

ALONG CAME A SPIDER

Quantitative Research

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RESEARCH
& INSIGHT





Introduction



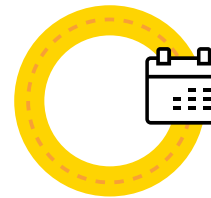
A nationally representative sample of 1003 respondents aged 16+ was undertaken.



The sample was sourced from B&A's online research panel, www.acumenpanel.ie



The sample was quota controlled by; gender, age, socio-economic and region.



Fieldwork on the project took place between the 11-20 March 2020.



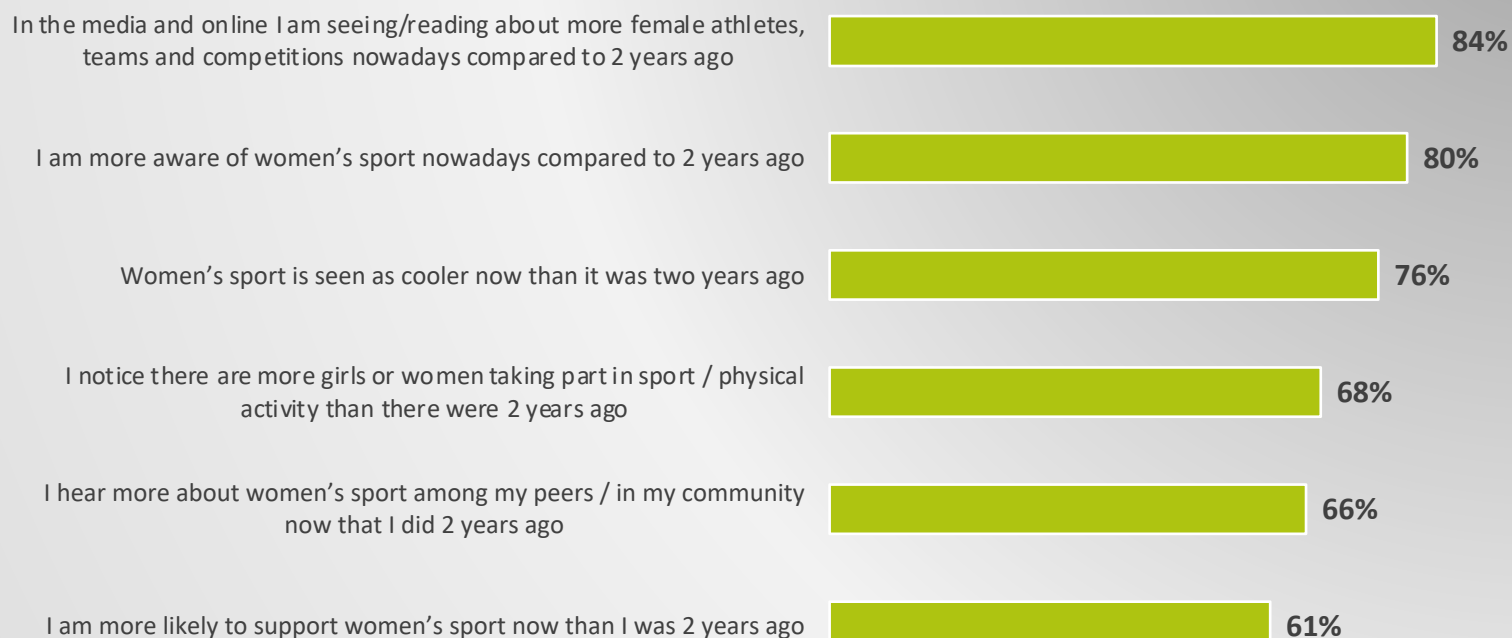
Attitudes to women in sport

Attitudes to women in sport

Base: All respondents 16+ - 1003



Any Agree



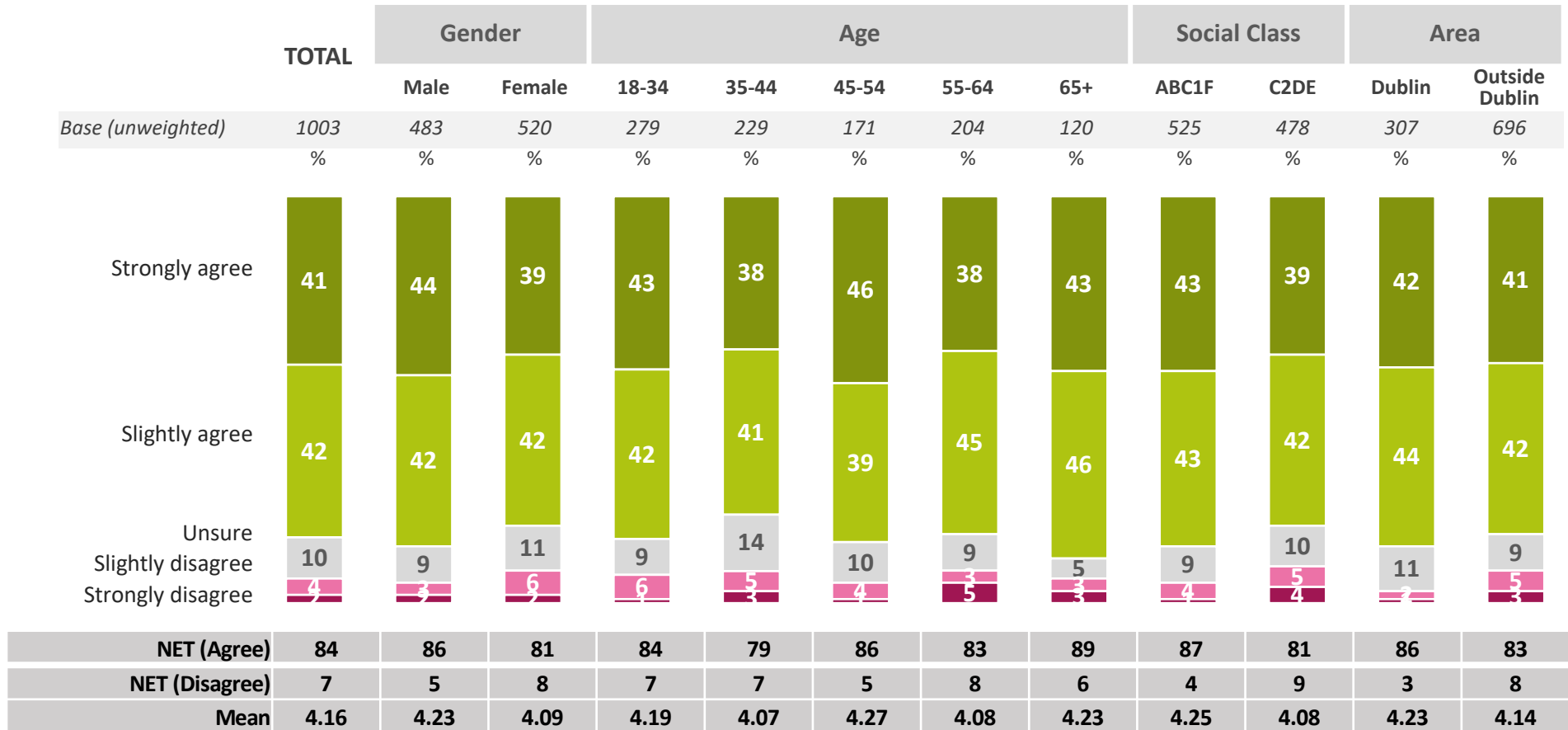
Very strong improvement in the perception of women's sport in the last two years. While the shift has been across all demographics, it is higher amongst males of all ages and those who are aware of the 20x20 initiative.

Attitudes to women in sport:



In the media and online I am seeing/reading about more female athletes, teams and competitions nowadays compared to 2 years ago

Base: All respondents 16+ - 1,003



Over 90% of those aware of 20x20 agree that they are seeing/reading about more female athletes, teams and competitions nowadays compared to 2 years ago, whereas it is 81% for those not aware of 20x20 (note the latter is also a very good score and points to the broader impact of the 20x20 movement).

Attitudes to women in sport:

I am more aware of women's sport nowadays compared to 2 years ago

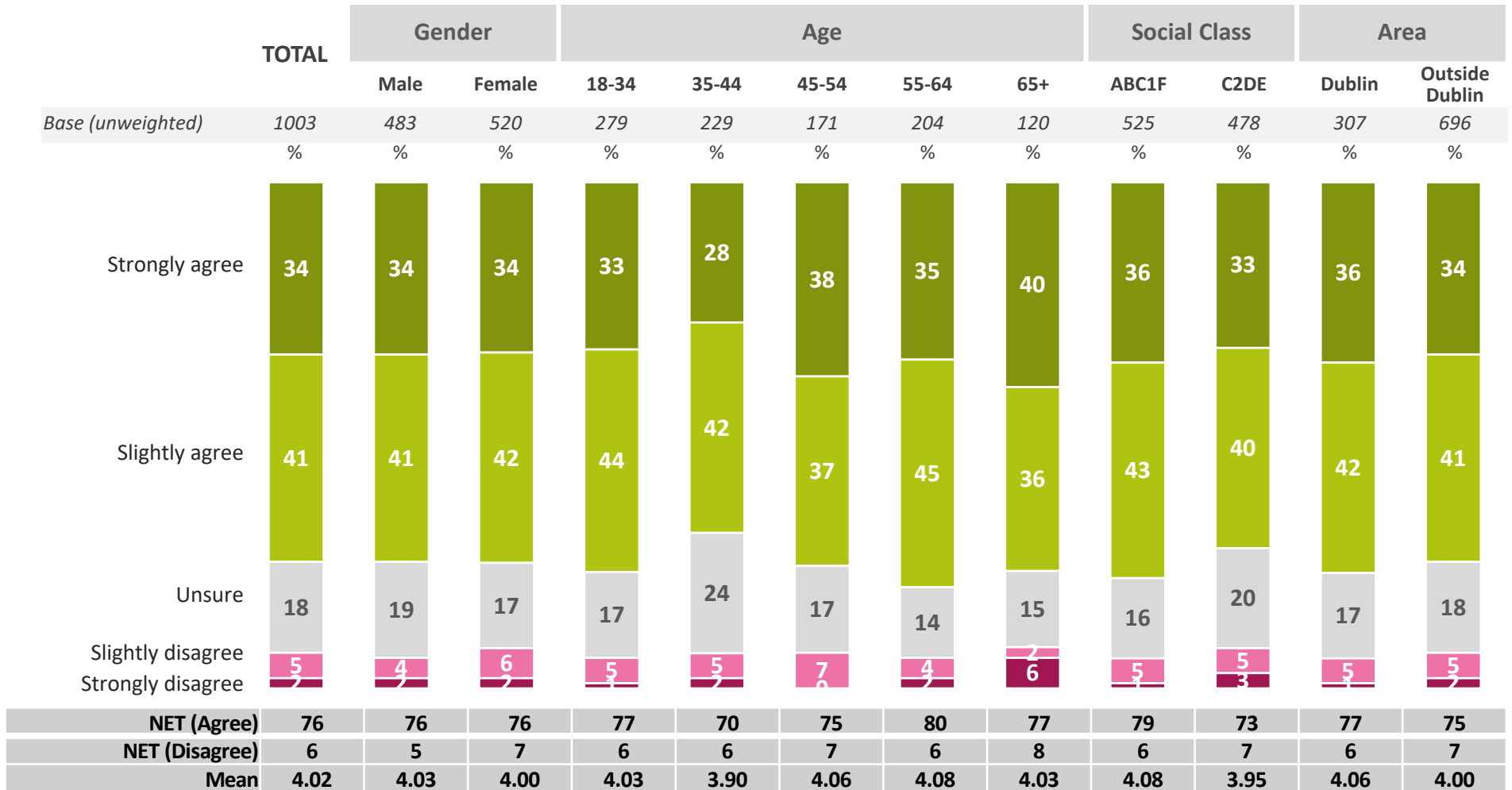
Base: All respondents 16+ - 1,003



Attitudes to women in sport:

Women's sport is seen as cooler now than it was two years ago

Base: All respondents 16+ - 1,003

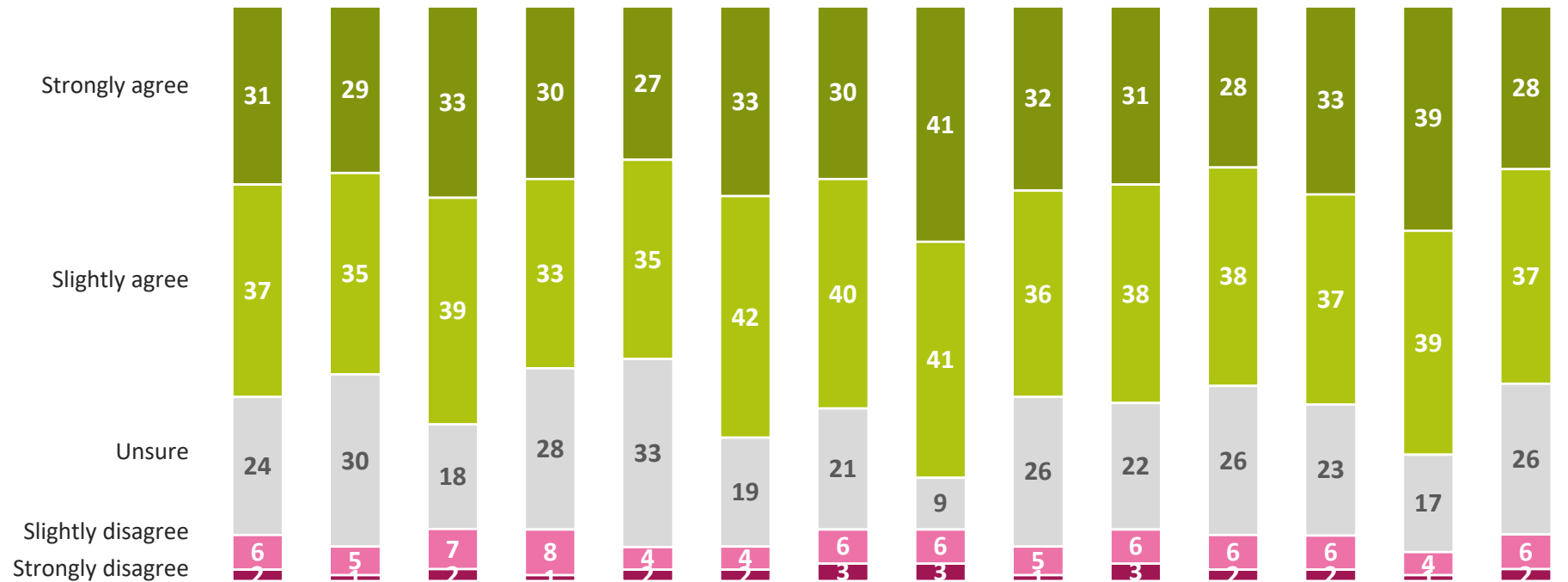


Attitudes to women in sport:

I notice there are more girls or women taking part in sport / physical activity than there were 2 years ago

Base: All respondents 16+ - 1,003

	TOTAL	Gender		Age					Social Class		Area	
		Male	Female	18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin
Base (unweighted)	1003	483	520	279	229	171	204	120	525	478	307	696
	%	%	%	%	%	%	%	%	%	%	%	%



NET (Agree)	68	64	72	63	62	75	71	82	68	69	66	70
NET (Disagree)	8	6	9	9	6	6	9	9	6	9	8	7
Mean	3.90	3.86	3.94	3.83	3.81	4.00	3.90	4.11	3.92	3.88	3.83	3.93

Attitudes to women in sport:

I hear more about women's sport among my peers / in my community now that I did 2 years ago

