



**Is the Women's Euros
audience just a load of
'big eventers'?**

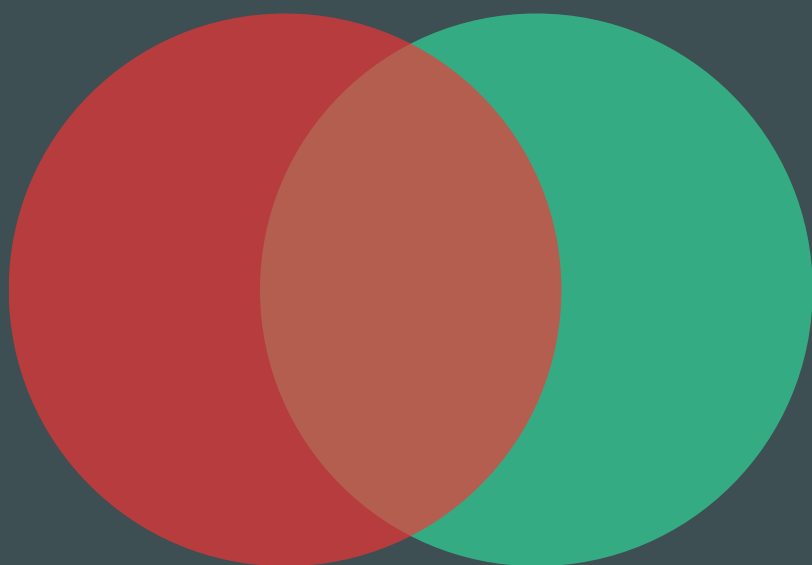
Like 16 million other people in the UK (mostly in England I guess) I was glued to my TV yesterday watching the Lionesses pull off a magnificent, if slightly surprising, win.

I'm a pretty avid football fan, and I did take my family to the 2022 final at Wembley. But if I'm honest, I don't really take an interest in women's football on a weekly basis.

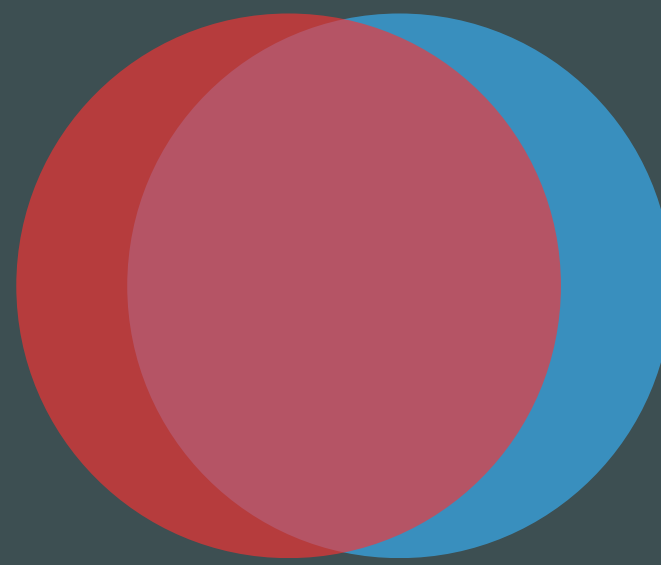
It's the big question around big sporting moments like this:
can it translate into a sustained increase in popularity for the sport, once the tournament excitement fades away?

I've looked at some GWI data to find out how much the audience for the Women's Euros has in common with the audience for the Women's Super League. Or is it closer to the audience for the Men's Euros...?

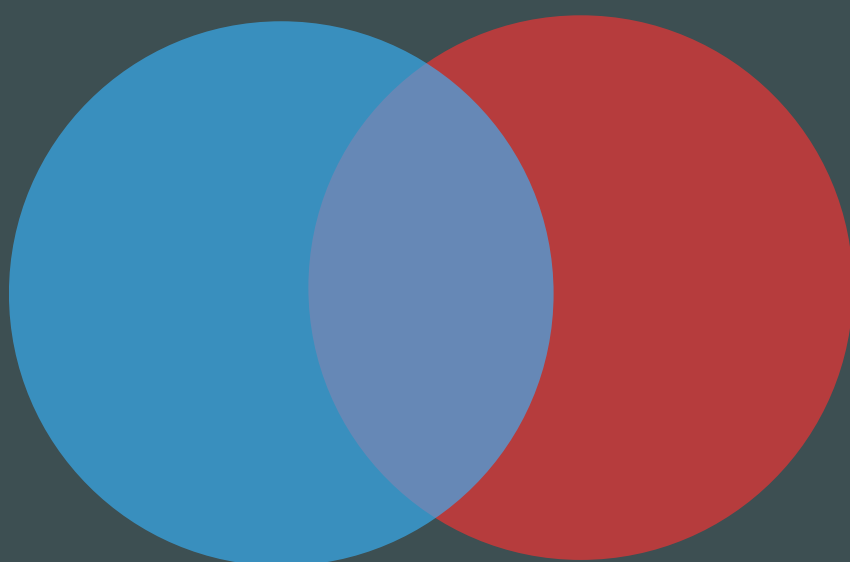
A couple of caveats: this data only includes people aged 16+ and it obviously doesn't yet reflect the effect of the tournament we've just seen on the audience for the Women's Euros.



