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**WOMEN'S ASHES 2023  
AUDIENCE REPORT**

Investigating  
the explosion of  
interest in the  
**Women's Ashes**



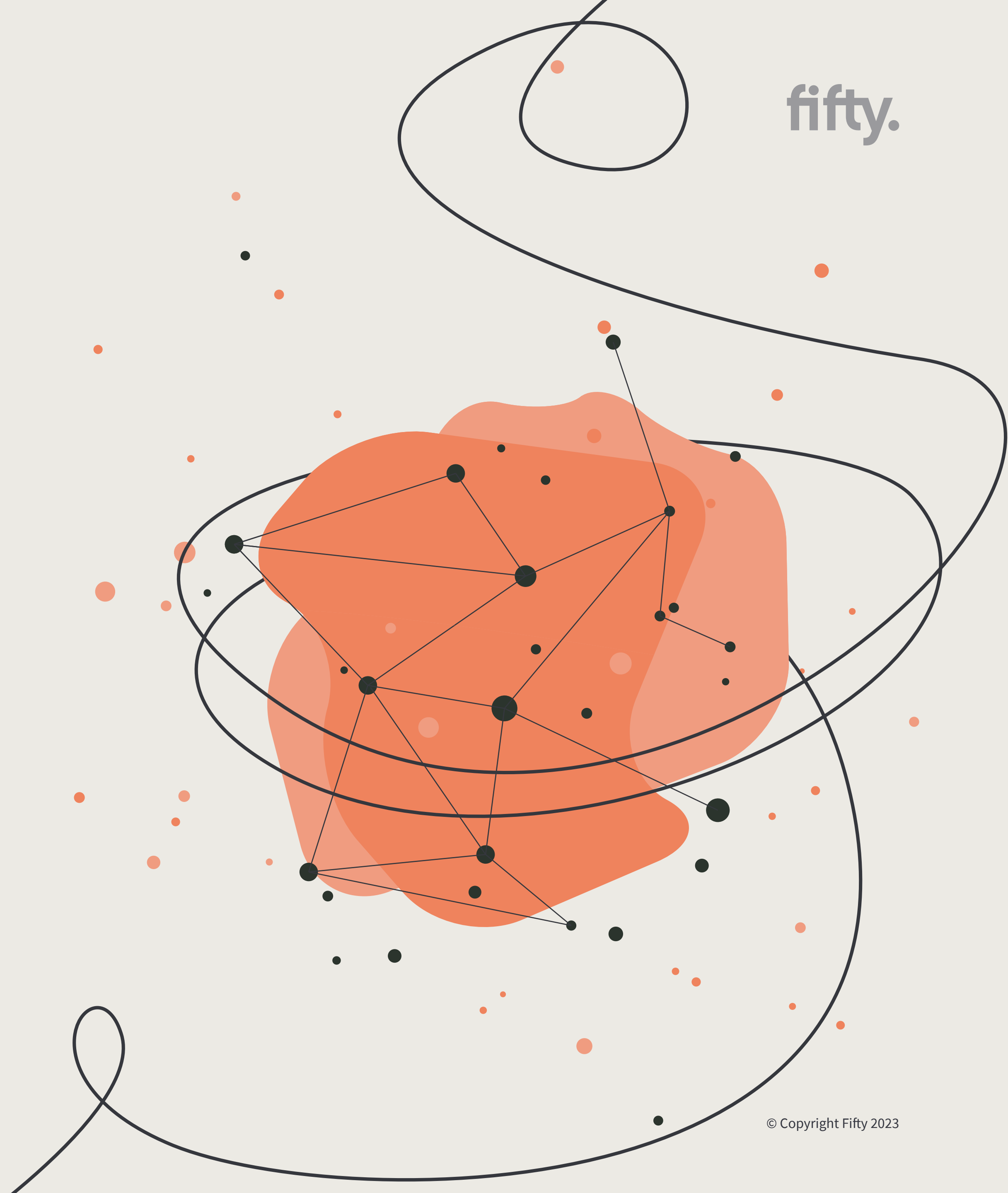
# Key objectives

There has been a wealth of reporting, commentary and insight around women's sport as an investment opportunity. Clearly it's growing, and it's growing fast.

Over the course of this report, we want to highlight key reasons why women's cricket offers immediate value to brands, rights holders and sponsors.

Spoiler: its popularity is growing at an exponential rate, is underpinned by positive sentiment, reaches more women and engages some highly valuable audiences.

This is why the opportunity for brands, rights holders and sponsors to capitalise on women's cricket's fans is NOW.



