


[Skip to content](#)

[Women in Sport Aotearoa Insight Hub](#) | [Ngā Wāhine Hākinakina o Aotearoa Women in Sport Aotearoa Insight Hub](#) | [Ngā Wāhine Hākinakina o Aotearoa](#)

 Open search panel




Search

Search the Insight Hub...



Cancel

- [Insights](#)  
[Rangahau](#)
- [Events](#)  
[Hui](#)
- [Partnerships](#)  
[Rangapū](#)
- [Impact](#)  
[Whakaaweawe](#)
- [About](#)  
[Mō Mātou](#)
-  [0](#)  
[Saved](#)

 [0 Saved](#)

 EN ▾

- [Sign in](#)
- [Submit](#) >

  Toggle navigation [Submit](#) >



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

Theme:  
Voice & Visibility

 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.

[Read the full report here.](#)



Save this Insight



Print this Insight



Download Insight assets  
For use in your own documents

Was this Insight helpful?




Share this Insight

 [Facebook](#)

 [Twitter](#)

 [Email](#)

 [Copy this page's URL](#)

 Save this Insight

 Print this Insight

 Download Insight assets



[Email this Insight](#)

 Close 'Download Insight Assets' modal

## Download Insight assets


- [New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures.pdf](#)
- [Women's sport trust.jpg\\_110KB JPG](#)

### Was this Insight useful?



## Similar Insights (61)

[Ali Pottinger - The future of trail running for women in Australasia](#)


 Save insight

Voice & Visibility

### Ali Pottinger - The future of trail running for women in Australasia

By Ali Pottinger - Squadrun

[WOMENZSPORTS presents Alice Soapbox: Mea Motu](#)


 Save insight

Voice & Visibility

### WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womensports

[WomensSports presents Alice's soapbox: Emma Twigg \(Rowing\)](#)


 Save insight

Voice & Visibility

### WomensSports presents Alice's soapbox: Emma Twigg (Rowing)

By Dani Marshall - Womensports

[WomensSports presents Alice's soapbox: Shiray Kaka \(Rugby 7's\)](#)

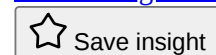
 Save insight

Voice & Visibility

## WomensSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)

By Dani Marshall - Womenssports

[Fundraising for Women's Sports in New Zealand](#)

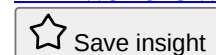


Voice & Visibility

### Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womenssports

[FIFA Women's World Cup Media & Gender Case Study 2023](#)



Voice & Visibility

### FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand

[Change in Action - 1 Year on from IWG Webinar](#)

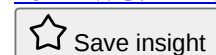


Voice & Visibility

### Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa

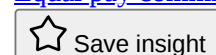
[2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage](#)



Voice & Visibility

### 2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage

[Equal pay commitments set for women's sport in NSW, lead by female advocates](#)

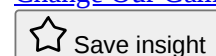


Voice & Visibility

### Equal pay commitments set for women's sport in NSW, lead by female advocates

By Merran Brockie-David - Women in Sport Aotearoa

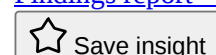
[Change Our Game State of Play Survey 2022-2023](#)



Voice & Visibility

### Change Our Game State of Play Survey 2022-2023


[Findings report – The Value of You Can Be What You Can See](#)



Voice & Visibility

## Findings report – The Value of You Can Be What You Can See

[Tātāwhāinga - Episode 7: The Role of Sports Media](#)


 Save insight

Voice & Visibility

## Tātāwhāinga - Episode 7: The Role of Sports Media

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 6: Hosting Major Events](#)


 Save insight

Voice & Visibility

## Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2](#)


 Save insight

Voice & Visibility

## Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga](#)


 Save insight

Voice & Visibility

## Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

By Erin Roxburgh - Women in Sport Aotearoa

[Relational Leadership, Visibility & Voice](#)


 Save insight

Voice & Visibility

## Relational Leadership, Visibility & Voice

By Kirsten Spencer - Auckland University of Technology


[University of Otago Inclusive Language Guidelines](#)

