



11/06/2025

REPORT

Her Game, Her Rules: This Is the Moment



AUDIENCE

Demographics

United States, Age 18 to 60

Custom Screening

From the choices below, which is your favourite hobby/interest?

Qualified: Sports & fitness

Unqualified: Travel & culture, Social media & content creation, Entertainment & media (e.g., films, music, podcasts, gaming), Fashion, beauty & shopping

Custom Screening 2

How much do engage with female-led sports?

Qualified: I regularly follow female-led sports - I watch games, keep up with highlights, or attend events

Unqualified: I actively participate in sports or fitness, but I rarely follow female-led sports content, I'm casually interested in sports but don't actively watch or follow female-led leagues or athletes, I don't really engage with female-led sports at all



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OBJECTIVE

To investigate the impact of women-focused sports, such as the WNBA, WSL, F1 Academy and other female-led leagues, on audience engagement, digital consumption patterns, and cultural influence, while identifying innovative content formats, platform preferences, and commercial strategies that resonate with modern audiences.

BURNING QUESTION

How do you prefer to consume content related to female-led sports leagues, and what formats or platforms resonate most with you?



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CHAT GUIDE

1. How would you describe your current relationship with female-led sports? Think about how often you engage with it, how invested you are - what role does it play in your day-to-day or weekly routine?
2. Can you recall the moment something clicked and you really started paying attention to female-led sports?
3. In your view, what sets female-led sports apart from other sports experiences? Whether it's the gameplay, the community, the stories...how would you describe what makes it feel unique?
4. When you want to keep up with female-led sports, where do you turn first? Any go-to apps, platforms, creators, newsletters or communities?
5. What kind of content keeps you most engaged when following female-led sports?

Answers: Full matches or replays, Training content, Player interviews or personal stories, Fan or community-generated content, Lifestyle content around athletes (e.g. fashion, wellness, advocacy)

6. Which female-led league are you currently most interested in following and what makes it stand out for you?
7. Who's one athlete in female-led sports that truly inspires you and why?



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CHAT GUIDE

8. When you see how female athletes are portrayed across media, what's your gut reaction?
9. What makes you personally want to follow or support content from women's leagues?
10. What do you find most difficult or frustrating about following female-led sports today?
11. Imagine you're building the ultimate digital home for female-led sports. What's on your wishlist - features, content, vibe, community... anything goes. What would make it feel truly made for fans like you?
12. You're now the creative director of a major campaign for a female-led league. What would your campaign be about? What message or feeling do you want people to walk away with?
13. How much do you think social media drives the hype for female-led sports? What have you seen go viral or spark real conversations?
14. Which type of brand partnership would feel most exciting or authentic in the female-led sports space?
15. What's a moment in female-led sports that you think deserved way more attention than it got?
16. What do you think the next breakthrough moment will be for female-led sports?



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CHAT GUIDE

17. Finally, if you had to rank what matters most to you when following a female-led sports league, how would you order the following?

Choices: Authentic storytelling and behind-the-scenes access, Visibility and regular coverage on mainstream or social platforms, Player personalities and relatability, Exciting gameplay and competition, Opportunities to engage as a fan (events, merch, content)



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AI SUMMARY

Consumers express a strong preference for a multifaceted approach to consuming content from female-led sports leagues, blending traditional game viewing with a deep desire for personal connection and community.

Full matches and replays are highly valued, frequently accessed through platforms like ESPN, YouTube, and dedicated league services such as the WNBA League Pass or NWSL app. Social media, especially Instagram and YouTube, plays a pivotal role for accessing highlights, player interviews, behind-the-scenes footage, and lifestyle content that reveals athletes' personalities, daily lives, and advocacy.

Many turn to specific sports-focused social accounts and YouTube channels for curated content and analysis. Beyond game action, there is a significant appetite for authentic storytelling, including personal narratives of overcoming challenges, "day-in-the-life" features, and content that showcases athletes' off-field interests, fostering a relatable and human connection. Podcasts and specialized news outlets are also utilized.

