of significant investment levels in only a few member associations. For example, the median investment of UEFA member associations is 24 times greater than investment within CAF.

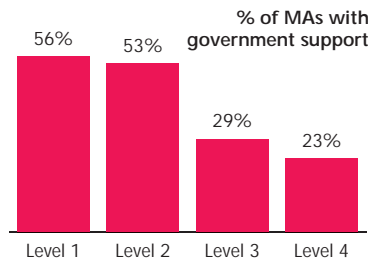
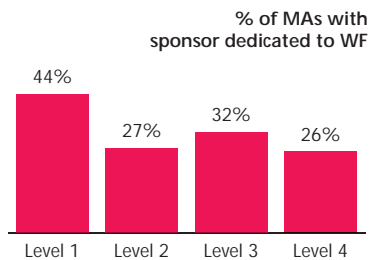
# Sponsor and government support

% of MAs with a women's football sponsor: 29%  
 % of MAs with government support for women's football: 33%  
 % of MAs with both sponsor and government support: 12%

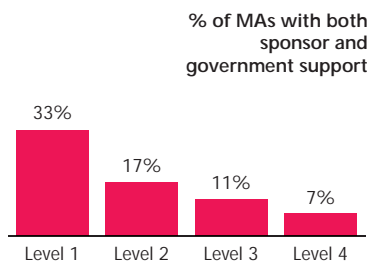
## By confederation

	% of MAs with a women's football sponsor	% of MAs with government support	% of MAs with both sponsor and government support
AFC	47%	41%	24%
CAF	20%	24%	9%
CONCACAF	31%	41%	14%
CONMEBOL	0%	40%	0%
OFC	50%	50%	20%
UEFA	27%	27%	8%

## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked



Local government supports women's football in one third of the MAs that participated in the survey. The proportion of MAs with a women's football sponsor is slightly lower at 29%. Only in Asia was the percentage of MAs with a women's football sponsor greater than that of MAs with government support. Only 12% of the respondents were supported by both a sponsor and the government.

# Sponsors dedicated to women's football

Total annual investment by sponsors: USD 5,404,900

Average annual investment per MA\*: USD 110,300

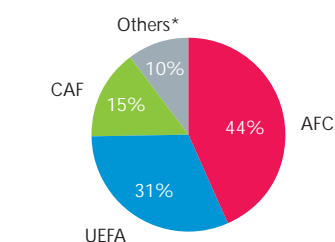
% of annual investment by sponsors\*\*: 3%

\* Only for MAs with sponsor or government support

\*\* Including MAs without sponsor dedicated to women's football

## By confederation

	Total annual investment by sponsors (USD)	Average per MA (USD)	% of total annual investment
AFC	2,350,460	146,904	11%
CAF	805,100	89,456	7%
CONCACAF	348,957	38,773	2%
CONMEBOL	-	-	-
OFC	201,530	40,306	15%
UEFA	1,698,876	141,573	2%



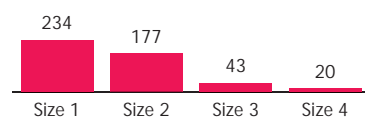
\* CONCACAF, CONMEBOL, OFC

## By size of the association

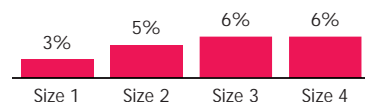
Av. annual investment made by government per MA (USD x1000)

Size of MA

Size 1: >100 employees  
 Size 2: 50 to 100 employees  
 Size 3: 20 to 50 employees  
 Size 4: <20 employees



% of total annual investment made by sponsors



Sponsors invest more than USD 5 million per year in women's football. This corresponds to an average annual investment per MA of about USD 110,000. The record high was observed in the AFC (USD 147,000 per MA on average). Conversely, no CONMEBOL association was able to attract sponsor investments.



# Support from governments

Total annual investment by governments: USD 18,500,700

Average annual investment per MA\*: USD 411,000

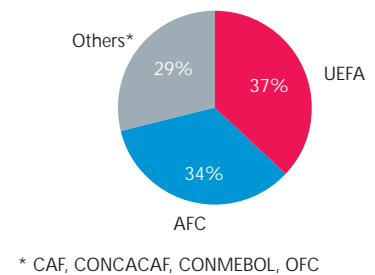
% of annual investment by governments\*\* : 12%

\* Only for MAs with sponsor or government support

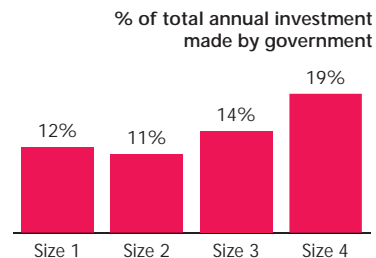
\*\* Including MAs without support from government

## By confederation

	Total annual investment by government (USD)	Average per MA (USD)	% of total annual investment
AFC	6,349,400	634,900	29%
CAF	1,216,400	173,800	11%
CONCACAF	3,244,500	270,400	16%
CONMEBOL	95,000	47,500	4%
OFC	730,000	365,000	53%
UEFA	6,865,400	528,100	7%

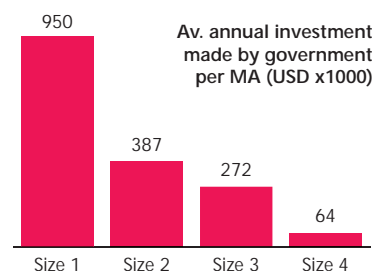


## By size of the association



### Size of MA

Size 1: >100 employees  
 Size 2: 50 to 100 employees  
 Size 3: 20 to 50 employees  
 Size 4: <20 employees



The total annual investment by governments in women's football is almost USD 20 million. The average yearly investment per MA is USD 411,000, ranging from USD 950,000 for the largest MAs to USD 64,000 for the smallest. However, the latter are more dependent on government support than the former: 19% of total investments by governments compared to 12%.