Base: All respondents 16+ - 1,003

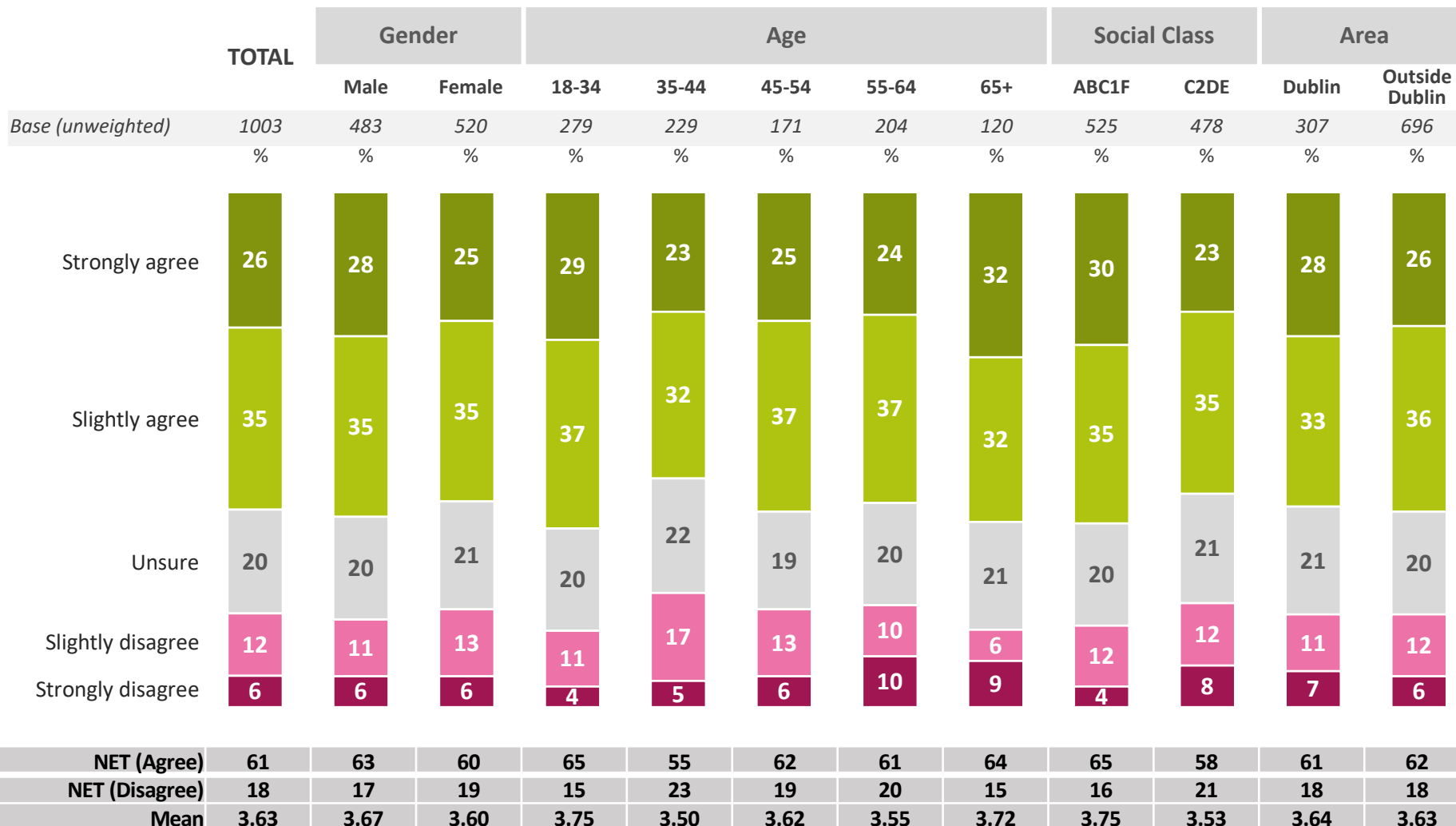


Attitudes to women in sport:



I am more likely to support women's sport now than I was 2 years ago

Base: All respondents 16+ - 1,003

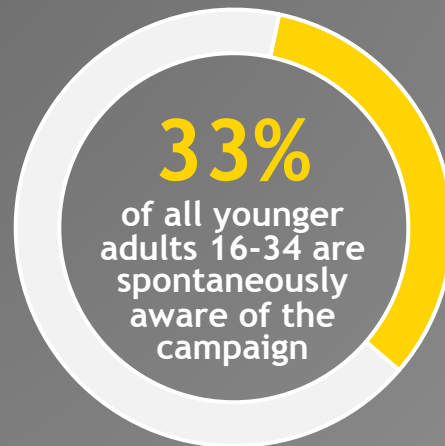
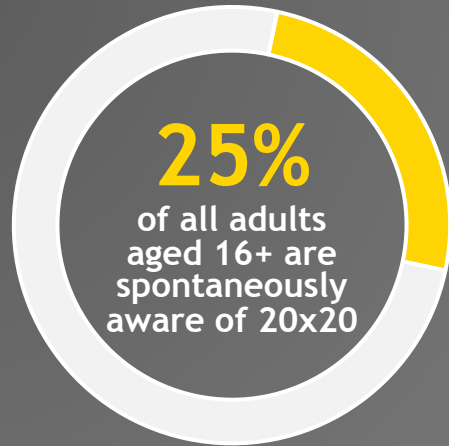