The ideal digital experience often described is a centralized hub that consolidates live games, replays, stats, news, and interactive community features like fan forums and Q&A sessions with athletes, creating an engaging and positive environment.





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KEY INSIGHTS

Strong Demand for a Unified, Rich-Content Digital Hub for Female-Led Sports

- Viewers consistently express a strong desire for a centralized digital platform dedicated to female-led sports. This ideal hub would consolidate currently fragmented content such as live games, full match replays, curated highlights, news, and real-time player/team statistics.
- Beyond core game content, this platform should offer in-depth athlete interviews, authentic behind-the-scenes footage, and interactive fan communities, creating a comprehensive, engaging, and supportive one-stop destination for fans.

Quotes:

"Um, so I definitely say creating a hub of just all sports, women's sports combined, um, accessible for all ages, kind of pregame, post game, uh, the ins and outs of what their days look like to really inspire young women. I think that's the next generation of who will be watching these type of sports. So getting their engagement by kind of getting them interested in in the lifestyle of these athletes. Also, um, again, injury updates, highlights and mediate things that we can see to create more of an engagement. Um, it's just a cool vibe honestly, from players and just getting to see them what they're like, stuff like that."

Age 22, Female

"I think for me on my wish list, I would like to have a place to communicate with other fans, um, like an open forum or a content section that would allow people to have conversations and debate and vote on certain things. Um, in terms of content, it would be nice to have like live scores and to be able to put all the leagues and games that you wanted to follow into one main feed, so that you could have one like through app, so you wouldn't have to switch between other apps. Um, with live scoring and stats and everything. Uh, a news feature would also be really interesting to have like headlines and other current news in the same app, maybe just in a different tab. Um, yeah."

Age 19, Other





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KEY INSIGHTS

Quotes:

"I mentioned that I watch a YouTube channel called Behind the Crest and it follows the Women's National Team, um kind of behind the scenes. So you get to see what's going on in their locker room, what they're doing when they're board in buses and traveling, and you get to see all of their unique personalities, how they bond together, as well as just things about them individually. Um, so it's really fun. I want um a hub that's like that. So you've got all your game content and your player stats and your standings, but behind the scenes stuff, interviews, um, whether it be about soccer or their life or their journey. Um, I want just a really fun, relaxed, welcoming vibe."

Age 37, Female

"for me, my ultimate digital home for female sports would have live games and highlights, all those things in one place. It also have indepth athlete interviews at also the access to behind the scenes. It would also feature attractive fan communities where the fans can connect with each other, share and support their athletes. And also create a vibe that's energetic, inclusive and also empowering."

Age 23, Male





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KEY INSIGHTS

Social Media and Authentic Athlete Narratives are Key Drivers of Engagement and Discovery

- Social media platforms like Instagram, YouTube, and TikTok are primary channels for daily updates, consuming highlights, and connecting with the personal side of athletes through lifestyle content (fashion, wellness, advocacy) and direct interactions.
- Authentic, athlete-driven narratives showcasing personalities, personal journeys, off-field lives, and moments of resilience are crucial for fostering deeper fan connections, driving hype (e.g., the 'Caitlin Clark effect'), and humanizing the stars of female-led sports, making them more relatable.

Quotes:

"Social media plays a huge role in driving hype for female-led sports by sharing highlights, personal stories, and activism. Moments like viral athlete celebrations or calls for equality spark real conversations and boost visibility"
Age 40, Female

"Marina Mabrey and her TikTok dances. They show how fun and goofy players are off the court. Any female athletes on TikTok or Instagram really. Showing a day in the life allows you to see how they live their day and it can inspire others. "
Age 22, Female

"I like hearing about their experiences outside of sports because it makes me feel more connected to them while they play. My favorite players are those who have interesting stories that led them to where they are today."
Age 19, Other

"Player personalities and relatability make the league feel more human and inspiring—I connect with their stories, struggles, and values, not just their performance"
Age 40, Female





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KEY INSIGHTS

Preference for Full-Game Access Complemented by Diverse, Easily Accessible Content Formats

- While access to full live games and on-demand replays remains a fundamental expectation for dedicated viewing, fans also highly value a diverse ecosystem of supplementary content to stay engaged.
- This includes easily digestible highlights, compelling player interviews that delve into personal stories and overcome challenges, expert analysis, and behind-the-scenes footage, catering to varied engagement levels and consumption habits across different platforms.