SECTION 6

# AWARENESS AND MEDIA COVERAGE

# Media platforms promoting women's football

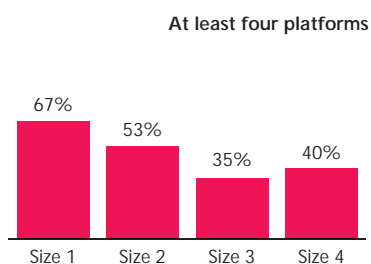
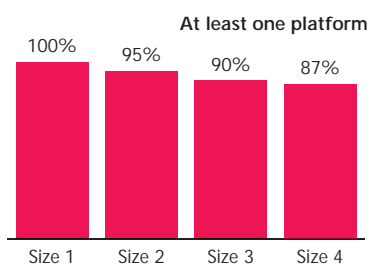
% of MAs with at least one platform\* promoting WF: 92%

% of MAs with at least two platforms promoting WF: 84%

% of MAs with at least four platforms promoting WF: 46%

\* Printed press, TV, radio, website, social media

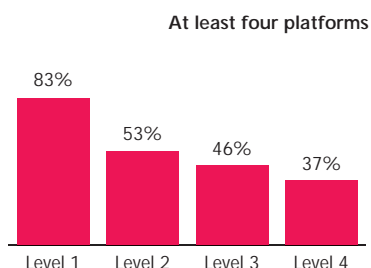
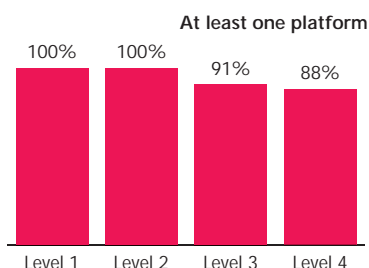
## By size of the association



### Size of MA

Size 1: >100 employees  
Size 2: 50 to 100 employees  
Size 3: 20 to 50 employees  
Size 4: <20 employees

## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
Level 4: >100<sup>th</sup> rank and unranked

## By confederation

	At least one platform	At least two platforms	At least four platforms
AFC	91%	79%	44%
CAF	82%	73%	33%
CONCACAF	97%	86%	52%
CONMEBOL	90%	90%	60%
OFC	90%	80%	60%
UEFA	100%	96%	51%

In the vast majority of MAs there is at least one media platform that promotes women's football. However, media coverage is significantly greater in the biggest MAs (women's football is promoted by at least four platforms in 67% of size 1 member associations) and in the most competitive associations (83%).

# Media platforms promoting women's football

% of MAs in which women's football is promoted by...

Printed press: 80%      Television: 59%      Radio: 54%  
 Website: 71%      Social media: 62%      Other media: 4%  
 None: 9%

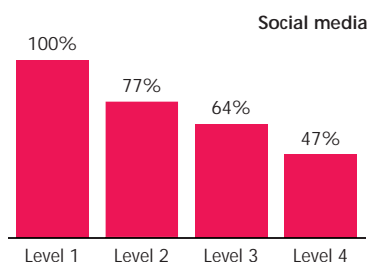
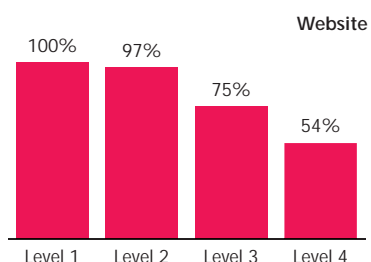
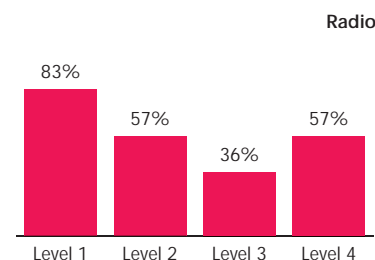
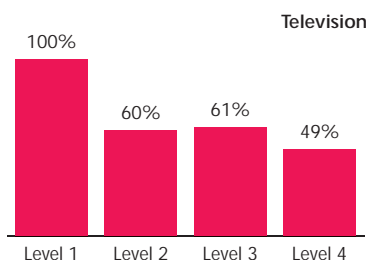
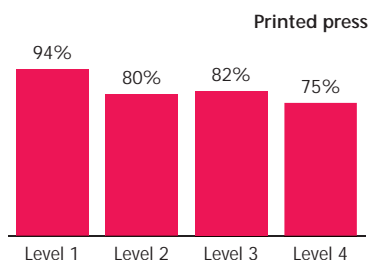
## By confederation

	Printed press	TV	Radio	Website	Social media	Others	None
AFC	79%	62%	41%	71%	65%	9%	12%
CAF	76%	56%	67%	40%	31%	2%	18%
CONCACAF	86%	52%	62%	72%	66%	3%	3%
CONMEBOL	70%	60%	40%	90%	80%	0%	10%
OFC	90%	60%	70%	70%	40%	0%	10%
UEFA	80%	65%	47%	96%	86%	4%	2%

## By FIFA ranking

### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked



Women's football is promoted by print media in almost 80% of the MAs that responded. This is 20% more than for television and 25% higher than for radio. These relatively high figures for both websites and social media demonstrate the strong potential for digital platforms to promote women's football.

# Media platforms used by the MAs

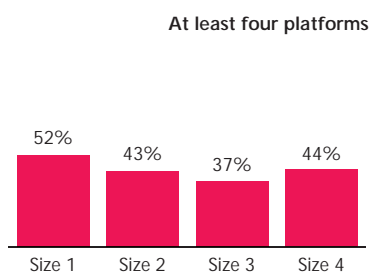
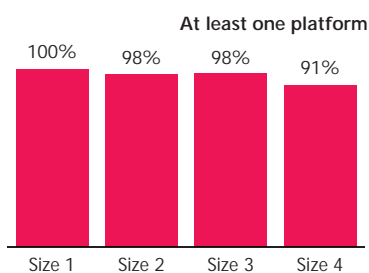
% of associations with at least one platform\* used: 96%

% of associations with at least two platforms used: 88%

% of associations with at least four platforms used: 43%

\* Printed press, TV, radio, website, social media

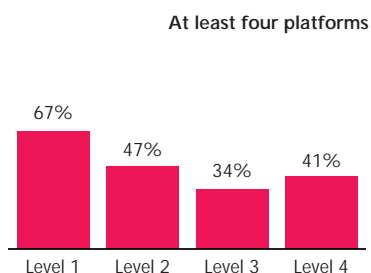
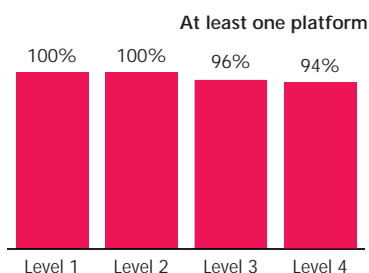
## By size of the association



### Size of MA

Size 1: >100 employees  
Size 2: 50 to 100 employees  
Size 3: 20 to 50 employees  
Size 4: <20 employees

## By FIFA ranking



### FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
Level 4: >100<sup>th</sup> rank and unranked

## By confederation

	At least one platform	At least two platforms	At least four platforms
AFC	97%	79%	38%
CAF	89%	82%	31%
CONCACAF	100%	83%	55%
CONMEBOL	100%	90%	40%
OFC	90%	90%	60%
UEFA	100%	100%	47%

Only a minority of the 177 MAs that participated in the survey use at least four media platforms to promote women's football. This percentage is particularly low at CAF level, where the use of digital platforms such as websites and social media is still limited (only 27% of MAs as detailed on the next page).