Awareness & Impact of 20x20

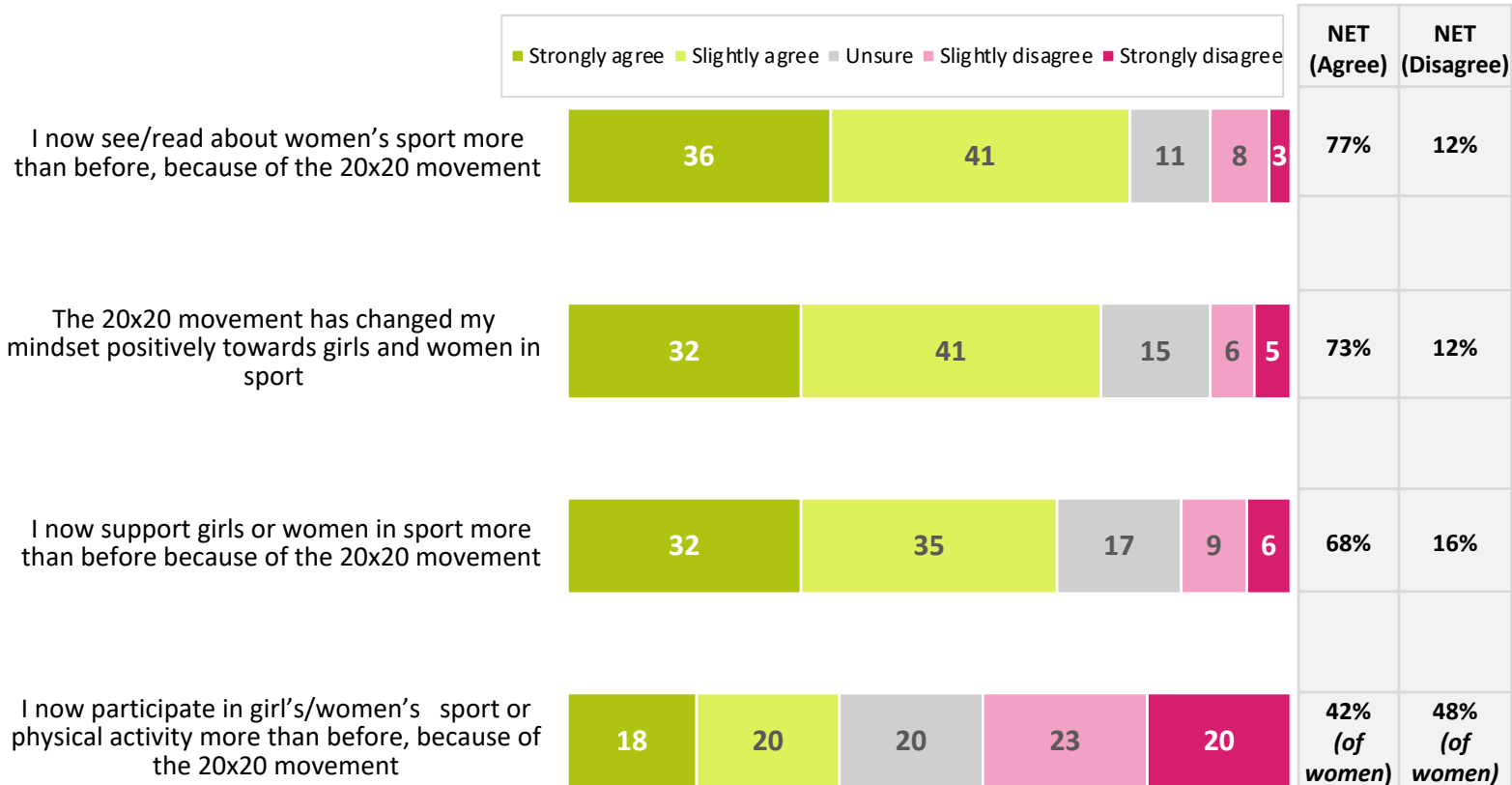
25% of all adults are spontaneously aware of 20x20 'If She Can't See it, She Can't Be It' without prompting of any stimulus material

Base: All adults 16+ - 1003



Awareness of women in sport

Base: All respondents 16+ - 1003



77%
Agree

I now see/read about women's sport more than before, because of the 20x20 movement

The strong impact of the campaign has been acknowledged, with 3 in 4 adults now seeing/reading about women's sport more than before, because of the 20x20 movement. Also a similar proportion acknowledge that the 20x20 movement has changed their mindset positively towards girls and women in sport. 49% of 18-34 year old females now participate in more sport because of the 20x20 movement.

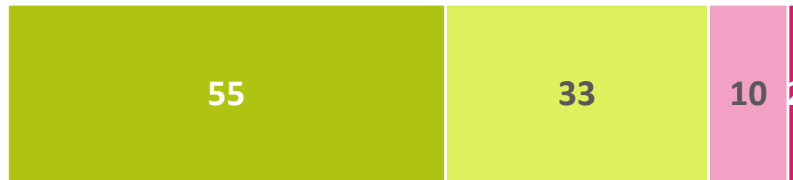
Q.3 Looking at the list of statements below, and using the scale provided, could you please tell us how strongly or otherwise you agree or disagree with each of them. Please tick one box per row.

