

Attitudes Towards Women's Sport in the UK



With the UEFA Women's EURO approaching, the momentum behind women's sport is undeniable.

Audiences are engaged, optimistic, and ready to reward brands that show up with authenticity. From parents to passionate fans, high-value groups are primed to act—but success takes more than presence. It demands purpose, inclusion, and real investment.

We surveyed a robust, nationally representative sample of 2,081 UK adults and discovered that...

01 In the UK, it's widely acknowledged that women's sports still lag significantly behind men's sports despite the advances seen in the last decade.

→ 48% of the UK feel that women's sports will always be second tier to men's sports.



02 Excitement for the Women's Euro 2025 is relatively limited overall, but there are key pockets of higher enthusiasm—especially among Londoners and parents.

→ 20% of the UK feel excited for the Women's Euro 2025 tournament.

03 Parents, with children under 18, are a highly engaged and commercially receptive audience for women's sport.

→ Significantly more parents are inspired by female athletes to engage in more sports (36%) compared to those without children (21%).

→ Significantly more parents find brands that sponsor women's sports to be more forward thinking and inclusive (43%) compared to those without children (31%).

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