# Media platforms used by the MAs

% of MAs using the following media platforms to promote WF:

Printed press: 74%      Television: 56%      Radio: 52%  
 Website: 76%      Social media: 61%      Other media: 3%  
 None: 4%

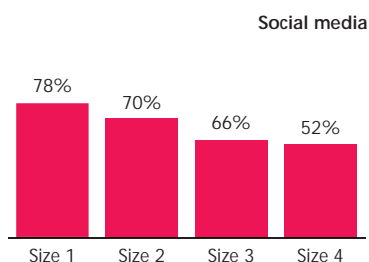
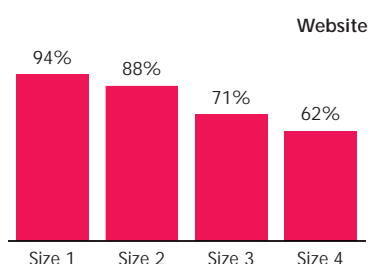
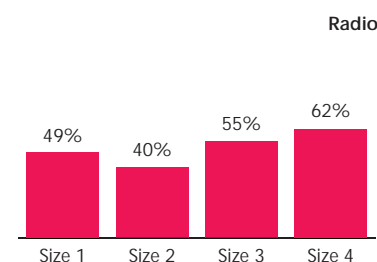
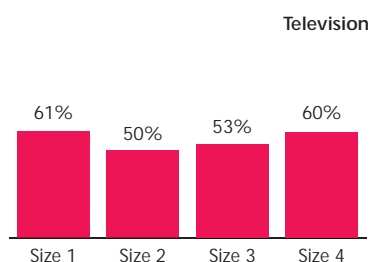
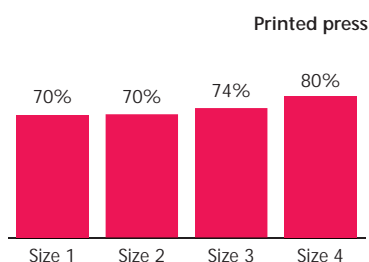
## By confederation

	Printed press	TV	Radio	Website	Social media	Others	None
AFC	68%	53%	29%	82%	62%	3%	3%
CAF	80%	58%	69%	49%	27%	4%	11%
CONCACAF	83%	55%	66%	76%	69%	3%	0%
CONMEBOL	60%	50%	50%	90%	60%	0%	0%
OFC	80%	60%	70%	70%	60%	0%	10%
UEFA	69%	57%	43%	96%	88%	2%	0%

## By size of the association

### Size of MA

Size 1: >100 employees  
 Size 2: 50 to 100 employees  
 Size 3: 20 to 50 employees  
 Size 4: <20 employees



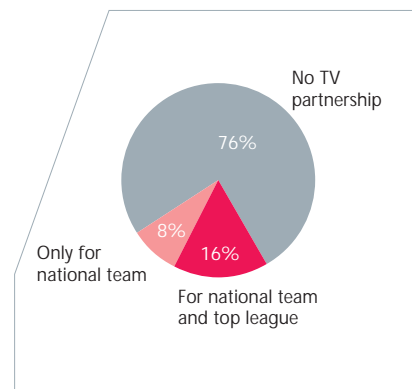
While the percentage of MAs that use print media to promote women's football is greater at smaller associations, the reverse holds true with regard to websites and social media. It is anticipated that the development of digital platforms will generate new low-cost opportunities to help promote women's football for smaller MAs.

# Partnership with a national TV station

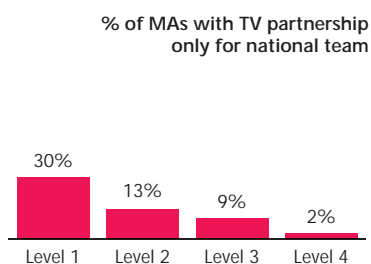
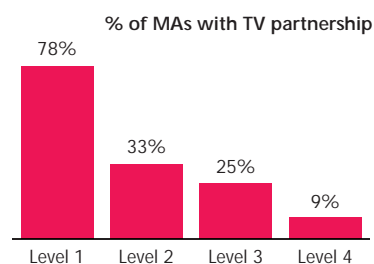
% of MAs with a partnership with a national TV station that WF also benefits from: 24%

## By confederation

	% of MAs with TV partnership	Only for the national team
AFC	24%	9%
CAF	20%	4%
CONCACAF	17%	10%
CONMEBOL	20%	10%
OFC	30%	10%
UEFA	33%	10%



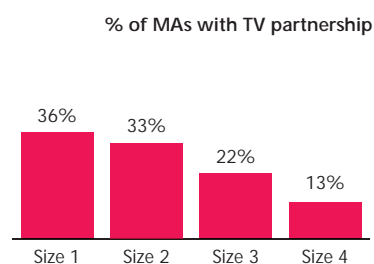
## By FIFA ranking



### FIFA ranking of MA

- Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank
- Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank
- Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank
- Level 4: >100<sup>th</sup> rank and unranked

## By size of the association



### Size of MA

- Size 1: >100 employees
- Size 2: 50 to 100 employees
- Size 3: 20 to 50 employees
- Size 4: <20 employees

Nearly one quarter of MAs have a contractual partnership with a national TV station from which women's football benefits. This percentage is much greater for the most competitive MAs (78%) than for those at the least competitive level (9%). This finding confirms the importance of performing at a competitive level to be able to attract interest from national television networks.



SECTION 7  
PERCEPTION,  
NEEDS AND  
CHALLENGES

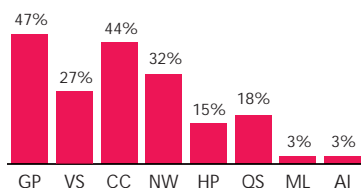
# Women's football perception

% of MAs which declare that, in their country, women's football is perceived as ...

