

Spectator Sports - UK - November 2019

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“A golden year for women’s sport and high levels of public interest in seeing more of it have created an unprecedented opportunity for female teams and athletes to step into the market’s mainstream.”

– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- Where next for the women’s sport boom?
- Sports turn brands to keep the excluded onside

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Covered in this Report

Executive Summary

The market
Cricket's big hit pushes ticket sales past £1.5 billion boundary
Figure 1: Forecast of consumer expenditure on sports event tickets, 2014-24
Football and rugby union lead volume growth
Figure 2: UK spectator sport attendances, by leading segments, 2018
Media opportunities grow beyond live TV
Figure 3: Four-screen* live broadcast audiences for selected major sports events, 2019
The consumer
Audiences fall in absence of mega events
Figure 4: Experience of live sport, July 2019
Football dominates viewing picture
Figure 5: Sports watched live, July 2019
Sport overwhelmingly a TV experience
Figure 6: Methods of watching live sport, July 2019
Women's sport seen by four in five fans
Figure 7: Women's sports watched, July 2019
Gender gap closes in public opinion
Figure 8: Attitudes towards women's sport, July 2019
No need for gimmicks in selling women's sport
Figure 9: Incentives to attending women's sports events, July 2019
What we think

Issues and Insights

Where next for the women's sport boom?
The facts
The implications
Sports turn brands to keep the excluded onside
The facts
The implications

The Market – What You Need to Know

Cricket's big hitter keeps scoreboard moving
Football and rugby union enjoy fastest growth
Changing habits create media opportunities beyond live

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Season tickets set out more options

Sports nostalgia values the real over the virtual

Market Size and Forecast

Cricket World Cup gives market bounce

Figure 10: Consumer expenditure on sports event tickets, 2014-24

Forecast

Figure 11: Forecast of consumer expenditure on sports event tickets, 2014-24

Forecast methodology

Market Segmentation

Football and rugby union lead on growth

Figure 12: UK spectator sport attendances, by leading segments, 2014-18

Football

Figure 13: English football league attendances, 2014/15-2018/19

Figure 14: English football league attendances, by division, 2014/15-2018/19

Horseracing

Figure 15: UK horseracing attendances, 2015-19

Cricket

Figure 16: International and domestic cricket attendances, 2015-19

Rugby union

Figure 17: Premiership rugby union attendances, 2014/15-2018/19

Rugby league

Figure 18: Super League attendances, 2015-19

Market Drivers

Changing media habits creating opportunities beyond live TV

Figure 19: Four-screen* live broadcast audiences for selected major sports events, 2019

Sport a key focus for 5G development

Figure 20: 5G knowledge, February 2019

Women's sport goes mainstream

Figure 21: Experience of watching live women's sport, July 2019

Stadium investments improving fan experiences

Figure 22: Investment in stadium development by English football clubs, by division, 2016/17 and 2017/18

More major events keep calendar filled

Launch Activity and Innovation

Season ticket sellers focus on food and flexibility

Old balls please

The Sport of Kings (Road)

A taste of sporting culture

Mini rugby kicks off

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The Consumer – What You Need to Know

- Absence of mega events sees viewing fall
- Football dominates viewing picture
- Sport overwhelmingly a TV experience
- Women's sport reaching four out of five fans
- Gender gap closes in public opinion
- No need for gimmicks in selling women's sport

Sports Fans

- Viewership slips between mega-event years
Figure 23: Experience of live sport, July 2019
- Older adults getting back in the game
Figure 24: Experience of live sport, by age, July 2019

Sports Watched

- On-field success draws the crowds
Figure 25: Sports watched live, July 2019
- Tennis and horseracing lead on gender equality
Figure 26: Sports watched live, by gender, July 2019

Methods of Watching

- Minority events punching above their weight
Figure 27: Live event attendance, by sport, July 2019
- No clear leader in viewing outside the home
Figure 28: Watching live televised sport outside the home, by sport, July 2019

Women's Sport

- Four out of five sports fans watch women play
Figure 29: Women's sports watched, July 2019
- A two-horse race in terms of reach
Figure 30: Repertoires of women's sports watched, July 2019
- Big occasions needed to keep fans coming back
Figure 31: Future interest in women's sport, July 2019

Attitudes towards Women's Sport

- No more handicap in public opinion
Figure 32: Attitudes towards women's sport, July 2019
- Supporting sportswomen in fight for female rights
Figure 33: Agreement that "It is important that female sports stars stand up for women's rights", by age and gender, July 2019

Incentives to Watching Women's Sport

- Family focus centres on price and atmosphere
Figure 34: Incentives to attending women's sports events, July 2019

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Women's sports still need to close the knowledge gap

Figure 35: Knowing more about women's sport teams, players or athletes as an incentive to event attendance, by women's sports interested in watching live in the future, July 2019

Supporting Athlete Activism

Speak up and dribble

Figure 36: Spectator Sports – CHAID – Tree output, July 2019

Appendix – Data Sources, Abbreviation and Supporting Information

Data sources

Abbreviations

Consumer research methodology

CHAID methodology

Figure 37: Spectator Sports – CHAID – Table output, July 2019

Appendix – Market Size and Forecast

Fan chart forecast

Figure 38: Forecast of consumer expenditure on sports event tickets, 2019-24

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