
July 25, 2024

Question of the Week:

“As a marketer, how can I tap into the global excitement around women’s sports?”



Answer: Align your brand with the sports, storylines and female athletes of the Summer Olympics

Viewership of women's sports has skyrocketed in recent years, spurred by greater interest, more media coverage, increased competition and 'marketable' star athletes.






Through this growth, women's sports have attracted highly desirable audiences for marketers.

Leveraging VAB custom research, this piece highlights the popularity of women's sports in the Summer Olympics, providing marketers a platform to reach valuable audiences across different ages and demographics in brand safe, live environments.






The Summer Olympics is the most popular event for viewers of all ages, both females and males, to watch women's sports

% of those who watch the following **women's sports events** on TV or streaming
% of sports viewers






Age 16+

<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	57%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	49%
 FIFA Women's World Cup	28%
 Women's NCAA March Madness	23%
 Women's Tennis Grand Slam (Wimbledon, French Open)	20%

Females 16+

<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	60%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	54%
 FIFA Women's World Cup	23%
 Women's NCAA March Madness	21%
 Women's Tennis Grand Slam (Wimbledon, French Open)	18%

Males 16+






<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	54%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	45%
 FIFA Women's World Cup	33%
 Women's NCAA March Madness	24%
 Women's Tennis Grand Slam (Wimbledon, French Open)	21%

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetizing Video* report. Data sourced from Hub's survey of 1,602 consumers, self-identified active sports viewers (TV or streaming) ages 18-54 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected June 2023. VAB1: Do you watch the following women's sport events on TV or streaming? Male and Female cuts. Note: excludes regular seasons of professional, collegiate and amateur sports leagues.






The Summer Olympics, as a stage to watch women's sports, is particularly popular among Gen Z and young Millennials

% of those who watch the following **women's sports events** on TV or streaming
 % of sports viewers






Adults 16-34

<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	44%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	33%
 FIFA Women's World Cup	27%
 Women's NCAA March Madness	23%
 WNBA Playoffs	21%

Females 16-34

<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	47%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	35%
 FIFA Women's World Cup	27%
 Women's NCAA March Madness	24%
 Women's Tennis Grand Slam (Wimbledon, French Open)	17%

Males 16-34






<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	41%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	32%
 FIFA Women's World Cup	27%
 WNBA Playoffs	26%
 Women's NCAA March Madness	22%

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Women's sports within the Summer Olympics also resonates highly among affluent households, families and cord cutters who stream

% of those who watch the following **women's sports events** on TV or streaming
% of sports viewers






Household Income \$100K+

<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	65%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	58%
 FIFA Women's World Cup	35%
 Women's Tennis Grand Slam (Wimbledon, French Open)	25%
 Women's NCAA March Madness	23%

Households with Kids

<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	51%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	41%
 FIFA Women's World Cup	37%
 Women's Tennis Grand Slam (Wimbledon, French Open)	24%
 Women's NCAA March Madness	23%

Cord Cutters / Nevers

<u>Sport / Event</u>	<u>%</u>
 Summer Olympics (gymnastics, track & field, swimming, etc.)	62%
 Winter Olympics (alpine skiing, figure skating, curling, etc.)	49%
 FIFA Women's World Cup	26%
 Women's NCAA March Madness	23%
 Women's Tennis Grand Slam (Wimbledon, French Open)	18%

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Download our full report below to learn more about the rising popularity of women's sports and the opportunities that exist for brands

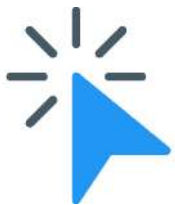
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