

5 things you should know about Women's Sport



World Cup

44% of UK football fans plan to watch some **game highlights** of the **FIFA Women's World Cup 2019**, **35%** will watch their **national team's games**, and **34%** will engage with **social media** content around the tournament

(COPAgo, 2019)

Broadcasting

71% of UK adults think that broadcasting **more women's sport** would have a **positive effect** on **girls and women** taking part in **sport**

(Netfluentia, 2019)

71%



Popularity

The sports **watched most regularly** on TV or online among **females** (globally) are **soccer/football (46%)**, **swimming (31%)**, **basketball (24%)**, **gymnastics (24%)** and **tennis (23%)**

(GlobalWebIndex, 2019)

Barriers

Six in 10 sports fans said the reasons they **don't watch women's sports** more often is because there is not enough **coverage** on TV, the **commentary** is not very good and the fixtures are **not advertised** enough

(Netfluentia, 2019)

6/10

4



Influence

Fans think **football clubs (58%)**, **female football players (51%)** and **media brands (46%)** have the most power to create **positive change** in the women's game

(COPAgo, 2019)