43% of Women's Euros followers
also follow the WSL



84% of Women's Euros followers
also follow the Men's Euros



40% of Men's Euros followers also
follow the Women's Euros



64% of WSL followers also follow
the Women's Euros

**Women's Euros followers are much more likely to also follow
the Men's Euros, than they are to follow the WSL.**

*GWI data, UK only, Q2 2024-Q1 2025
"Do you follow or have an interest in...?"*

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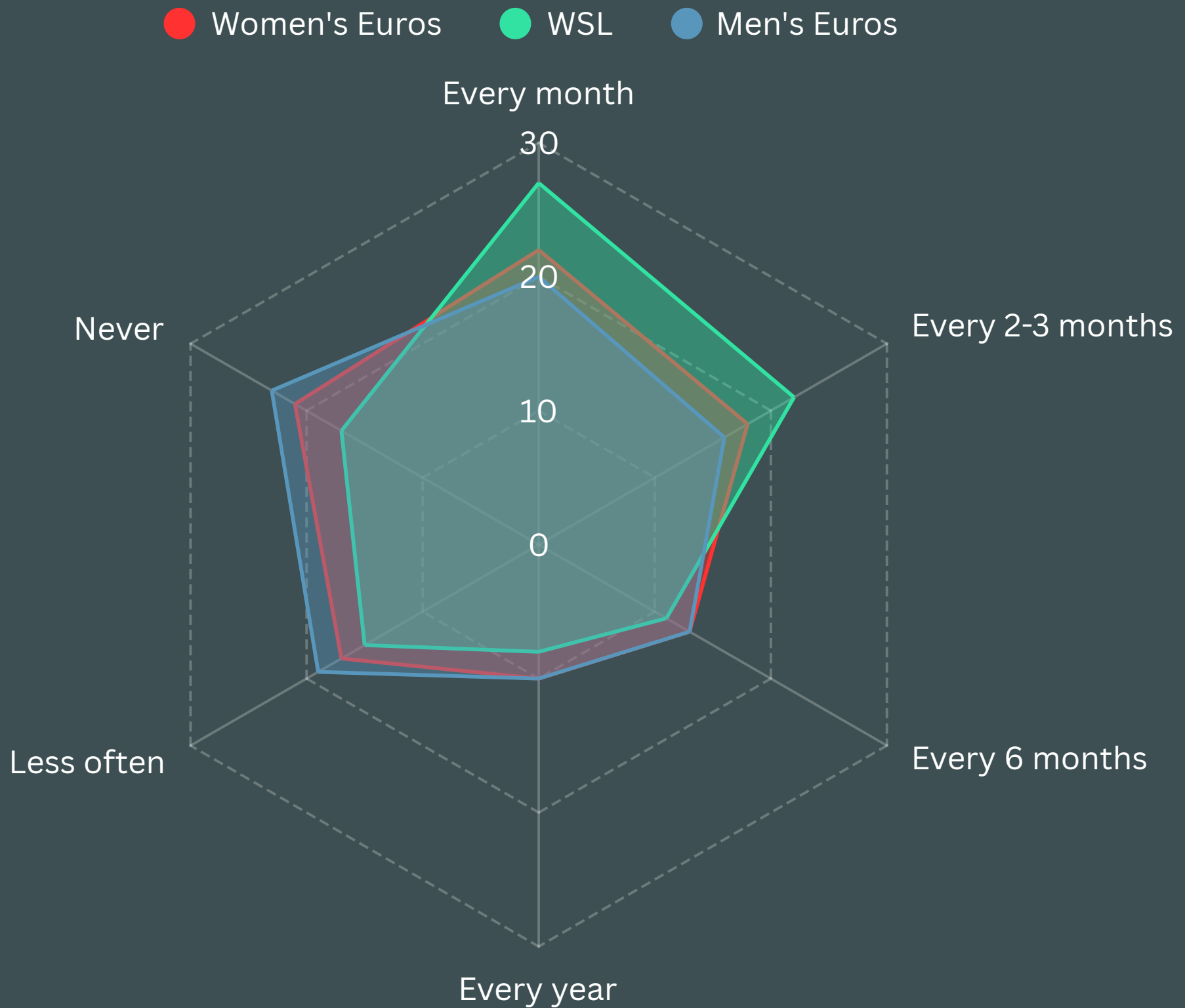


WSL fans are slightly more likely to be general football fans.