Quotes:

"I am highly involved. I watch WNBA games every day all day when they are on. I am a WNBA league pass holder. I played D1 basketball at University of Wisconsin and University of Illinois Chicago so I keep up with women basketball at all levels honestly. I go to games at the Wintrust Arena. I check the ESPN app, Fox News app etc daily. I follow women's tennis going on right now. I also watch highlights of past women sports on YouTube's. I'm highly interested in female led sports as it's on the rise. "

Age 22, Female

"Okay, if I am building the ultimate digital home for female-led sports, you know, I want features where I can stream live in real-time games, but I can also hold for replays. Um, content wise, I want the most exciting plays from the match that I missed, a very positive vibe, very upbeat, a lot of intriguing storylines, um, and just a really overall positive community.

"

Age 35, Male

"Yes I love everything that was mentioned in the previous question. I enjoy game highlights and interviews. I love seeing what they do in training. Posts with friends and family and fun as well. "

Age 37, Female





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KEY INSIGHTS

Quotes:

"I'd want easy access to full match replays, player interviews, real-time stats, fan forums, and spotlight stories highlighting athletes' journeys and achievements"
Age 40, Female





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KEY INSIGHTS

Enhanced Media Visibility and Authentic Storytelling Crucial Amidst Frustrations Over Coverage Disparities

- Participants consistently rank increased visibility and regular, easily accessible coverage on both mainstream media and social platforms as critical for the growth and sustained following of female-led sports leagues.
- Despite a strong appetite for authentic storytelling and deeper connections with athletes, significant frustration persists regarding insufficient media airtime, pay inequities compared to male counterparts, and media portrayals that can feel stereotypical or fail to capture the unique strengths and stories of female athletes.

Quotes:

"The biggest frustration is limited media coverage and less visibility compared to male sports, making it harder to stay updated and engaged"

Age 40, Female

"I find that the pay female athletes receive is still way too low. That is frustrating for me to see in a day when equality truly matters. "

Age 35, Male

"My gut reaction is that female athletes are often underrepresented or stereotyped, but I appreciate when media highlights their strength, talent, and stories authentically"

Age 40, Female

"Visibility and regular coverage matter most because without easy access to watch games and follow athletes, it's hard to stay connected or build lasting interest. While fan engagement is great, it's secondary, if the content isn't there or hard to find, the chance to engage meaningfully just doesn't exist.

"