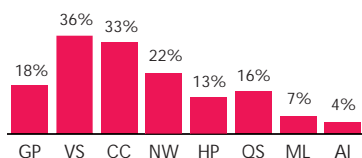


## By confederation

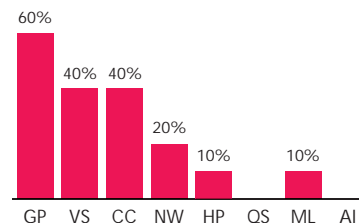
AFC



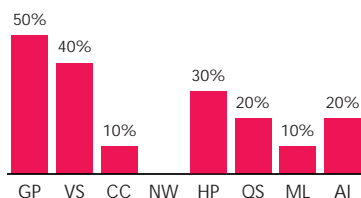
CAF



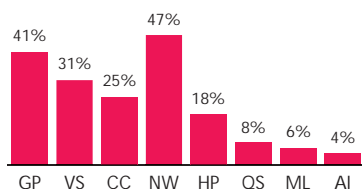
CONMEBOL



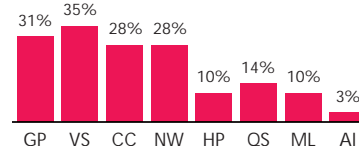
OFC



UEFA



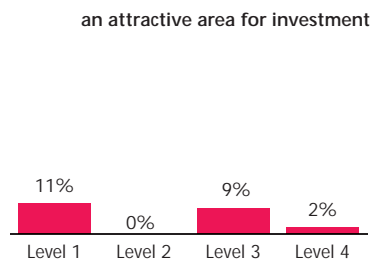
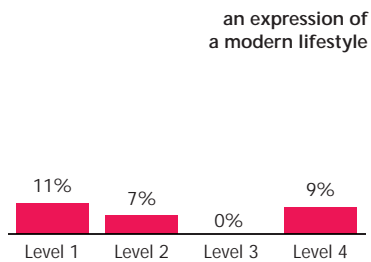
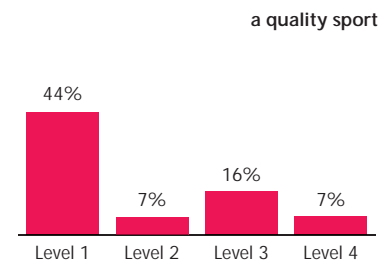
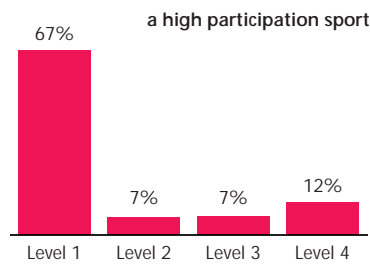
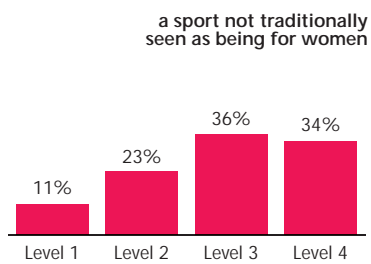
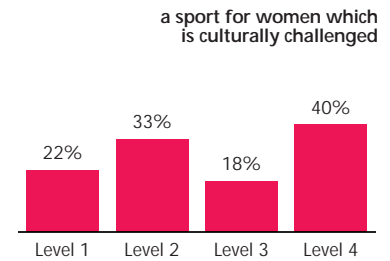
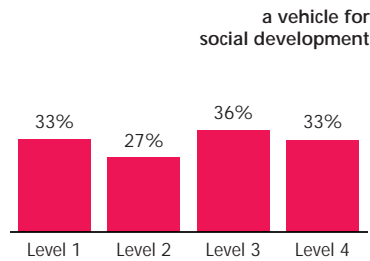
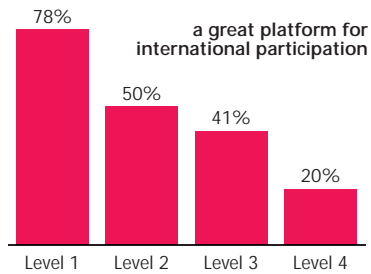
CONCACAF



Women's football is considered as a great platform for international participation by 36% of the respondents. At the opposite end of the table, only 5% of MAs consider that women's football is perceived as an attractive area for investment. Cultural barriers are still relatively common, especially in AFC and CONMEBOL.

# Women's football perception

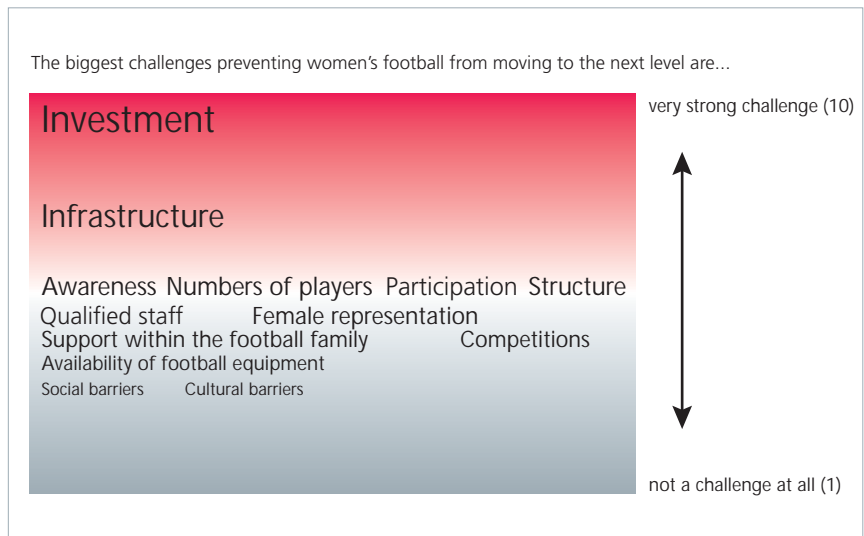
## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

The perception of women's football at the best-performing MAs is very different to that observed at the less competitive associations. In the best-performing MAs, women's football is seen as a high participation sport, which is not the case in the less competitive associations. Moreover, only 11% of level 1 MA respondents considered that women's football was not a traditional sport for women. This reveals the close links between top-level results and social acceptance of women's football.