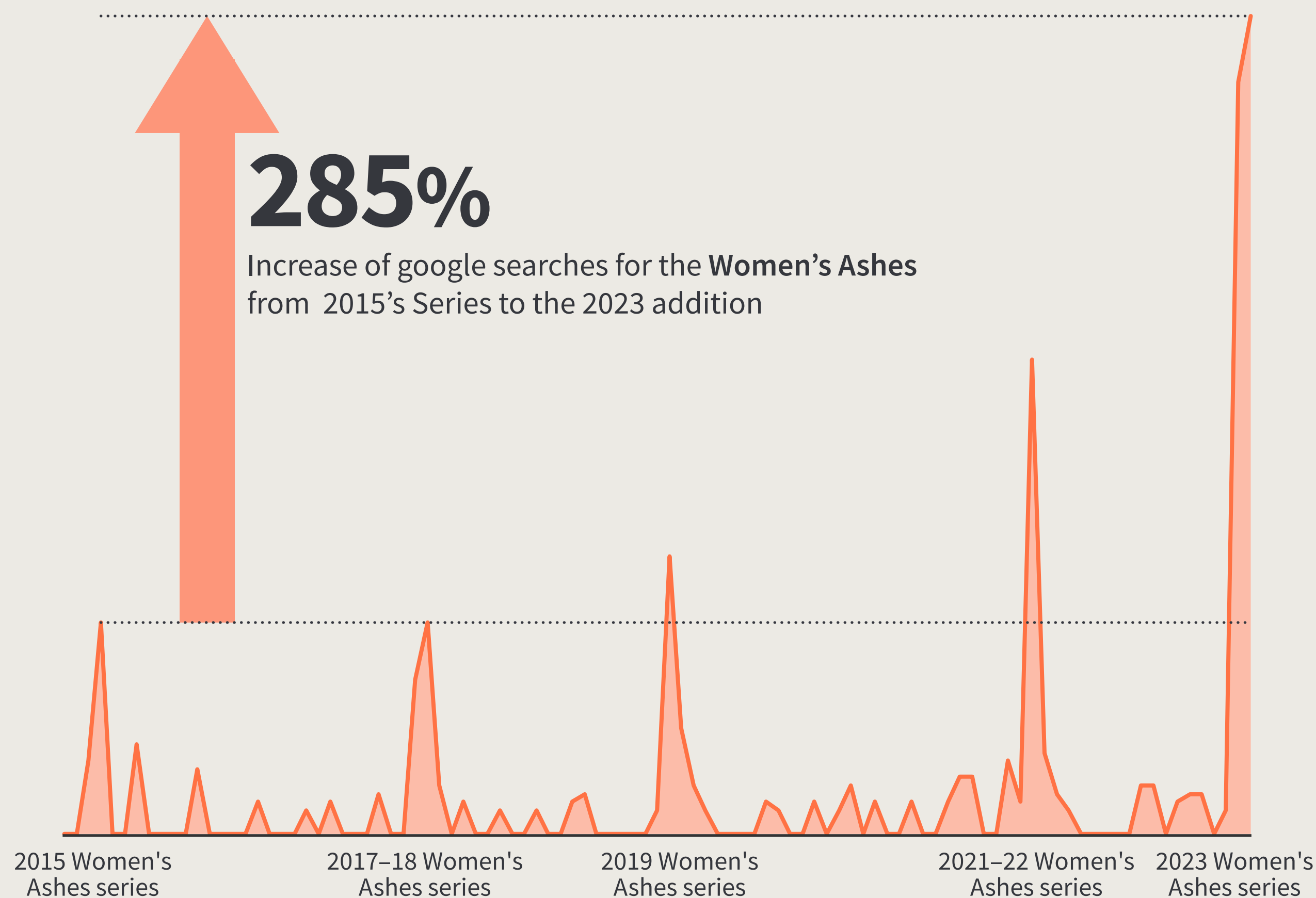
# Interest in the Women's Ashes continues to grow

UK Google Trends data from the past eight years shows the growth trajectory of the women's Ashes.

The Women's Ashes is a biennial cricket event alternating between England and Australia. The accompanying graph, utilising Google trends data, presents a visual representation of the evolving interest in the Women's Ashes in recent years. Notably, there has been a significant surge in Google searches during the past two series, underscoring the expanding engagement with this esteemed international women's cricket tournament.

The 2023 Women's Ashes series has seen the **highest levels of engagement to date.**

From 2015 to 2019, engagement stayed relatively constant with a slight uptick in interest during the 2019 series. The following series see a **large spike in Google searches, nearly doubling over the biennial break.**



Google trends data from the last eight years showing the relative number of searches for the Women's Ashes.

