

**BBC**  
**SPORT**

The BBC Sport brand mission is to  
**grow the sports fan in everyone.**

And we have a **long-standing  
commitment to Women's Sport.**

**WE KNOW  
OUR PLACE**

**THIS IS OUR **B B C****

# The brief

This piece of work set out to understand where we are at with fandom of Women's Sport.

There's lots of research that cites number of fans for Women's Sport, but a gap when it comes to depth of fandom, or to scale the 'opportunity audience'.



# What we asked

Which, if any, of the following best describes your level of interest in women's sport?

*I'm a big fan, I'm a casual follower, I'm a main eventer, I'm not yet a fan, I'm a non fan, don't know*

Which, if any, of the following best reflects your level of interest for women's sports & events?

*Football, Cricket, Rugby, Combat Sports, Tennis, Gymnastics, Athletics, Netball, Cycling, Women's Winter Sports, Other Women's Sports*

How long have you been interested in the following women's sports and events?

*7+ years, 4-6 years, 2-3 years, more than 1 year but less than 2 years, less than a year, not sure, I just dip in and out during big tournaments*

Ran by YouGov (21<sup>st</sup> -22<sup>nd</sup> Oct 2021)  
Sent to 2,157 16+ audiences across the UK



# The results: level of interest in Women's Sport

Among all UK 16+ adults

18.8m fans of Women's Sport

16.5m open to Women's Sport

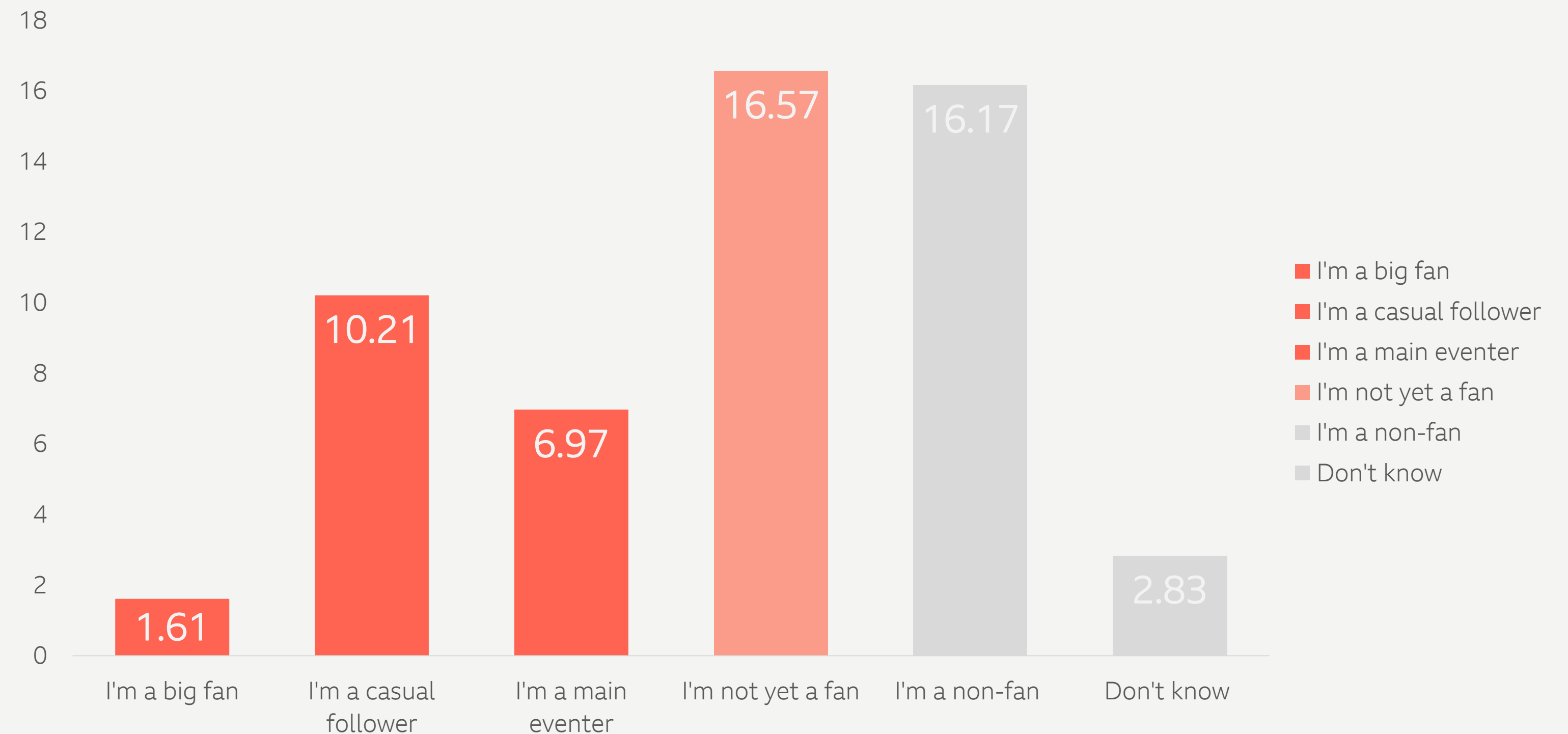
Total op audience: 35.4m

17.2 'cool' fans

Casual and main eventers

1.6m 'hot' fans

Big fans



Base: All UK 16+ adults, Sample size: 2157, Fieldwork ending 22/10/2021

Q1. Which, if any, of the following best describes your level of interest in women's sport?. Please select the option that best applies

