

2023 Women's Sporting Landscape

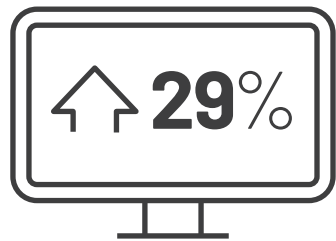
Gemba



The recent Rugby and Football World Cups in Aotearoa New Zealand drove big increases in interest and engagement with women's sport, according to our recent Sport NZ/Gemba research.

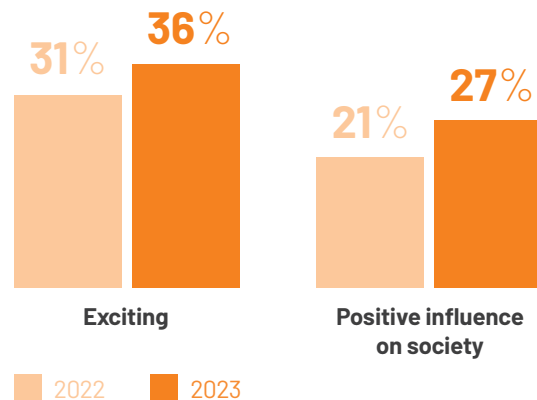
Consumption of women's sport

Since July 2022, viewership of women's sport has increased by 29%.



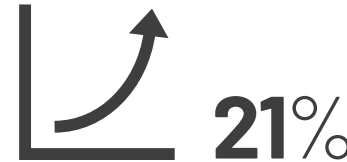
Perceptions of women's sport

Significantly more New Zealanders perceive women's sport as exciting and having a positive influence on society.



Athlete Awareness

Marketability of female athletes and teams has risen, driven by increased awareness.



National team interest

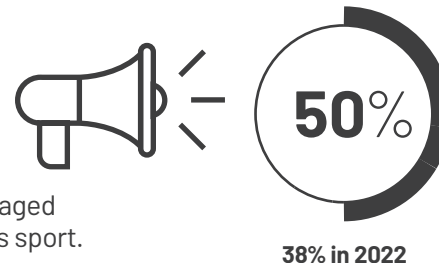
Three women's national teams are now in the top five most popular in New Zealand, up from only one in 2022.

- 1 The All Blacks (Men's Rugby Union)
- 2 The Black Ferns (Women's Rugby Union)
- 3 Men's Rugby Sevens Team
- 4 The Silver Ferns (Women's Netball)
- 5 Women's Rugby Sevens Team



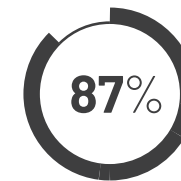
Advocacy for women's sport

Half of New Zealanders said they had recently advocated for or encouraged others to watch women's sport.

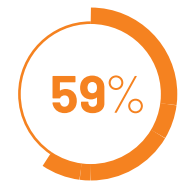


FIFA Women's World Cup Impact

The majority of New Zealanders heard or saw something about the FIFA Women's World Cup 2023 and watched a game during the tournament.



Heard or saw something about the FWWC



Watched a FWWC game

Following the FIFA Women's World Cup 2023, over half of New Zealand indicated they were more interested in women's football.