# Biggest challenges for women's football



Average score of the challenges:  
1 meaning 'not a challenge at all'  
10 meaning 'very strong challenge'

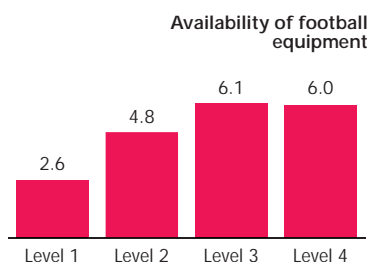
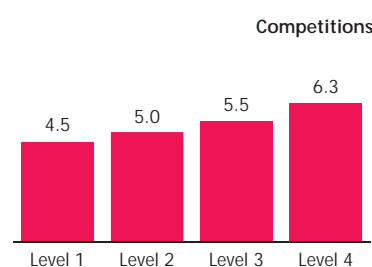
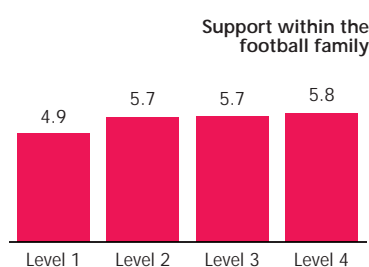
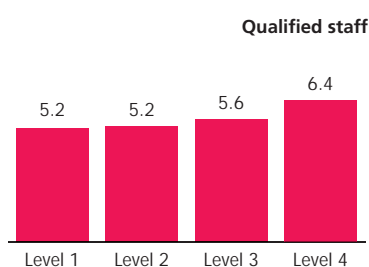
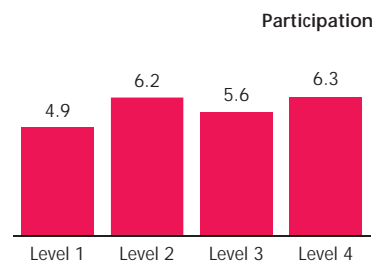
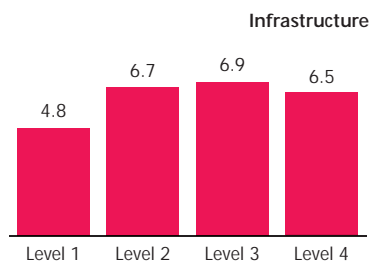
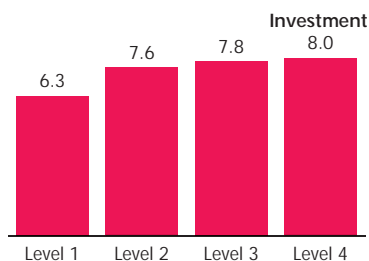
## By confederation



The need for increased investment is considered as the biggest challenge preventing women's football from moving to the next level. This holds true in all confederations. Respondents highlighted infrastructure as the second-most important challenge facing women's football in the years to come.

# Biggest challenges for women's football

## By FIFA ranking



**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

Average score of the challenges:  
 1 meaning 'not a challenge at all'  
 10 meaning 'very strong challenge'

Investment and infrastructure are considered as strong challenges – especially by level 2 to level 4 member associations. The least-performing MAs also face particular problems with regards to the availability of football equipment. Generally speaking, the scores recorded in this area of questioning are lower for the most competitive MAs than for those in the lesser-performing category.

# Priorities and goals for the next ten years

Priorities and goals for the next ten years



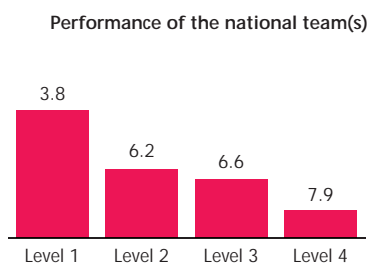
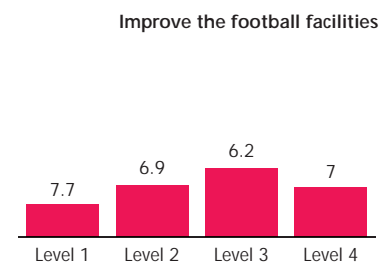
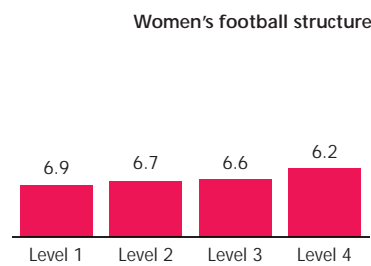
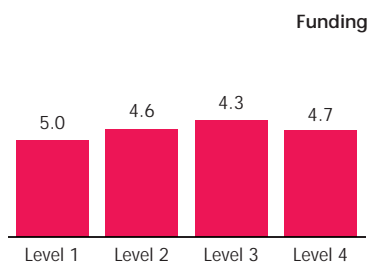
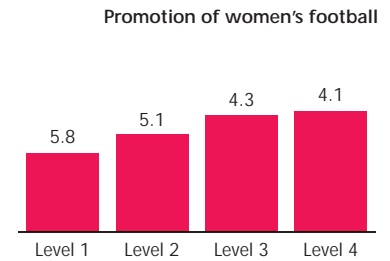
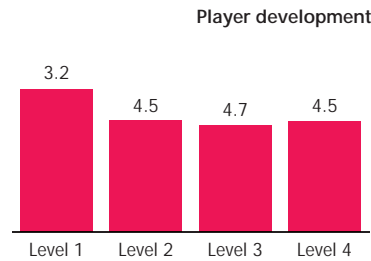
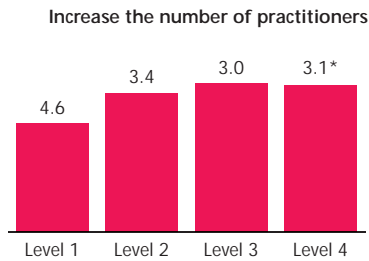
## By confederation



According to the 177 MAs that participated in the survey, the top priority for the next decade is to increase the overall number of women and girls playing football. This is considered the top priority for five out of six confederations. The only exception is CONMEBOL, where this issue is ranked in second place. The second most cited priority is player development. This shows that from an MA perspective, the priorities for women's football are related to the game itself.

# Priorities and goals for the next ten years

## By FIFA ranking



\* Average rank of the priority as defined by the MAs (from 1, most important priority, to 10, least important one), full list of priorities on page 70

**FIFA ranking of MA**  
 Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

While the increase in the number of practitioners is considered the top priority for member associations outside the top 20 positions of the FIFA rankings (levels 2, 3 and 4), the best performing associations consider that their top priority is player development. This finding reflects the different situation for women's football according to the specific association. While the most competitive associations put an emphasis on the quality of their players (player development), the less-developed associations focus on quantitative aspects (increasing the number of practitioners).