# How does it compare?

When comparing to another recent YouGov survey that asked whether ‘you follow Women’s Professional sport’ – **only 6.6m said yes.**

When we went deeper into this and asked fans to pick a description that reflected their feelings and behaviour in relation to Women’s Sport, we had **an audience of 18.8m.**

Which of the following descriptions below best describes your level of interest in Women’s Sport?

Please select one option

*I’m a Big Fan - I feel passionate about the team/s, individuals, and tournaments that I follow. I regularly stay up to date on the progress, watching, reading or listening to related content. Or attending events. I tell people I’m a fan, it’s important to me. It’s part of my identity. (1.6m)*

*I’m a Casual Follower – I’ve got an interest in Women’s Sport, I keep up to date with some of the headlines through a season or tournament. I know who’s who for the sports I’m interested in. But I wouldn’t describe myself as a passionate fan. I’d call myself a casual follower. (10.2m)*

*I’m a Big Eventer – I wouldn’t say I’m a fan of Women’s Sport day to day, I don’t stay up to date on it. But, I might get interested during big events - the one’s everyone’s talking about. I enjoy getting involved in the big moments. Or I might go to an event with a friend. It’s something I’ll get into from time to time but it’s not something that captures my interest all of the time. I’m a big eventer. (6.9m)*

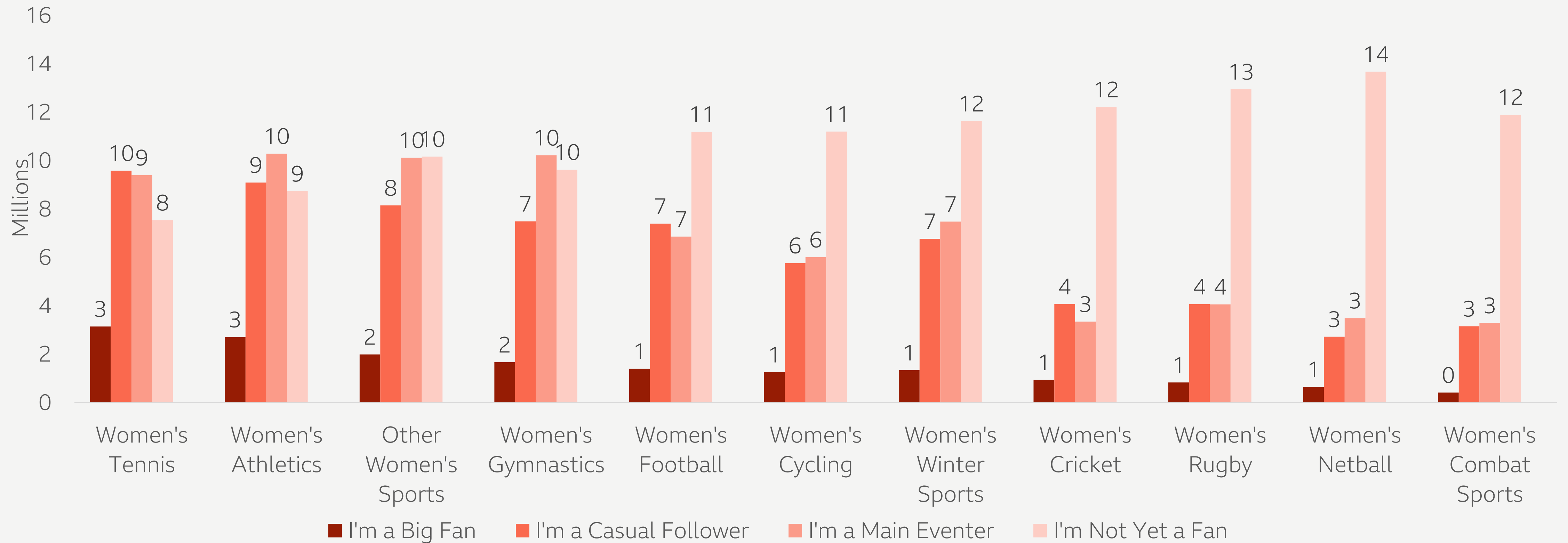
*I’m a Not Yet a fan – Women’s Sport isn’t something I’m interested in. I wouldn’t call myself a fan, but I’m open to the idea of it.*