7% of Men's and Women's Euros fans don't usually take an interest in football.

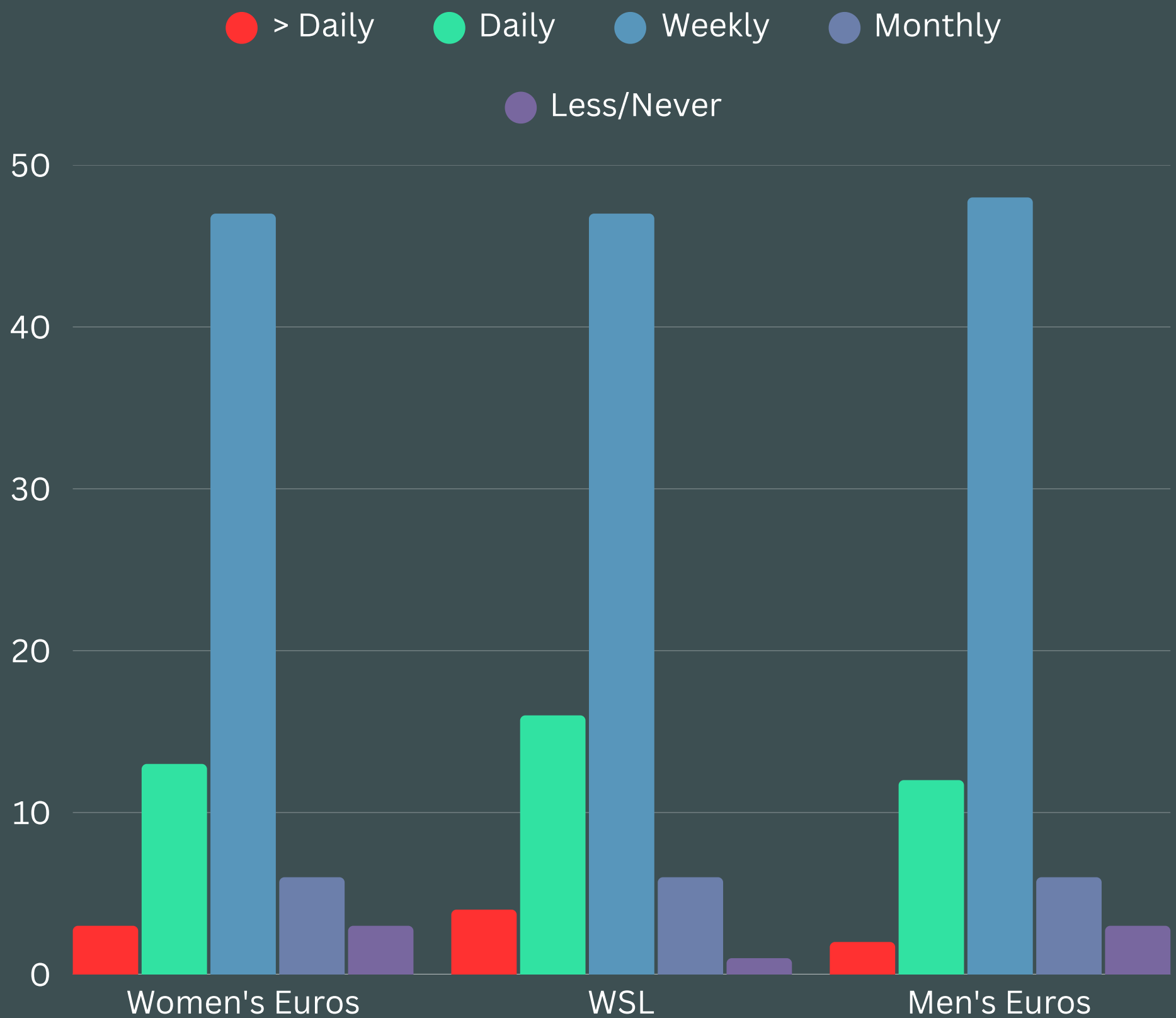
GWI data, UK only, Q2 2024-Q1 2025

"Which of these sports do you watch, follow or take an interest in?"



Again we see a very similar profile for attending live sport between Women's and Men's Euros followers, with WSL followers more frequent in-person fans.

