

## Make women's sports more accessible, say 46% of fans

- **Less than half of sports fans** perceive women’s sports to be **competitive**, in comparison to the **63%** that find men’s sports more competitive.
- Unsurprisingly, the men’s **FIFA World Cup** was the sporting event the public had the **highest awareness** of at **84%** compared to just **63%** of fans who knew the women’s World Cup was taking place.
- Despite having a current interest of **43%**, women’s soccer has a potential fanbase of **over 100 million**.

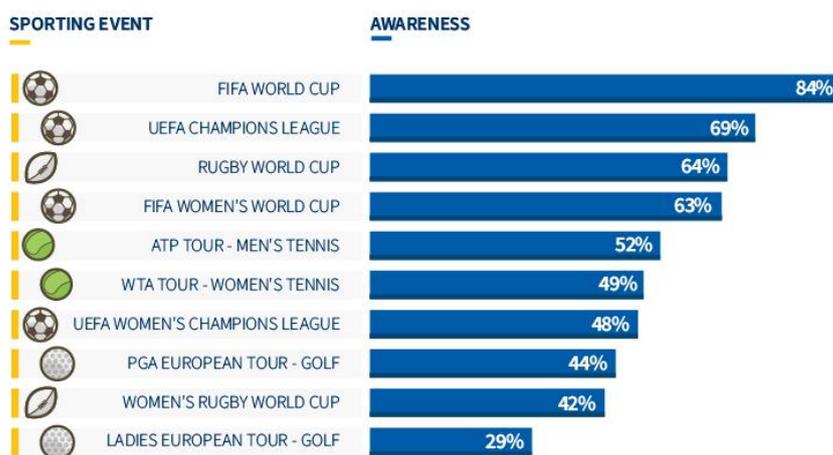
Sport was once inherently run by men, which could explain why most sports continue to be male dominated. It isn’t a coincidence that The Women’s Tennis Association (WTA) is the most recognized body in women’s sport as it was founded by its very own players in 1973. Leading the way for women’s sports to become more widely acknowledged and commercialized.

Last year saw a massive shift for women’s sports, with the **UEFA Women’s Euro 2017** watched by around **150 million people**. The rate of change within women’s sports has since become an exciting trend in the sporting world, encouraging new opportunities to engage a wider audience and develop interesting commercial propositions; creating a stronger sense of equality.

With an interest in the rise of women’s sports, sporting specialists, [Ticketgum.com](http://Ticketgum.com) analyzed [Nielsen Sports](#) report entitled ‘*The Rise of Women’s Sports 2018*’, to investigate the current interest in women’s sporting events.

Unsurprisingly, when comparing the general awareness that surrounds gendered sporting events, men had a much larger knowledge of their sporting calendar.

The **FIFA World Cup** predictably topped the list with a staggering awareness of **84%** for men’s soccer in comparison to the **63%** of sports fans who were aware that the Women’s World Cup was taking place; a **difference of 19%**.



Ticketgum.com also found stark differences between other prevalent sporting events. These are the other top four individual sports according to gender with the highest awareness recorded:

The **UEFA Champions League** (69%), the **Rugby World Cup** (64%), **FIFA Women’s World Cup** (63%) and the *men’s* **ATP Tennis Tour** (52%).

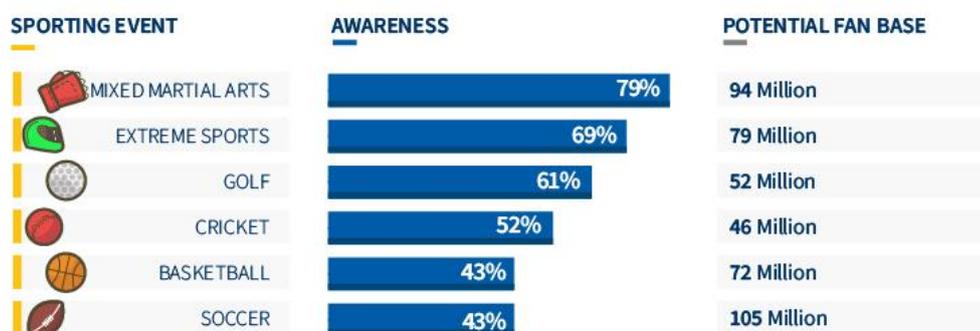
At the other end of the scale, these are sporting events that had an awareness of **less than 50%**:

The **women’s WTA Tennis Tour** (49%), **UEFA Women’s Champions League** (48%), **PGA European Golf Tour** (44%), the **women’s Rugby World Cup** (42%) and finally the **Ladies European Golf Tour** with 29%.

Despite **four of the top five** sports with the highest awareness consisting of **men’s sporting events**, **45% of the general population stated they would consider attending live women’s sports events**, whilst **46%** said they would watch women’s sports more if it was **easily accessible** on free TV; therefore increasing an awareness of the events and interest levels.

When comparing the current appeal in women’s sports, interest levels were greater when men and women’s events were staged together (although the sport is separate gender). For example, **Mixed Martial Arts** (79%) has a **much higher interest than when played separately**.

However, some women’s sports do not garner an equal playing field of interest from a potentially vast fan base. **Soccer has more than 105 million potential fans, yet women’s football only attracts 43% of fan interest.**



Other female sports seemingly **not capitalizing on reaching wider audiences** compared to their potential fan base include:

**Golf** (interest 61% vs. 52M potential fans), **Cricket** (interest 52% vs. 46M potential fans) and **Basketball** (interest 43% vs. 72M potential fans).

*\*UK, US, France, Italy, Germany, Spain, Australia and New Zealand.*

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