*I’m a Non-fan – I dislike Women’s Sport and avoid watching it. It’s not for me.*

Don’t know

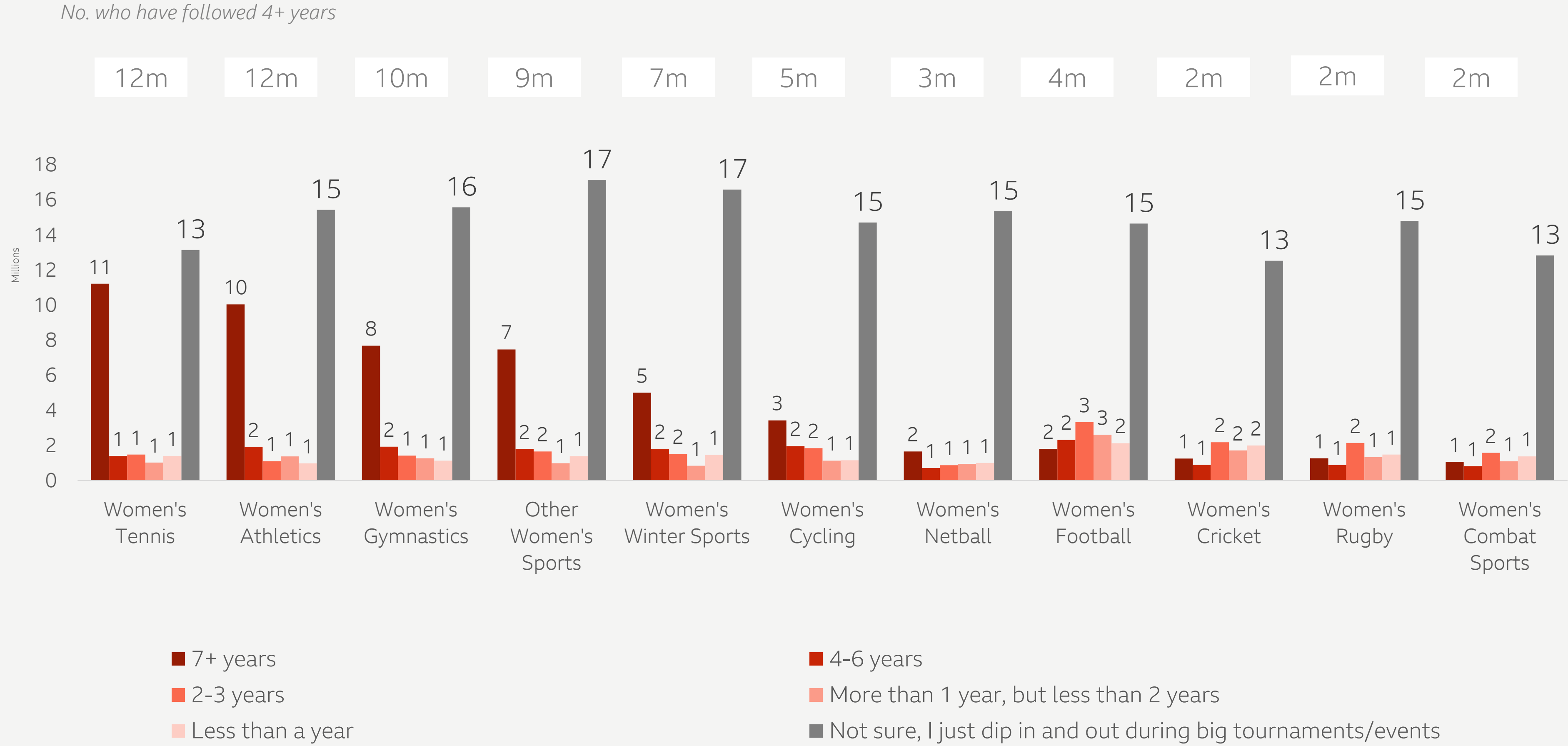


# The level of interest by Sport



Base: All UK Adults who are interested and open to the idea of women's sports, Sample size: 1513, Fieldwork ending 22/10/2021  
 Q2. Which, if any, of the following best reflects your level of interest for women's sports & events? Please select one option on each row  
 N.B. Includes those not interested in women's sports in general

# The maturity of fandom



Base: All UK Adults who are interested and open to the idea of women's sports, Sample size: 1513, Fieldwork ending 22/10/2021  
 Q2. Which, if any, of the following best reflects your level of interest for women's sports & events? Please select one option on each row

# Two jobs to do

## 1/ Recruiting new fans

16.5m group of sports fans who are open to the idea of Women's Sport.

## 2/ Developing fandom

Nurturing the passion and creating deeper connections with existing fans.



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