Impact of the campaign: 9 in 10 agree having seen the 20x20 content that Women's sport is worthwhile watching/supporting/taking part in, with 3 in 4 wanting to do something more to support women's sport

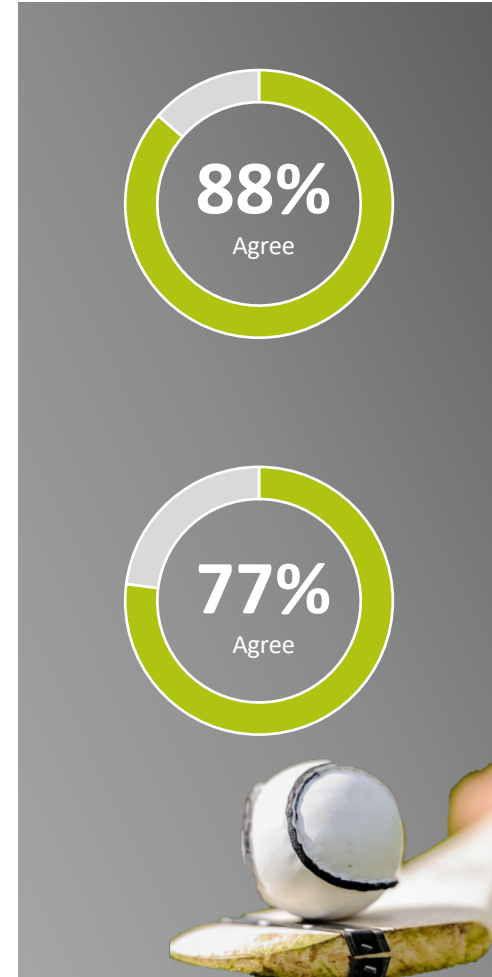
Base: All respondents 16+ - 1,003

■ Definitely ■ Somewhat ■ Not particularly ■ Not at all

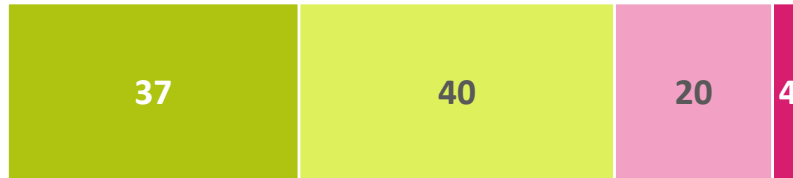
Women's sport is worthwhile watching/supporting/taking part in



NET (Agree)	NET (Disagree)
88%	12%
77%	23%



You want to do something more to support women's sport





Feelings towards brands linked with the women in sport movement

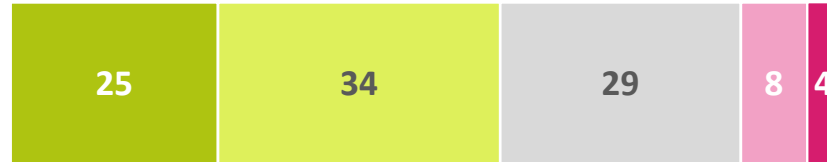
Feelings towards brands linked with the women in sport movement

Base: All respondents 16+ - 1,003

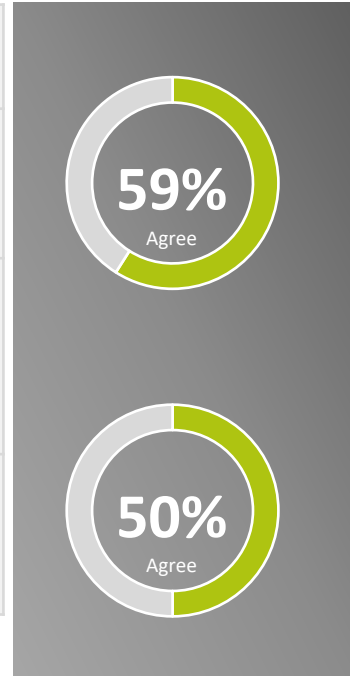


■ Strongly agree ■ Slightly agree ■ Unsure ■ Slightly disagree ■ Strongly disagree

I feel more positively towards the brands that are associated with the women in sport movement



	NET (Agree)	NET (Disagree)
I feel more positively towards the brands that are associated with the women in sport movement	59%	12%
I would be more inclined to purchase from the brands associated with the women in sport movement	50%	17%



Half of the public feel they would be more inclined to purchase from the brands associated with the women in sport movement, rising to 60% of females.



