

Women's Sports: Spotlight on Fans - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Women's sports followers and key demographics of fans
- Factors impacting the US women's sports landscape and women's sport fans
- How fans follow women's sports and opportunities to reach women's sports fans
- How media, teams and leagues should support women's sports
- Consumer attitudes towards women's sports

More than half of adults follow women's sports, making it a fast-growing segment of the sports industry. Women's sports fans are also passionate – 63% say they are passionate versus 48% of general sports fans. Women's Olympics tops interest overall, driven by older adults, while the WNBA and women's UFC attract younger fans. A majority of fans follow women's sports via broadcast TV, but growth opportunities exist to expand mobile app, social media and podcast coverage.

Despite strong interest, threats to the market include a lack of consistent media coverage surrounding women's sports and athlete pay equity concerns. Emerging from the 50th Anniversary of Title IX, fans are persistent and seek additional coverage of women's sports. Two thirds of 25-34 year-old fans would even pay extra to access more women's sporting events on cable or streaming platforms. Growth opportunities also exist among Millennials for tech-based experiences such as women's sports video games, fantasy sports and betting on women's sports.



“Women's sports are an important and growing segment of today's sports industry. Women's sports fans are among the most passionate, yet are an underestimated and overlooked element of modern sports fans.”
– John Lisec, Sports & Leisure Analyst

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