Age 23, Male



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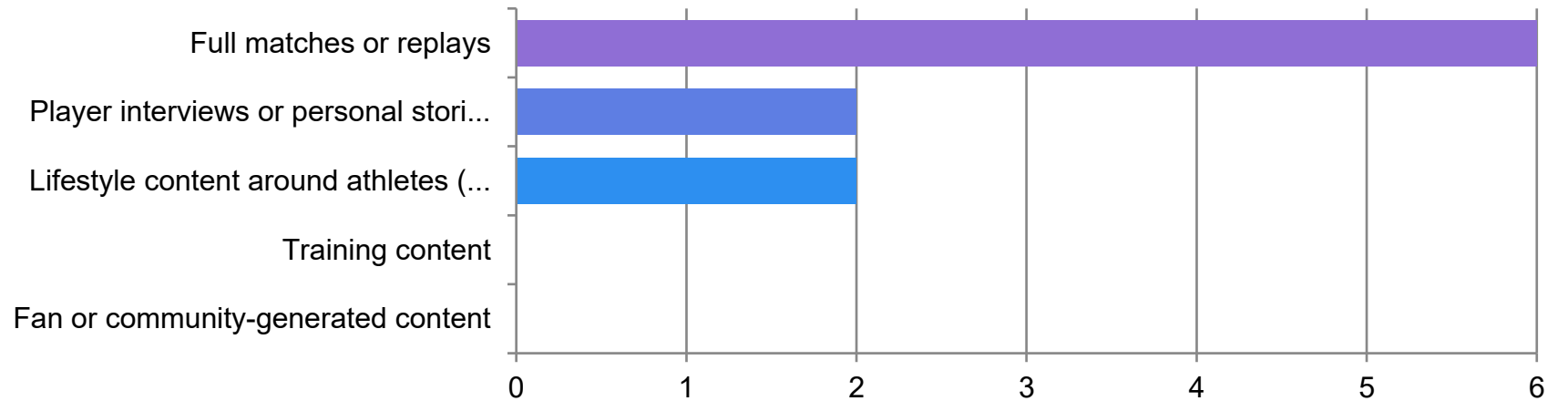
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How much do engage with female-led sports?

METRICS

What kind of content keeps you most engaged when following female-led sports?



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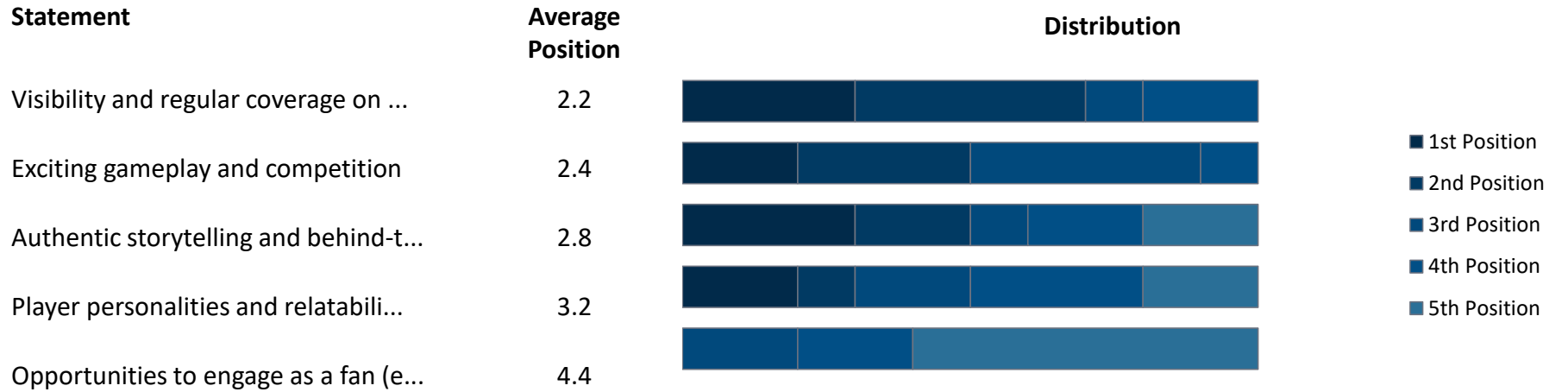
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METRICS

Finally, if you had to rank what matters most to you when following a female-led sports league, how would you order the following?