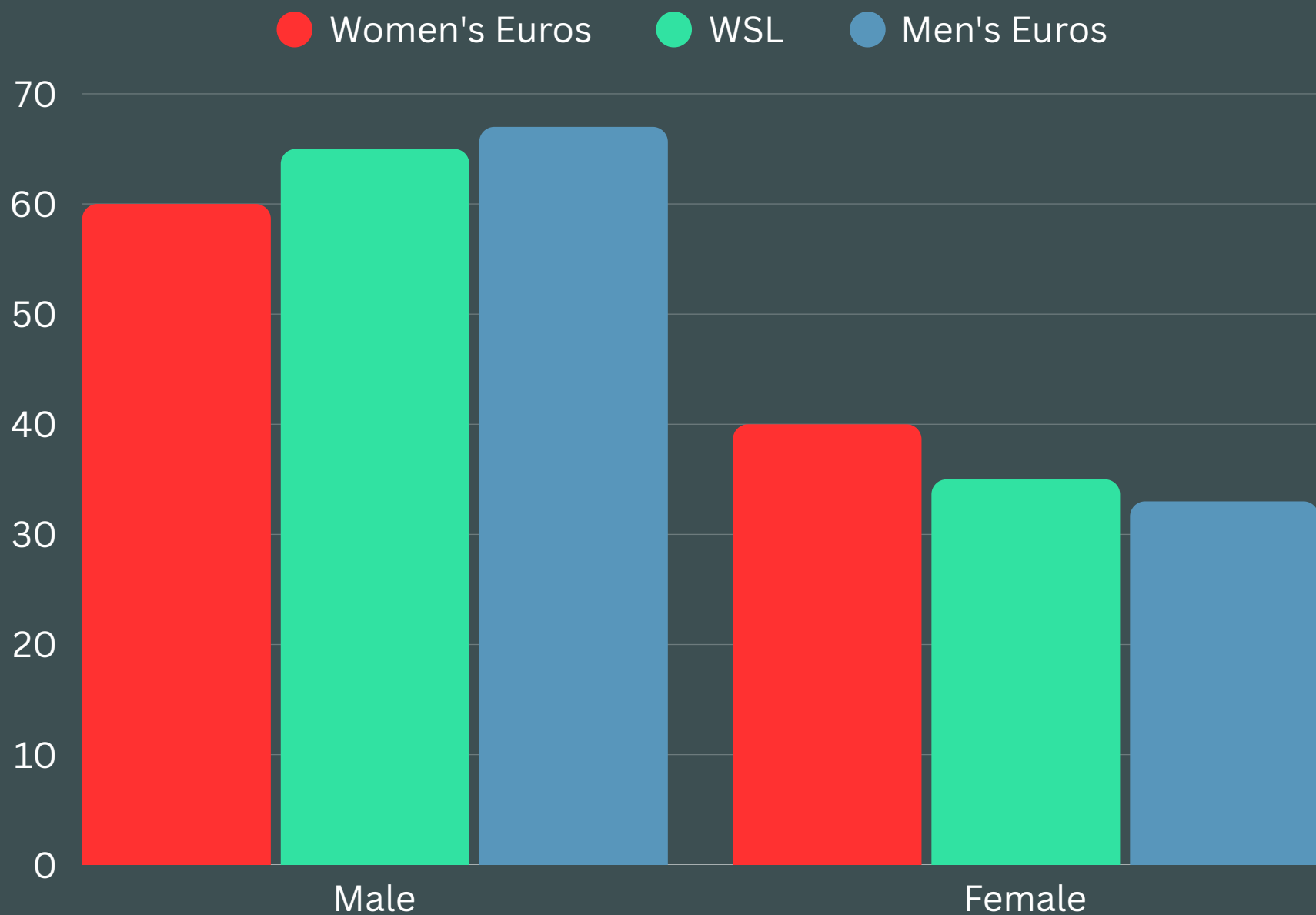
*GWI data, UK only, Q2 2024-Q1 2025
"How often do you attend a sporting event in person?"*



Across all three groups, very similar frequency of watching sport on TV. WSL followers are slightly more avid fans of sport in general.

