

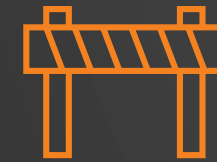
It's time to support women's sport

New research shows how much New Zealanders' support for our amazing female athletes lags behind our men. There's never been a better time to turn this around. Let's make our goals match theirs.

Gemba



of New Zealanders say they won't change their current behaviour towards women's sport in the next 12 months, whether that's watching, attending or engaging on social media.



#1 Barrier

to more people engaging in women's sport is knowledge and visibility – knowing enough about the teams, athletes and events.

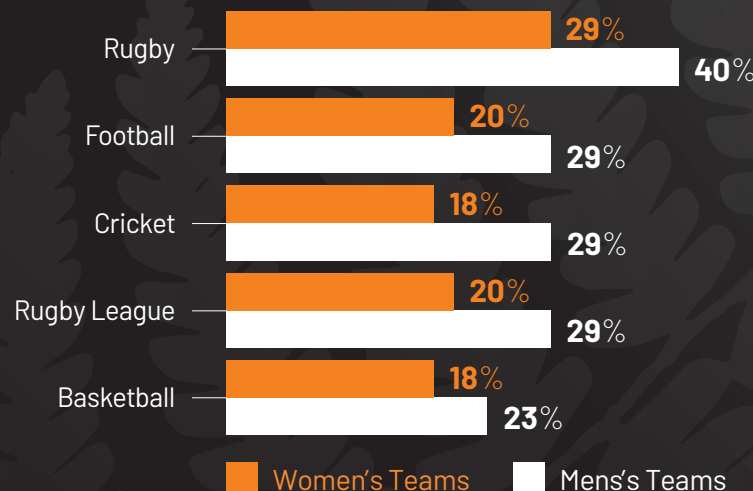


56% of New Zealanders watch an hour or more of sport each week. Only 35% are watching this much women's sport.



PUBLIC INTEREST IN MENS V WOMEN'S TEAMS

Percentage of respondents who say they are interested the following men's and women's sports.



#1 Driver

is access to women's sport on TV or the ability to get to games.



The more that is available, the more people will want to consume.

IT'S TIME

sportnz.org.nz/its-time