

A LiveScore study into the fandom of Women's Football



As part of our commitment to helping grow the Women's game, we felt that on the cusp of another major Women's Tournament, there was no better time to **further our understanding of our audience's behavior towards Women's Football.**



Here's how we did it:

A voluntary bespoke survey served to randomly selected UK app users

2,000+ participants

Aim to further uncover attitudes, behaviours and consumption of the Women's game



What do we think?

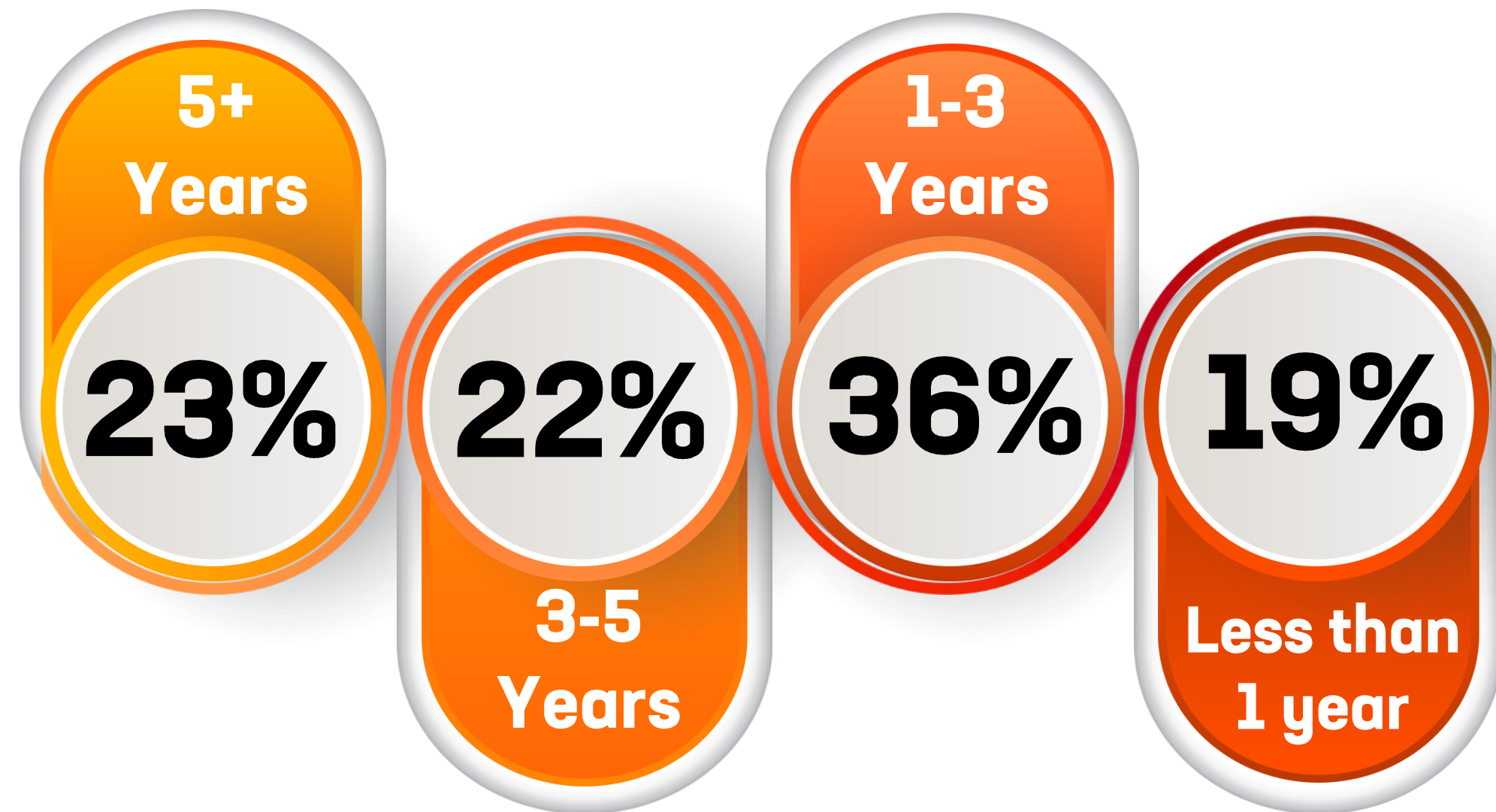
“The Women’s game is ever growing, and we have seen no difference within our audience. Around **2/3 of our surveyed users claim to have an interest in Women’s Football**, with over half having developed that interest in the last 3 years. Major tournaments such as the Euro’s last year, have continued to help grow the game and **we expect the World Cup this Summer to help continue that growth.**”



65%

Of our surveyed UK audience are **interested in Women's Football**, a number we expect to continue growing...

How **long standing** is their interest in Women`s Football?



Over half of our Women`s Football fans are new to **following Women`s Football** in the last 3 years!

64%

Of our surveyed UK audience **followed the Women's Euros** last Summer, which saw the Lionesses become victorious.



Of our surveyed UK audience claim that they are **more interested in Women's Football since England's triumph** last Summer!

36%

**Women's World
Cup 2019**

37%

Just over 1/3 of our surveyed UK audience claim to have **followed the Women's World Cup in 2019.**

+22%_{pts}

**Women's World
Cup 2023**

Nearly 60% of our surveyed UK audience plan to **follow the tournament this year, an extra 22%!**

59%

Of our surveyed UK audience **follow the Women's Super League (WSL)**, which again is a number that is only growing.



52%

40%

Of this group claim that they are **more interested in the WSL since the Lionesses won the Euro's last year!**

85%

Of our surveyed UK audience who follow Women's Football believe it is **important that brands support the Women's game.**

66%

Of our surveyed Women's Football followers believe that **brands currently don't do enough to support the Women's game.**

30%

Of our surveyed Women's Football followers claim they are **more likely to choose a brand that supports Women's Football.**



57%

Of our surveyed UK audience **believe that the level of analysis in the Women's game is not comparable to the Men's game** - they want to know more on future stars, the best players and player analysis.



Of our surveyed UK audience believe that they would be **more interested** in following the Women's World Cup if the **level of available analysis was greater.**

28%



THANK YOU!