

# Getting more girls into football.



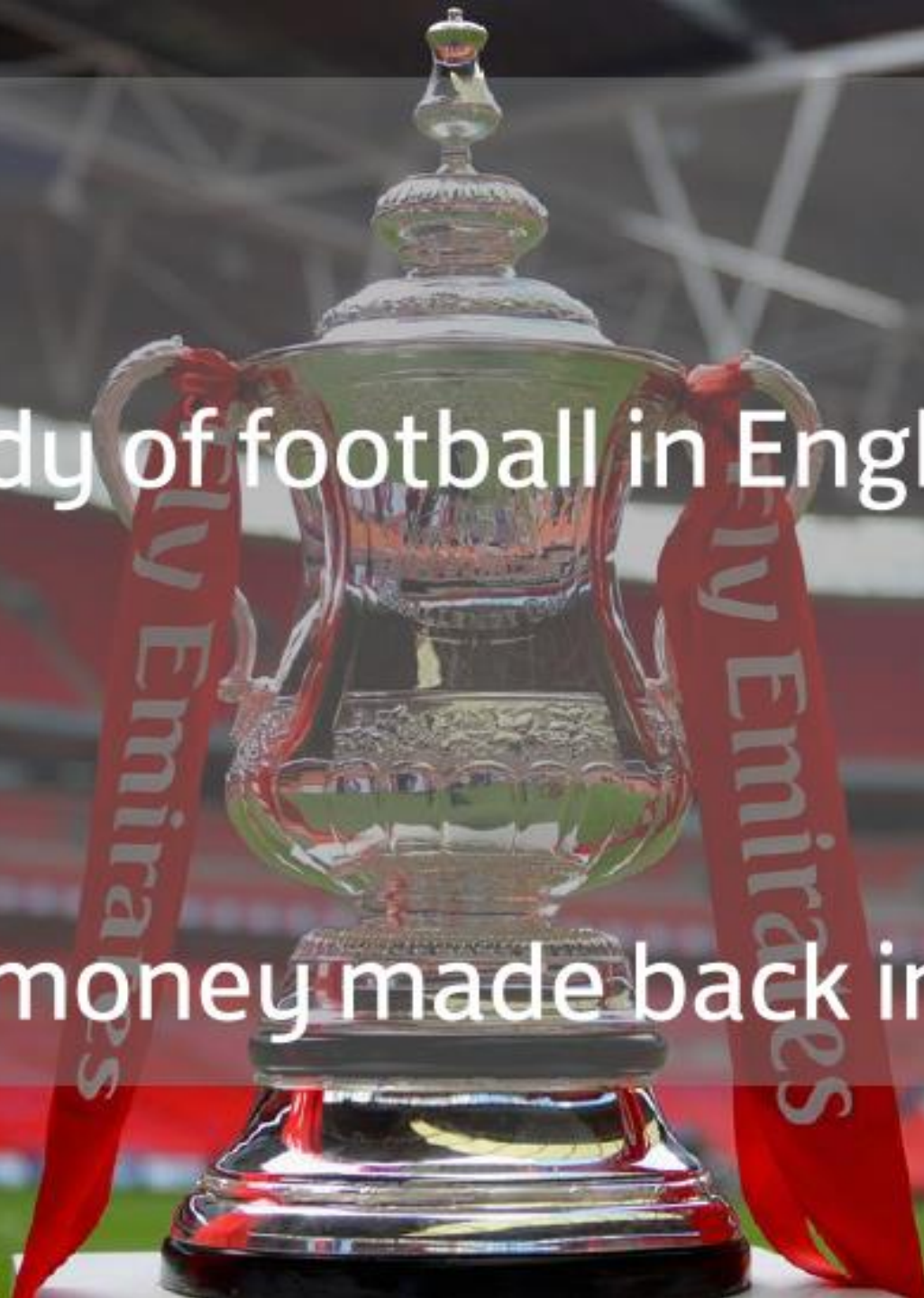
Ross Antrobus— Head of Research & Insight, The FA  
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April 2018

# The FA

Governing body of football in England

Not for profit

Re-invests all money made back into football





**Understanding and engaging a (new) hard to reach audience.**



**Double participation.  
Double fan base.  
By 2020.**

**Work carried out.**



**What we found out.**



**Insight into action.**





**6,767 Affiliated female teams, up from 6,000 in 2016-17, with a 15.9 per cent increase in Mini-Soccer teams.**

**191 SSE Wildcats Centres, have been created with a further 772 to open next month.**

**3.9 million viewers for Euro 2017 semi-final v. Netherlands UK record for women's football viewership.**



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