 Save insight

Voice & Visibility

## University of Otago Inclusive Language Guidelines


[How men can become better Allies to Women](#)

 Save insight

Voice & Visibility

## How men can become better Allies to Women

[How to be a male ally to women's sport](#)

 Save insight

Voice & Visibility

## How to be a male ally to women's sport

[Future Talent: Yasmeen Kareem](#)

 Save insight


 Yasmeen Kareem

Voice & Visibility

## Future Talent: Yasmeen Kareem

By Vincent Jones - Edged and Gone

[IWG: Moonira Ramathula Moonira - Visibility and Voice](#)

 Save insight

Voice & Visibility

## IWG: Moonira Ramathula Moonira - Visibility and Voice

[IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches](#)

 Save insight

Voice & Visibility

## IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches

[Wellington and Graham sign with Brave for Super Smash](#)

 Save insight

Voice & Visibility

## Wellington and Graham sign with Brave for Super Smash

By Vincent Jones - Edged and Gone

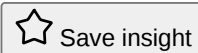
[IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa](#)

 Save insight

Voice & Visibility

## **IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa**

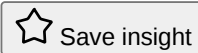
[Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023](#)




Voice & Visibility

## **Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023**

[Future Talent: Paige Loggenberg](#)



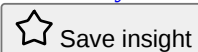
 Voice & Visibility

Voice & Visibility

## **Future Talent: Paige Loggenberg**

By Vincent Jones - Edged and Gone

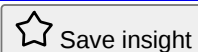
[IWG: Troy Han - Celebrating Women In Sport](#)



Voice & Visibility

## **IWG: Troy Han - Celebrating Women In Sport**

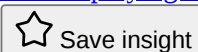
[IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia](#)



Voice & Visibility

## **IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia**

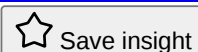
[A level playing field: the case for investing in women's sport](#)



Voice & Visibility

## **A level playing field: the case for investing in women's sport**

[Aotearoa New Zealand Gender Attitudes Survey 2023](#)

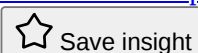


Voice & Visibility

## **Aotearoa New Zealand Gender Attitudes Survey 2023**

By Maddi Mclean - Sport New Zealand

[2021 National Sport Club Survey - Female Friendly Environments](#)





Voice & Visibility

## 2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand

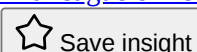
[Men as Allies: supporting women and girls in community sport](#)



Voice & Visibility

## Men as Allies: supporting women and girls in community sport

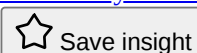
[In a league of her own: WISPA Foundation Member Toni Bruce wins major award](#)



Voice & Visibility

## In a league of her own: WISPA Foundation Member Toni Bruce wins major award

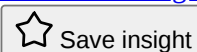
[Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action](#)



Voice & Visibility

## Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action

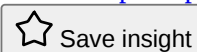
[Title IX was a game-changer, but women are still fighting for an equal playing field](#)



Voice & Visibility

## Title IX was a game-changer, but women are still fighting for an equal playing field

[WomensSports present's Alice's Soapbox: Ruahei Demant \(Rugby 15's\)](#)

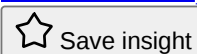


Voice & Visibility

## WomensSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)

By Dani Marshall - Womensports


[The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy](#)



Voice & Visibility

## The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy


[What women want: A wishlist from Kiwi wāhine in sport](#)

 Save insight

Voice & Visibility

## What women want: A wishlist from Kiwi wāhine in sport

[CJ's Story Inspiring Inclusion](#)

 Save insight




Voice & Visibility

## CJ's Story Inspiring Inclusion

By Dantaye Simpson - Sport Manawatu


[2023 Women's Sporting Landscape](#)

 Save insight

Voice & Visibility

## 2023 Women's Sporting Landscape


[IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy](#)

 Save insight

Voice & Visibility

## IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy


[IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport](#)

