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Theme:  
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 New Women’s Sport Trust Partnership With The R&A Reveals Women’s Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures

Co-authored by Women's Sport Trust


## NEW WOMEN’S SPORT TRUST PARTNERSHIP WITH THE R&A REVEALS WOMEN’S SPORTS FANS FEEL UNDERSERVED DESPITE RECORD-BREAKING VIEWING FIGURES


**LONDON, UK, 19th June** — A new study from the Women’s Sport Trust has found that women’s sports fans in the UK feel underserved by the content available to them despite record-breaking women’s sport TV viewing figures in 2023.


The research, which was released to mark the launch of a partnership between the Women’s Sport Trust and The R&A ahead of this year’s AIG Women’s Open, found that there are currently 6 million committed fans\* of at least one women’s sport in the UK, in comparison to 16 million committed fans for at least one men’s sport. Of these fans, just 3% (180,000) were passionate about only women’s sport

The Women’s Sport Trust study, carried out by Gemba, showed that committed fans of women’s sport consume on average two hours less per week than committed fans of men’s sport, which in part may be due to the ease of access of the content. Most of the content that committed fans consume is live – 62% for committed women’s fans and 67% for committed men’s fans.

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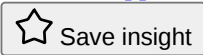
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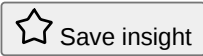
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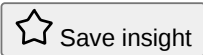


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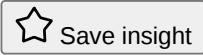


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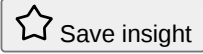


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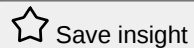
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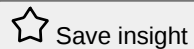
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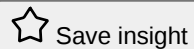
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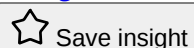
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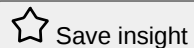
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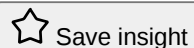
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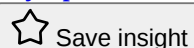
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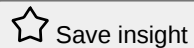
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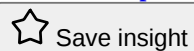
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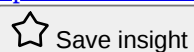


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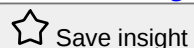


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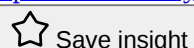


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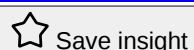


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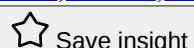


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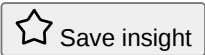
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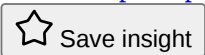
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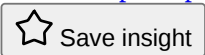
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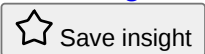
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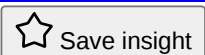
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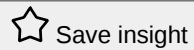
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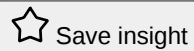
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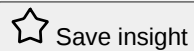
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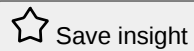
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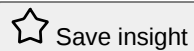
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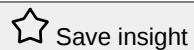
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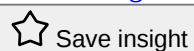
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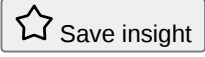
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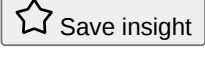


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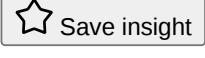
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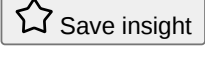
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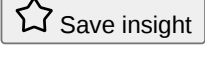
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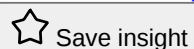
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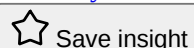
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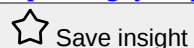
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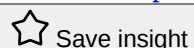
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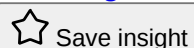
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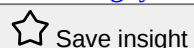
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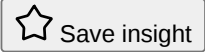
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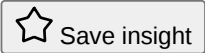
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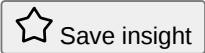
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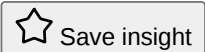
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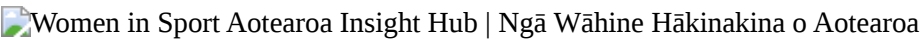
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