AUDIENCE

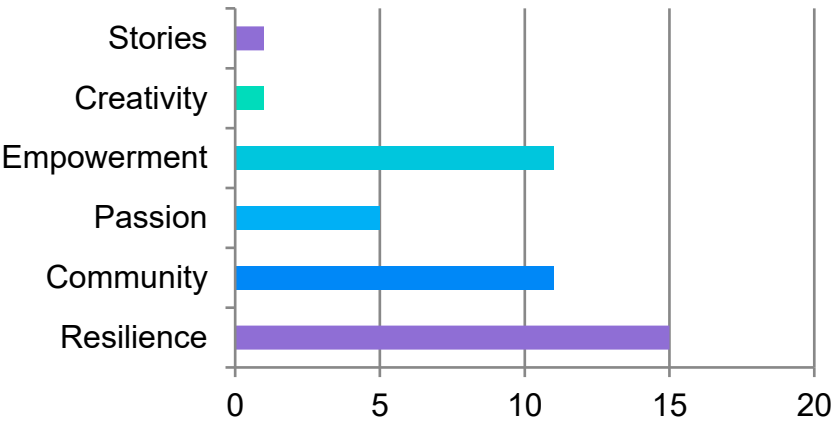
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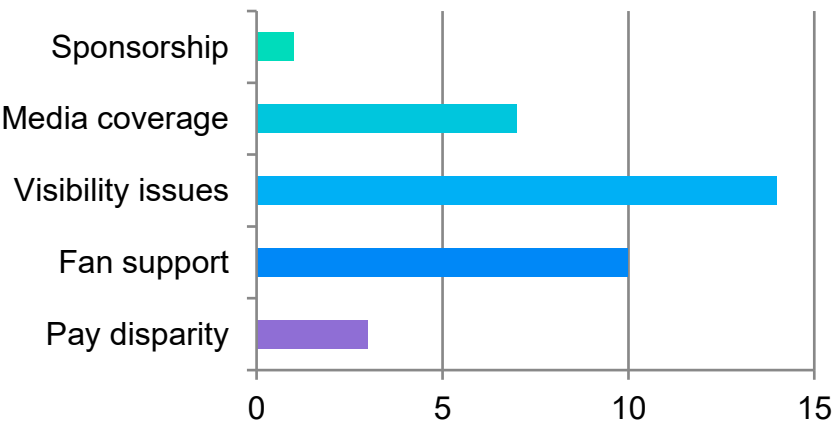
Custom Screening 2
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TOPICS

In your view, what sets female-led sports apart from other sports experiences? Whether it's the gameplay, the community, the stories...how would you describe what makes it feel unique?



What do you find most difficult or frustrating about following female-led sports today?



AUDIENCE

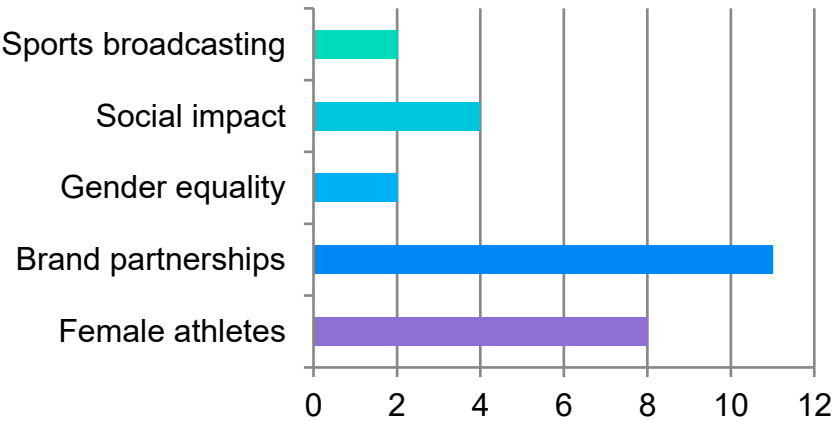
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TOPICS

Which type of brand partnership would feel most exciting or authentic in the female-led sports space?



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PERSONAS



Alex, The New Wave Fan

Description:

- Alex (he/him) is a male in his early 30s who has recently become more deeply engaged with women's sports, often sparked by a major event, a captivating rivalry, or a standout star player like Caitlin Clark.
- He primarily consumes content through mainstream channels like ESPN for live games and YouTube or major social media platforms (e.g., X, Instagram) for highlights, scores, and trending news. He'll attend games if a high-profile athlete is playing or if it's a significant match.
- Alex values the growing excitement and visibility of women's sports and believes they deserve more mainstream attention. He appreciates compelling storylines and on-field drama but can be wary of social media narratives that feel overly manufactured. He is critical of issues like pay disparity.