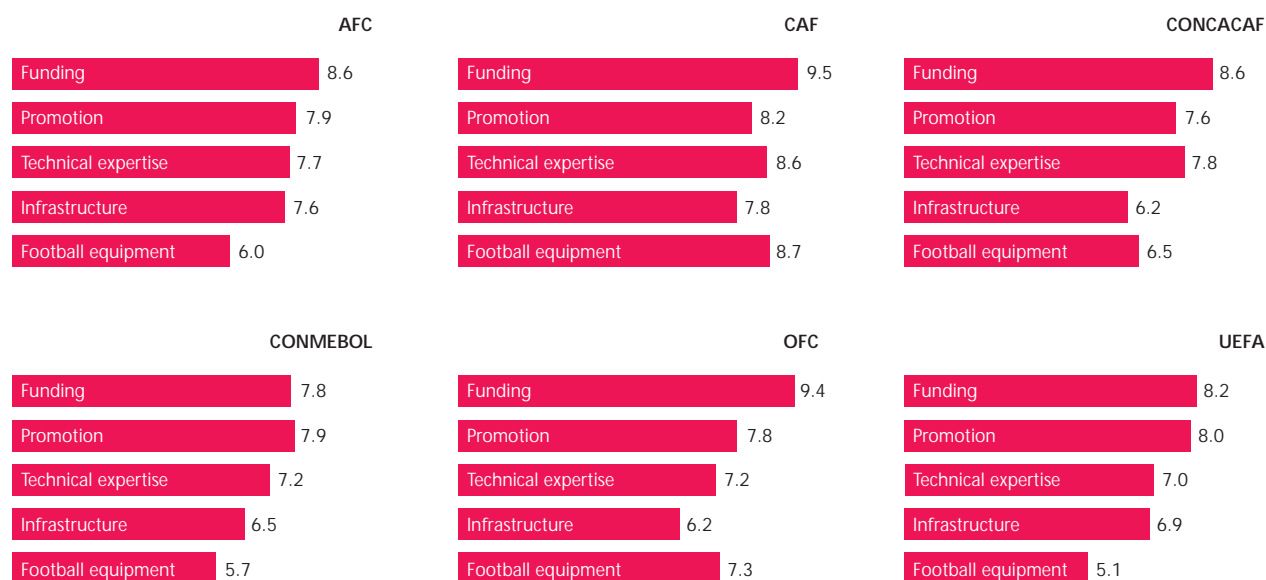
# Needs with regard to priorities and goals

## Average score\* of needs:

1. Funding: 8.7
2. Promotion, advocacy, awareness: 7.7
3. Technical expertise: 7.7
4. Infrastructure (football pitches, training facilities): 7.1
5. Football equipment: 6.6

\* 1 for not an urgent need at all and 10 for a very urgent need

## By confederation



Funding is considered as the most important priority for women's football in the next ten years by all confederations except CONMEBOL. This result is in line with the findings presented on pages 68 and 69. In addition to funding, respondents also highlighted the need for the further development of promotion and technical expertise.

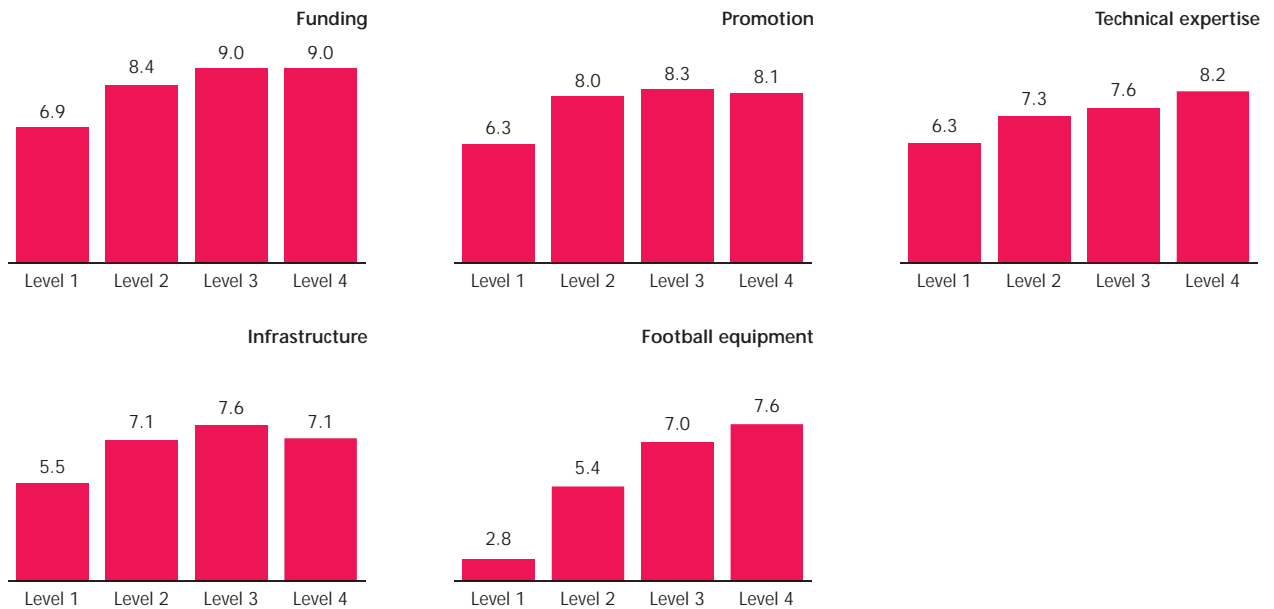


# Needs with regard to priorities and goals

## FIFA ranking of MA

Level 1: 1<sup>st</sup> to 20<sup>th</sup> rank  
 Level 2: 21<sup>st</sup> to 50<sup>th</sup> rank  
 Level 3: 51<sup>st</sup> to 100<sup>th</sup> rank  
 Level 4: >100<sup>th</sup> rank and unranked

## By FIFA ranking



Funding is considered as the most urgent requirement by all MA level categories. However, the score for the best-performing associations is significantly lower than for that recorded by the least competitive associations. Technical expertise and football equipment are considered as urgent needs by all MAs below level 4. This reflects the current low development level of women's football in these associations.



SECTION 8

# CONCLUSIONS AND RECOMMENDATIONS

# Conclusions and Recommendations

The survey which is the basis of the present report allowed FIFA to assess the state of women's football development at worldwide level. The survey also provided an opportunity for member associations to give their opinion and express their needs regarding women's football.

The very high response rate confirms the relevance of the approach and reinforces the importance of the present study. In total, 177 member associations participated in the survey, which corresponds to a response rate of about 85%.

The analysis of answers provided by the respondents per confederation and according to their position in the FIFA rankings allowed us to highlight the diversity of existing situations from a women's football development perspective.

Various indicators were analysed and revealed the great discrepancies in the stages of women's football development at worldwide level. Differences were found in the number of practitioners and/or licensed players, number of staff dedicated to women's football, existence of top women's football leagues and the resources available.

For example, there is a correlation between the position of the member associations in the FIFA rankings and the existence of a top national women's league. This ranges from 100% for the best-performing member associations to 65% for the least competitive.

The existence of consistent competitions at various levels is closely related to the higher number of female players registered in the most successful member associations than that found in the least successful. This shows the need to organise more competitions at different levels (youth and senior).



The relatively low number of registered female players in the least competitive member associations is not only due to the lack of competitions and playing opportunities for women and girls, but often also to the non-existence of a registration system.