 Save insight

Voice & Visibility

## IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport


[Sail GP: how many women on the water this weekend?](#)

 Save insight

Voice & Visibility

## Sail GP: how many women on the water this weekend?


[Taranaki Thunder bought by sports media company](#)

 Save insight

Voice & Visibility

## Taranaki Thunder bought by sports media company


[Kiwi wins gold in groundbreaking women's event](#)

 Save insight

Voice & Visibility

## **Kiwi wins gold in groundbreaking women's event**

[The impact of uniform design on female athletes' confidence - Massey University](#)

 Save insight

Voice & Visibility

## **The impact of uniform design on female athletes' confidence - Massey University**

[Pioneer women surfers reflect on their struggle for recognition](#)

 Save insight

Voice & Visibility

## **Pioneer women surfers reflect on their struggle for recognition**

[Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?](#)

 Save insight

Voice & Visibility

## **Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?**

[Basketball: Player payments double for Taiuhi Basketball Aotearoa](#)

 Save insight

Voice & Visibility

## **Basketball: Player payments double for Taiuhi Basketball Aotearoa**

[Survey: Consumers want brands to invest in women's sports](#)

 Save insight

Voice & Visibility

## **Survey: Consumers want brands to invest in women's sports**


[FIFA Women's World Cup economic, social impact 'exceeded expectations' - report](#)

 Save insight

Voice & Visibility

## **FIFA Women's World Cup economic, social impact 'exceeded expectations' - report**

[Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby](#)

 Save insight

Voice & Visibility

**Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women’s rugby**  
[IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?](#)

 Save insight

Voice & Visibility

**IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?**


[World Rugby’s smaller ball proposal ignites debate on gender equality in sports](#)

 Save insight

Voice & Visibility

**World Rugby’s smaller ball proposal ignites debate on gender equality in sports**

[IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the ‘Game on for Women’ strategy.](#)

 Save insight

Voice & Visibility

**IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the ‘Game on for Women’ strategy**

[Video: Yarns with Commonwealth Games athlete Alethea Boon](#)

 Save insight

Voice & Visibility

**Video: Yarns with Commonwealth Games athlete Alethea Boon**

[Super Rugby Aupiki: Navigating challenges for the growth of women’s rugby](#)

 Save insight

Voice & Visibility

**Super Rugby Aupiki: Navigating challenges for the growth of women’s rugby**

[The Rise of Women’s Sports Isn’t a Moment, It’s a Movement | Analysis](#)

 Save insight

Voice & Visibility

**The Rise of Women’s Sports Isn’t a Moment, It’s a Movement | Analysis**


[IWG: Sally Rae - Level playing fields do not exist](#)

 Save insight

Voice & Visibility

### IWG: Sally Rae - Level playing fields do not exist


[IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?](#)

 Save insight

Voice & Visibility

### IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?

[The ROI of Women’s Sports: A Blueprint for Value Investing](#)

 Save insight





Voice & Visibility

### The ROI of Women’s Sports: A Blueprint for Value Investing

## Our Partners

-  Sport NZ Sport NZ
-  Auckland Unlimited Auckland Unlimited
-  Spark Sport Spark Sport

[Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa](#)

-  [Facebook](#)
-  [Instagram](#)
-  [Twitter](#)
-  [YouTube](#)

- [Contact](#)
- [FAQs](#)
- [Privacy policy](#)
- [Terms of use](#)

© 2024 Women in Sport Aotearoa


## Subscribe to our newsletter


Receive the latest news, events and insights as we publish them.

Name:

Email:

[Subscribe](#) 

 Close panel

 Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa

## Subscribe to our newsletter

Our weekly email delivering the latest insights as we publish them, tailored to your tastes.

First name:\*

Email:\*

## Preferences

Select those that apply to you to help us customise your Insight Hub experience.

### Insight Themes

- All
- Leadership
- Social Change
- Active Lives
- High Performance
- Visibility and Voice

### Insight Content Types

- All
- Research
- Case studies
- News stories
- Toolkits

Subscribe now [>](#)