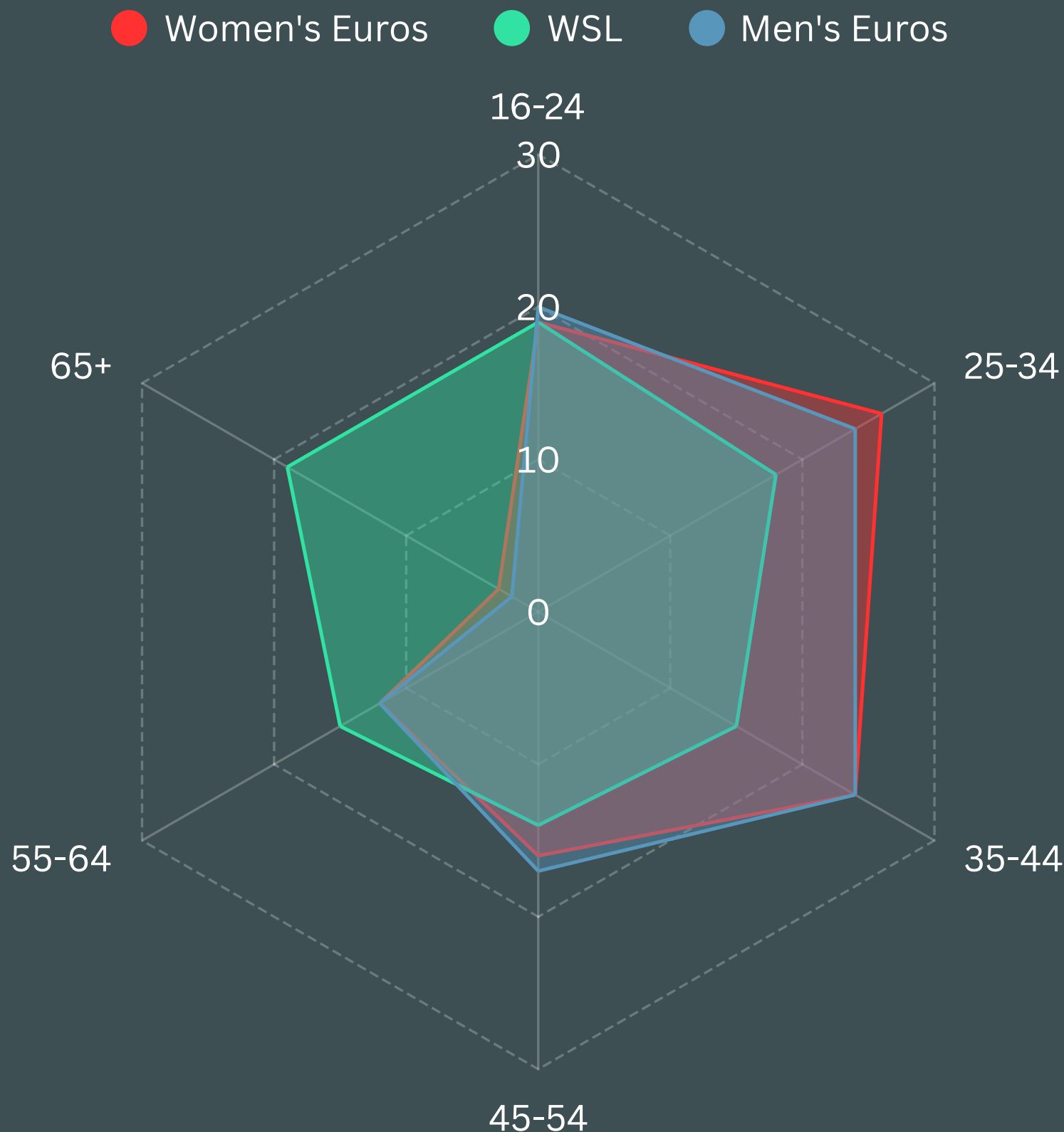
GWI data, UK only, Q2 2024-Q1 2025

"How often do you watch professional sports on TV?"



**The Women's Euros audience is slightly more gender balanced:
40% are female, compared with 35% for the WSL
and 33% for the men's Euros.**

*GWJ data, UK only, Q2 2024-Q1 2025
"Do you follow or have an interest in...?"*



The age profile of the Women's and Men's Euros audience is very similar, whereas the WSL skews considerably older.

*GWl data, UK only, Q2 2024-Q1 2025
"Do you follow or have an interest in...?"*

What does this tell us?

It's just a snapshot, but the data indicates that most people who follow the Women's Euros also follow the men's version. It's a very similar audience: these are people that already like football, enjoy supporting their country and get drawn in by the big event.

Both versions manage to attract a decent slice of the audience that doesn't usually watch football. The classic 'big event'.

There's less of an overlap between Women's Euros and WSL followers (only 43%). Taking an interest in the Lionesses doesn't necessarily translate into following women's football more widely.

Women's football has a lot to offer brands, and the Lionesses' amazing win will undoubtedly have an impact across the game in this country, but let's not forget the 'big event' factor when looking at partnership opportunities.

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