In total, 91% of female players are registered with the top 20 member associations of the FIFA rankings. The research also pinpointed that the number of practitioners for 10,000 inhabitants is much greater in the United States and Canada than in any other world region.

For all member associations, the development of grassroots programmes should be a priority. Indeed, in only four out of ten member associations do training programmes exist which are focused on registered or non-registered female players under 12 years of age. No significant differences were observed according to the size of the association or their FIFA ranking.

With regard to administration, the larger member associations not only employ more people dedicated to women's football, but also for a higher contract percentage. However, full-time employees only account for 57% of the total staff dedicated to women's football in the member associations with more than 100 employees.

In all cases, from a staff perspective, it is thus important to raise the number of full-time employees. This would provide more time and resources to put strategies into practice and reinforce the position of the personnel dedicated to women's football within the member associations.

The research also highlighted the crucial role that member associations must play in developing women's football. The annual investment in women's football by member associations is much greater than that of any other revenue source. Moreover, most women's football leagues are organised by their member associations and with no separate league system.

The 177 member associations that took part in the survey invest in total USD 156 million per year in women's football. However, the research also reveals the high concentration of significant investment levels at only a few member associations.

The member associations in the top 20 positions of the FIFA rankings invest on average USD 5.4 million per year in women's football. This figure is only between USD 1.2 and 0.1 million for the remaining level categories.

Governments are also more active in the funding of women's football than sponsors. From a member association perspective, this shows the opportunity to work more closely with public bodies while developing parallel sponsorship programmes to attract private funds.

According to the findings, the private sector is more inclined to invest in league development activities (high-performance projects). This confirms that competitions have to be developed before investment is made by private entities. The percentage of their investment is much higher at successful member associations.

However, the overall need for financial support remains one of the most urgent requirements for member associations to develop women's football, as well as the need for greater media exposure.

Media coverage is greatest in member associations with a high level of development in women's football. However, further improvements can still be made such as greater inclusion of women's football as part of the general communication strategy of a member association.

Social media represents one of the most utilised platforms among the better developed member associations, whereas print media and radio remain the preferred platforms for developing member associations.

TV partnerships are generally related to success levels. Furthermore, these partnerships are often linked with men's national team deals rather than reached independently for women's football.

The study also shows that the integration of women's football within the member association structure should be further enhanced. This goal could be achieved with the creation of women's football departments who would be responsible for the implementation of strategies conceived at executive body level.

While a women's football committee exists in more than 80% of the 177 member associations who responded to the survey, only 32% also had a women's football department. This percentage is only about 50% for the biggest and best performing member associations.

The research also highlighted that there is currently very low female representation on executive committees within the associations and the higher levels of football. Women represent only 8% of executive committee members at association level. This underlines the difficulties for women in reaching key senior positions in member association structures.

The creation of women's football departments should go hand in hand with greater presence of women's football representatives on executive committees and the recruitment of more personnel dedicated to women's football.

The report confirmed a much lower number of female coaches in comparison with male colleagues. Of the 177 associations that participated in the survey, only 7% of registered coaches were female. The report does not give information on how many of these coaches are actively involved in the training of teams.

Highly ranked member associations had more female coaches registered. This is probably because these member associations place more emphasis on female participation and role models.

Another possible reason is that highly ranked member associations have increased opportunities to provide for female coaches, including better education and development programmes. The higher percentage of female referees (10%) compared to coaches (7%) could be partially related to the mandatory use of female referees in FIFA women's football competitions.

The development of training programmes for female coaches and referees should also be a priority in the least performing member associations to promote women's football.

While 36% of member associations consider women's football to be a great platform for international participation, only 5% perceive it as an attractive area for investment. This shows the need to work more on promoting and selling women's football as a product.



Although more member associations compete in FIFA Women's World Cup™ qualification competitions, they lack in performance due to insufficient preparation and/or non-existence of local competitions.

From a development point of view, the study also reveals the necessity to adopt a tailor-made approach for every context and situation. Indeed, the most advanced member associations from a women's football perspective place an emphasis on the necessity to develop the quality of players and female coaches, while the less-developed associations prefer to focus on the need to firstly increase the number of practitioners. This is a normal reaction as before considering quality, quantity has to exist (FIFA pyramid – from grassroots to elite).

To achieve all of the above-mentioned objectives, cultural change is often still needed. While such a change will require time, it can be implemented step by step in different ways. For example, an increase in the number of competitions and licensed players would allow member associations to improve the level of the women's game and raise performance standards. In turn, this will help to raise awareness of women's football and help to change perceptions.

To initiate and promote this type of cultural change, the support of FIFA and the confederations will be essential. Indeed, the latter play an important role in assisting the member associations with the development of women's football (with consultancy, education and finance).

To be fully efficient, the support from international governing bodies should be in line with the needs expressed at member association level. Indeed, it is of key importance to define and agree on priorities by first considering the existing context and stages of women's football development.

This would allow both international football governing bodies and member associations to implement tailor-made strategies and solutions for different areas of the game: competitions, grassroots, awareness/visibility and structure.

However, a crucial starting condition to successfully develop the women's game is to convince member associations of the benefits to them.

This should progressively become more obvious as this research clearly reveals that the development of women's football would allow member associations to significantly increase their overall number of members.

The greater inclusion of women as active participants in football will also better support football in its claim of being a truly universal sport.