Q.8 Looking at the list of statements below, and using the scale provided, could you please tell us how strongly or otherwise you agree or disagree with each of them.

Overall attitudes to women in sport

- **Very strong improvement in the perception of women's sport** in the last two years. While the shift has been across all demographics, it is higher amongst males of all ages and those who are aware of the 20x20 initiative.
- **Over 90% of those aware of 20x20 agree that they are seeing/reading about more female athletes**, teams and competitions nowadays compared to 2 years ago, whereas it is 81% for those not aware of 20x20 (note the latter is also a very good score and points to the broader impact of the 20x20 movement).



Awareness and impact of 20x20

Strong awareness of 20x20, with **25%** of all adults spontaneously aware of 20x20 *'If She Can't See it, She Can't Be It'*, without prompting of any stimulus material.

In addition, a very strong **one third** of the population is **aware of the 20x20 initiative** when prompted (i.e. total awareness of 20x20). This peaks to almost half of 18-34s. **Strong recall across males and females**, but the impact of the initiative seems to be even great at **changing male attitudes**.

The strong impact of the campaign has been acknowledged, with **3 in 4 adults now seeing/reading about women's sport** more than before, because of the 20x20 movement. Also a similar proportion acknowledge that the 20x20 movement has changed their mindset positively towards girls and women in sport.

42% of females – rising to 49% of 18-34 year old females who are aware of 20x20 now agree they **participate in sport or physical activity more than before**, because of the 20x20 movement.

Involvement in women's sport compared to two years ago has **improved** for watch/following (in particular for males) and participating (in particular females, 18-34's, middle classes and Dubliners).

However **amongst those how are aware of the 20x20 campaign** the level of watch, participation and attendance is significantly higher.

Impact of the 20x20 campaign

9 in 10 agree having seen the 20x20 content that Women's sport is worthwhile watching/supporting/taking part in, with 3 in 4 wanting to do something more to support women's sport.

Feelings towards brands linked with the women in sport movement

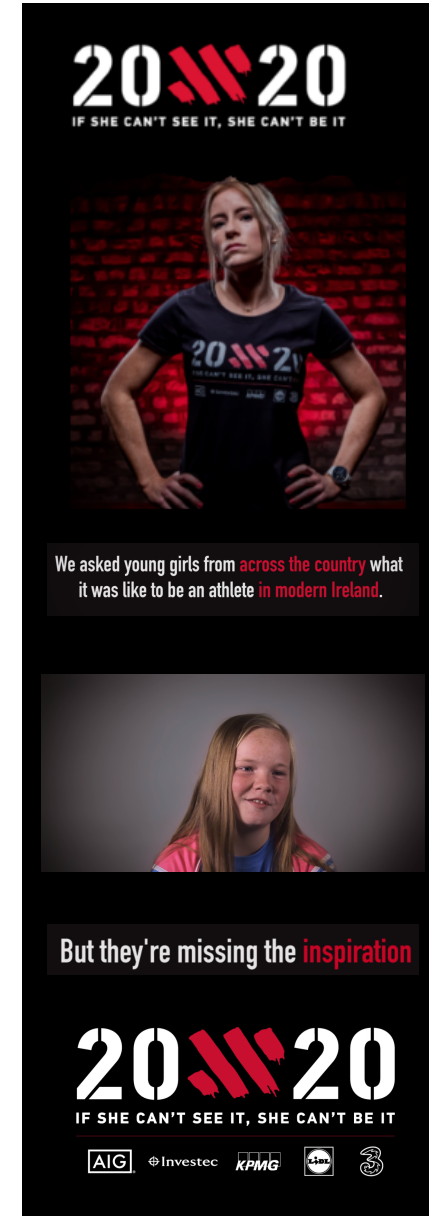
3 in 5 feel more positively towards the brands that are associated with the women in sport movement, rising to **7 in 10 of all 18-34 year olds**. Males and females equally as positive.

Half of the public feel they would be more inclined to purchase from the brands associated with the women in sport movement, rising to 60% of females.

In summary

The results clearly indicate a societal shift toward **positive views of women in sport**, increased engagement, especially amongst males and younger cohorts.

It also illustrates the **positive contribution of the 20x20 initiative** and how it has seeped into society. And, also, the impact of brands associated with the movement.



Thank you.



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Delve Deeper