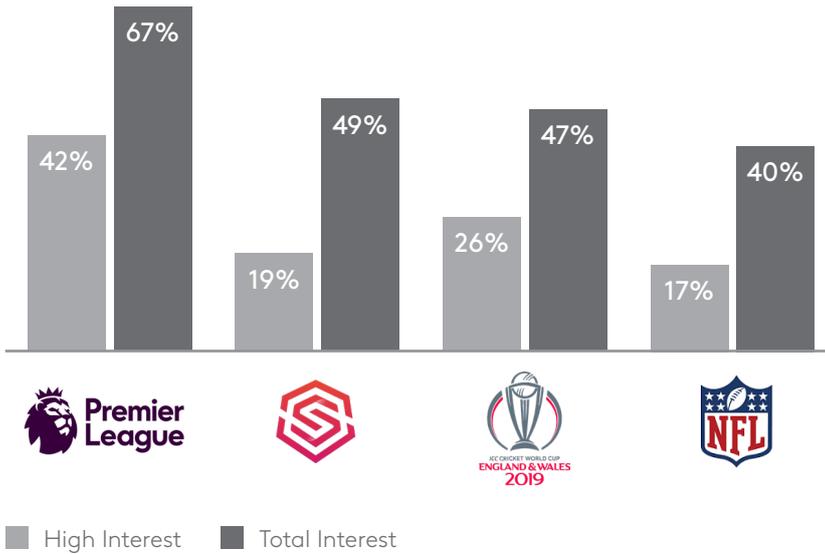


Leveraging SportScope
findings to develop our
understanding of the
Barclays FA WSL



THE IMPACT OF THE BARCLAYS FA WSL ON WOMAN'S FOOTBALL



Around half of the UK population are interested in WSL—a greater % vs the Cricket World Cup and NFL.

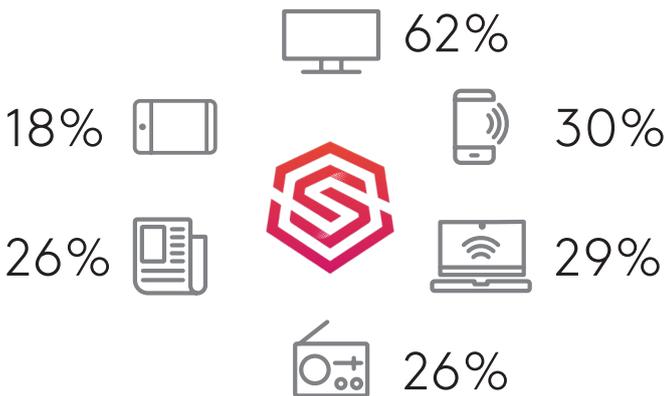
+2 PPTS VS CRICKET WORLD CUP

Particularly impressive considering England Men's achieved their first ever World Cup triumph.

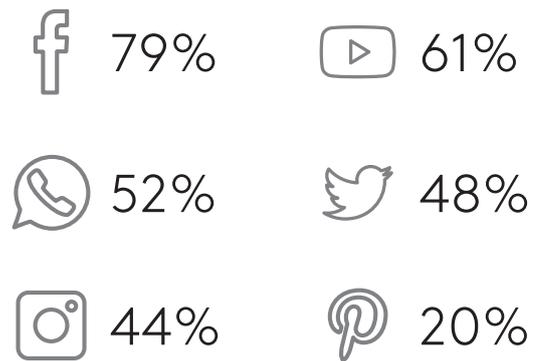
+9 PPTS VS NFL

With both competitions being at the centre of much marketing activity, this is an encouraging feat for the more recently launched WSL given the promotional efforts of NFL over a longer time period.

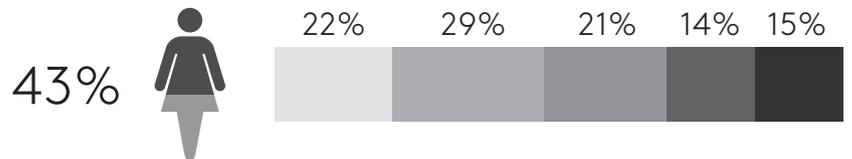
HOW DO THOSE INTERESTED IN WSL INTERACT WITH FOOTBALL?



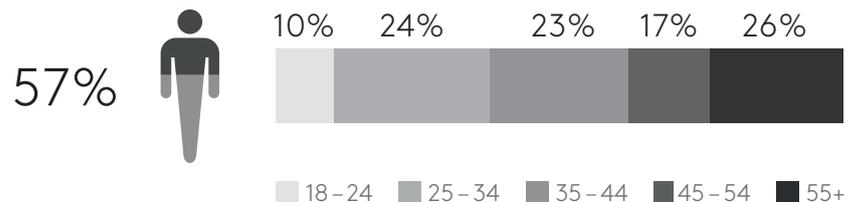
AND WHICH SOCIAL MEDIA DO THEY USE?



WSL appeals to a young female audience suggesting interest in the competition will continue to grow.



WSL records a relatively balanced gender following which demonstrates the strength of the competition as a platform to reach a broad audience.



SportScope data field; April 2019 – September 2019 – covering the 2019 FIFA Woman's World Cup, The 2019 ICC Cricket World Cup and build up to the 2019 NFL Season and the 2019/20 Premier League Season.

1,000 NatRep (UK adults – aged 18+) interviews per month (Total 6 month base; 6,000).