# APPENDIX

## FIFA Women's Football Ranking as per December 2013

Association	Pts.	Rank	Association	Pts.	Rank
USA (CONCACAF)	2,228	1	Laos (AFC)	1,293	91
Germany (UEFA)	2,156	2	Egypt (CAF)	1,289	92
Japan (AFC)	2,071	3	Malaysia (AFC)	1,266	93
Brazil (CONMEBOL)	2,031	4	Guyana (CONCACAF)	1,256	94
France (UEFA)	2,027	5	Senegal (CAF)	1,247	95
Sweden (UEFA)	2,021	6	Montenegro (UEFA)	1,242	96
Canada (CONCACAF)	1,978	7	Lithuania (UEFA)	1,241	97
Norway (UEFA)	1,973	8	Congo (CAF)	1,238	98
Australia (AFC)	1,957	9	Tahiti (OFC)	1,238	98
Korea DPR (AFC)	1,956	10	Bolivia (CONMEBOL)	1,236	100
England (UEFA)	1,942	11	Dominican Republic (CONCACAF)	1,226	101
Italy (UEFA)	1,892	12	Zimbabwe (CAF)	1,224	102
Denmark (UEFA)	1,872	13	Mali (CAF)	1,204	103
Netherlands (UEFA)	1,868	14	Cuba (CONCACAF)	1,201	104
Spain (UEFA)	1,849	15	Solomon Islands (OFC)	1,195	105
New Zealand (OFC)	1,834	16	Latvia (UEFA)	1,192	106
Korea Republic (AFC)	1,829	17	New Caledonia (OFC)	1,188	107
China PR (AFC)	1,826	18	Benin (CAF)	1,187	108
Iceland (UEFA)	1,822	19	Palestine (AFC)	1,182	109
Scotland (UEFA)	1,820	20	Singapore (AFC)	1,177	110
Russia (UEFA)	1,806	21	Moldova (UEFA)	1,177	110
Switzerland (UEFA)	1,794	22	El Salvador (CONCACAF)	1,175	112
Finland (UEFA)	1,786	23	Barbados (CONCACAF)	1,173	113
Ukraine (UEFA)	1,772	24	Cook Islands (OFC)	1,170	114
Mexico (CONCACAF)	1,760	25	Malta (UEFA)	1,166	115
Czech Republic (UEFA)	1,696	26	Ethiopia (CAF)	1,163	116
Belgium (UEFA)	1,680	27	Suriname (CONCACAF)	1,159	117
United Arab Emirates (AFC)	1,665	28	Luxembourg (UEFA)	1,156	118
Vietnam (AFC)	1,661	29	Honduras (CONCACAF)	1,153	119
Austria (UEFA)	1,650	30	Vanuatu (OFC)	1,139	120
Colombia (CONMEBOL)	1,650	30	Kyrgyzstan (AFC)	1,136	121
Poland (UEFA)	1,647	32	Angola (CAF)	1,134	122
Thailand (AFC)	1,639	33	Congo DR (CAF)	1,132	123
Republic of Ireland (UEFA)	1,633	34	Sierra Leone (CAF)	1,132	123
Nigeria (CAF)	1,623	35	Nicaragua (CONCACAF)	1,111	125
Argentina (CONMEBOL)	1,609	36	Bahamas (CONCACAF)	1,111	125
Romania (UEFA)	1,606	37	Samoa (OFC)	1,110	127
Wales (UEFA)	1,601	38	Puerto Rico (CONCACAF)	1,108	128
Hungary (UEFA)	1,576	39	Armenia (UEFA)	1,104	129
Belarus (UEFA)	1,565	40	Nepal (AFC)	1,104	129
Chinese Taipei (AFC)	1,564	41	Georgia (UEFA)	1,100	131
Costa Rica (CONCACAF)	1,561	42	Cyprus (UEFA)	1,087	132
Portugal (UEFA)	1,550	43	American Samoa (OFC)	1,075	133
Myanmar (AFC)	1,548	44	FYR Macedonia (UEFA)	1,073	134
Uzbekistan (AFC)	1,548	44	Guinea (CAF)	1,063	135
Chile (CONMEBOL)	1,544	46	St Lucia (CONCACAF)	1,061	136
Serbia (UEFA)	1,531	47	Eritrea (CAF)	1,060	137
Slovakia (UEFA)	1,524	48	Gabon (CAF)	1,031	138
Trinidad and Tobago (CONCACAF)	1,509	49	Grenada (CONCACAF)	1,029	139
Ecuador (CONMEBOL)	1,484	50	Namibia (CAF)	1,015	140
Papua New Guinea (OFC)	1,476	51	St Vincent and the Grenadines (CONCACAF)	1,008	141
Cameroon (CAF)	1,467	52	Burkina Faso (CAF)	1,003	142
Ghana (CAF)	1,459	53	Bangladesh (AFC)	979	143
Peru (CONMEBOL)	1,450	54	St Kitts and Nevis (CONCACAF)	974	144
India (AFC)	1,431	55	Sri Lanka (AFC)	965	145
South Africa (CAF)	1,430	56	Uganda (CAF)	965	145
Paraguay (CONMEBOL)	1,430	56	Turks and Caicos Islands (CONCACAF)	963	147
Equatorial Guinea (CAF)	1,429	58	Lebanon (AFC)	955	148
Jordan (AFC)	1,415	59	Bermuda (CONCACAF)	950	149
Iran (AFC)	1,412	60	Maldives (AFC)	942	150
Haiti (CONCACAF)	1,397	61	Tanzania (CAF)	941	151
Israel (UEFA)	1,394	62	Zambia (CAF)	938	152
Bulgaria (UEFA)	1,393	63	Pakistan (AFC)	937	153
Northern Ireland (UEFA)	1,391	64	Guinea-Bissau (CAF)	927	154
Slovenia (UEFA)	1,387	65	Syria (AFC)	927	154
Albania (UEFA)	1,379	66	Dominica (CONCACAF)	906	156
Panama (CONCACAF)	1,364	67	Afghanistan (AFC)	899	157
Croatia (UEFA)	1,361	68	US Virgin Islands (CONCACAF)	885	158
Hong Kong (AFC)	1,361	68	Iraq (AFC)	882	159
Turkey (UEFA)	1,358	70	Liberia (CAF)	877	160
Kazakhstan (UEFA)	1,358	70	Mozambique (CAF)	873	161
Greece (UEFA)	1,352	72	Kuwait (AFC)	870	162
Cote d'Ivoire (CAF)	1,344	73	Qatar (AFC)	867	163
Azerbaijan (UEFA)	1,341	74	British Virgin Islands (CONCACAF)	867	163
Jamaica (CONCACAF)	1,339	75	Swaziland (CAF)	860	165
Faroe Islands (UEFA)	1,338	76	Cayman Islands (CONCACAF)	847	166
Venezuela (CONMEBOL)	1,338	76	Malawi (CAF)	840	167
Indonesia (AFC)	1,330	78	Lesotho (CAF)	837	168
Uruguay (CONMEBOL)	1,330	78	Curacao (CONCACAF)	831	169
Morocco (CAF)	1,330	78	Belize (CONCACAF)	827	170
Tunisia (CAF)	1,325	81	Kenya (CAF)	816	171
Estonia (UEFA)	1,321	82	Aruba (CONCACAF)	803	172
Algeria (CAF)	1,320	83	Bhutan (AFC)	785	173
Guatemala (CONCACAF)	1,318	84	Antigua and Barbuda (CONCACAF)	757	174
Tonga (OFC)	1,316	85	Botswana (CAF)	708	175
Bahrain (AFC)	1,314	86	Comoros (CAF)	534	176
Bosnia and Herzegovina (UEFA)	1,312	87			
Philippines (AFC)	1,311	88			
Fiji (OFC)	1,306	89			
Guam (AFC)	1,294	90			



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