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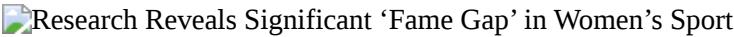
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Research Reveals Significant ‘Fame Gap’ in Women’s Sport

Theme:
Voice & Visibility



Co-authored by Anna-Rose Gabbitass, Sport Industry Group

New research from Sid Lee London and Appinio has revealed a 72% discrepancy in unprompted awareness and social media followings between top male and female athletes.

The report identified a substantial ‘Fame Gap’ between male and female athletes, highlighting a significant obstacle to the growth of women’s sport.

The study, which surveyed individuals aged between 18-66 across four sports properties in both the UK and the US, confirmed that female athletes lack the mainstream fame necessary for advancing women’s sports competitions.

The findings indicate that the fame of individual athletes plays a critical role in attracting new fans, with participants showing a 51% increased likelihood to follow women’s sports due to discussions about individual female athletes on social media.


Individual athletes have proven to be more influential in driving attendance at women’s sporting events compared to men’s, as athlete fame was ranked more significant than factors such as game importance and atmosphere.


According to the study, fans of women’s sports demonstrate higher digital engagement, actively following players, teams, and tournaments on social media.


Additionally, characteristics such as acting as a role model and engaging in non-sport media are particularly valued by fans, indicating a path to enhance athlete visibility.

“The Fame Gap reveals the true extent to which athlete fame is vital to driving growth, and that fans differ in their marketing preferences and the characteristics they value in athletes,” said Laura Randall, Creative Director at Sid Lee London.

“The research reinforces the need for differentiated marketing approaches in women’s sport.”


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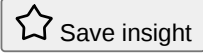


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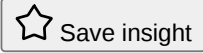


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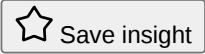
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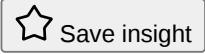
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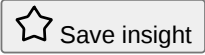
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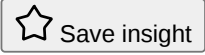
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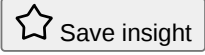
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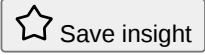
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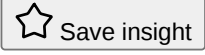
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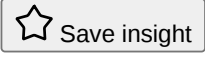
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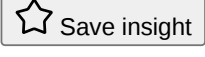


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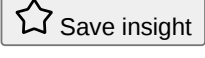
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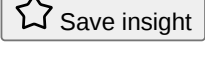
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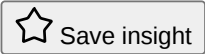
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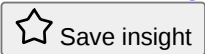
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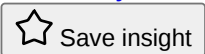
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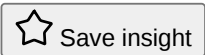
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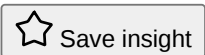
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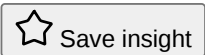
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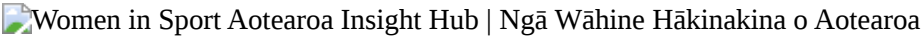
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