Insights:

- Cultural Influence & Engagement: Star players and 'big moments' are crucial for initial engagement; sustained interest depends on continued high-stakes competition and compelling narratives. This persona's digital consumption is heavily influenced by mainstream media's portrayal and trending topics.
- Content & Platform Preferences: Alex prefers easily accessible, high-excitement content like full matches (live or replay) and dynamic highlights on established platforms (TV, YouTube). Social media serves as a secondary source for quick updates and viral content.
- Commercial Strategies: Brands aligning with rising stars and emphasizing the competitive excitement of leagues will resonate. Clear, straightforward access to view games is a key commercial driver and addressing issues like pay equity can build trust.



Casey, The Dedicated Community Advocate

Description:

- Casey (she/her or they/them) is in their late 20s or early 30s, a long-time, deeply invested fan, possibly with a background in playing sports. They feel a strong connection to the women's sports community.
- Their digital consumption is diverse: league-specific apps for scores and direct content, Instagram for athlete personalities and behind-the-scenes glimpses, Twitter for breaking news and discussions, and niche podcasts or YouTube channels (like 'Behind the Crest' or 'Just Women's Sports') for in-depth stories. They actively seek out fan communities, online or in person (e.g., sports pubs).
- Casey is passionate about the unique narratives of resilience, the supportive community, and the authenticity within women's sports. They champion greater recognition and are frustrated by superficial media coverage and external negativity. They crave platforms fostering genuine connection and dialogue.

Insights:

- Engagement & Content Formats: Engagement is driven by authentic storytelling; behind-the-scenes access, player interviews, and personal journeys are paramount. This persona values content that fosters a sense of closeness to athletes and the community, often sharing this content within their networks.
- Digital Consumption & Platform Preferences: Casey utilizes a multi-platform approach, favoring social media channels that highlight athlete personality (Instagram, TikTok) and provide news (Twitter), alongside dedicated sports apps and creator-led content (podcasts, YouTube channels) for deeper dives. They are early adopters of innovative content formats that offer deeper connection.
- Cultural Influence & Commercial Strategies: This persona sees women's sports as culturally significant for its community and empowerment narratives. Authentic brand partnerships supporting athletes' social causes, offering unique access, or fostering community will be most effective. Platforms should aim for interactive features that enhance community engagement.



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Jordan, The Purpose-Driven Follower

Description:

- Jordan (she/her) is a female in her late 30s or early 40s. Her engagement with women's sports is deeply rooted in her values of empowerment, equality, and social justice.
- She actively seeks out and consumes content that highlights athlete activism, stories of resilience, and their impact beyond the sporting arena. This includes documentaries, in-depth articles, and social media posts from athletes known for their advocacy (e.g., Megan Rapinoe, Serena Williams, Simone Biles).
- Jordan believes female athletes are pivotal figures in driving social change and challenging norms. She values authentic media portrayals that showcase their strength and multifaceted identities. She is frustrated by underrepresentation, stereotypes, and the persistent lack of equal opportunities and recognition (e.g., pay equity, balanced media coverage).

Insights:

- Cultural Influence & Engagement: For Jordan, the cultural impact of women's sports, particularly athletes as agents of social change, is a primary driver of engagement. Content focusing on advocacy, leadership, and overcoming systemic barriers resonates deeply and influences her perception of the broader sports culture.
- Content Formats & Platform Preferences: She prefers content with substance, such as documentaries, long-form interviews, and thought-provoking articles, consumed across various platforms where such content is featured (streaming services, news sites, athlete-driven social media). She values innovative formats that amplify these powerful narratives.
- Commercial Strategies: Commercial partnerships must be authentic and align with genuine commitments to equality and empowerment. Brands that amplify athletes' voices on social issues or contribute to tangible change in women's sports will earn her loyalty and positive word-of-mouth.





**REACH OUT TO US IF YOU HAVE
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