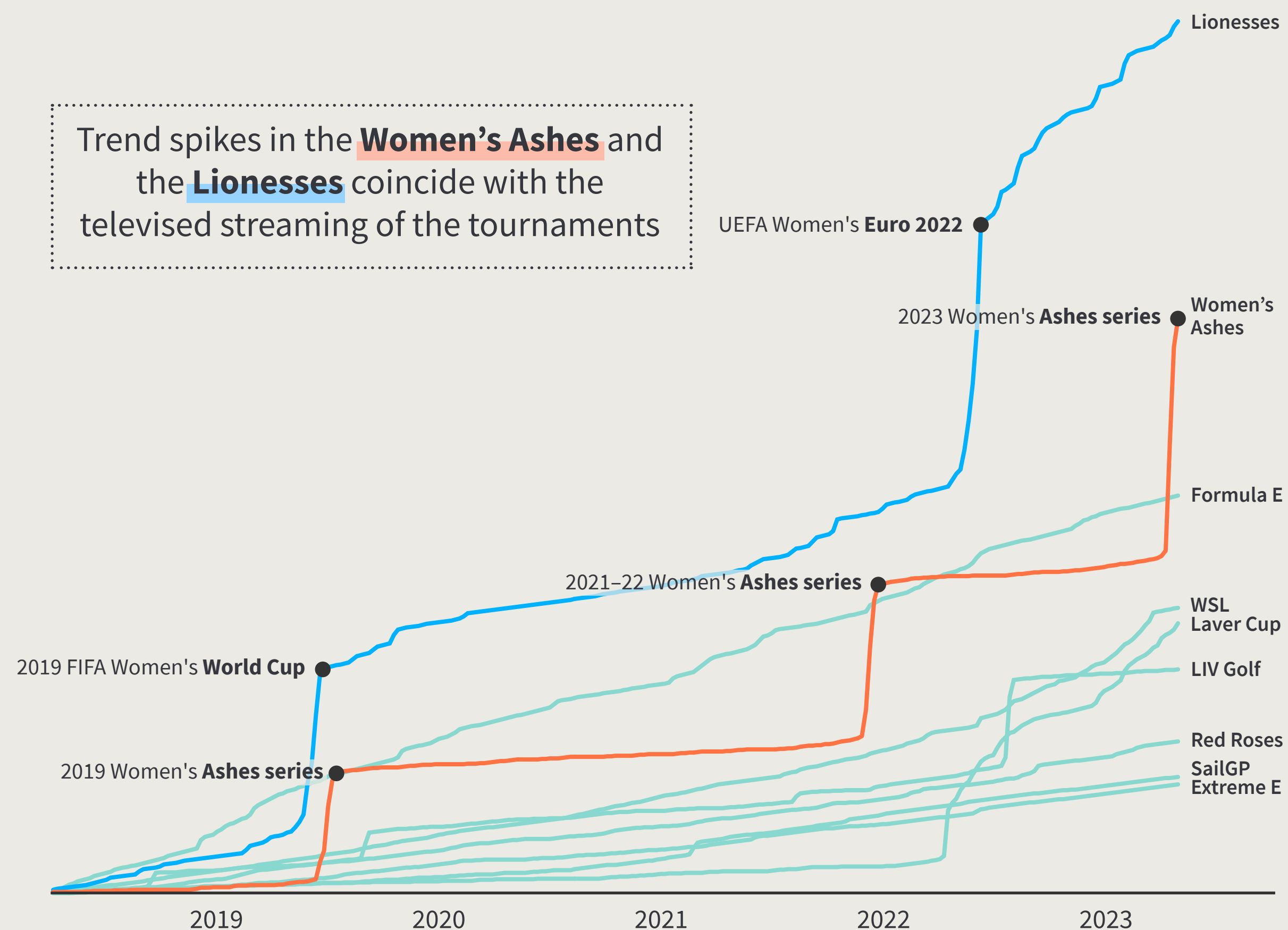
# The Women's Ashes shows strong comparative engagement growth

UK Google Trends data from the past five years shows the growth trajectory of women's sport, compared to major challenger sports.

The Women's Ashes exhibits rapid growth, surpassing major male challenger sports in terms of increasing interest. It also demonstrates a sustained upward trajectory; each successive event witnesses larger spikes in interest, indicating the sport's ability to attract new audiences who remain engaged over time, resulting in accelerated and enduring growth.

## The Women's Ashes is one of the fastest growing entities across the sporting landscape.

Women's sport overall is besting challenger sports. While the Lionesses have the most engagement – more than any male challenger sport – the Women's Ashes, and WSL have bested Laver Cup and LIV Golf, while the Red Roses has more interest than SailGP and Extreme E. These sports are serious players.





# There is a positivity around women's sports that offers immediate opportunity

Using social listening, we assessed the percentage share of positive and negative sentiment within conversation around a variety of sports.

An analysis of women's sports in comparison to their male counterparts reveals a significant prevalence of positive sentiment and a smaller presence of negative sentiment within the discourse. This trend persists across various sports, teams, and competitions, underscoring a tangible opportunity for brands to cultivate communities and foster positive social impacts.

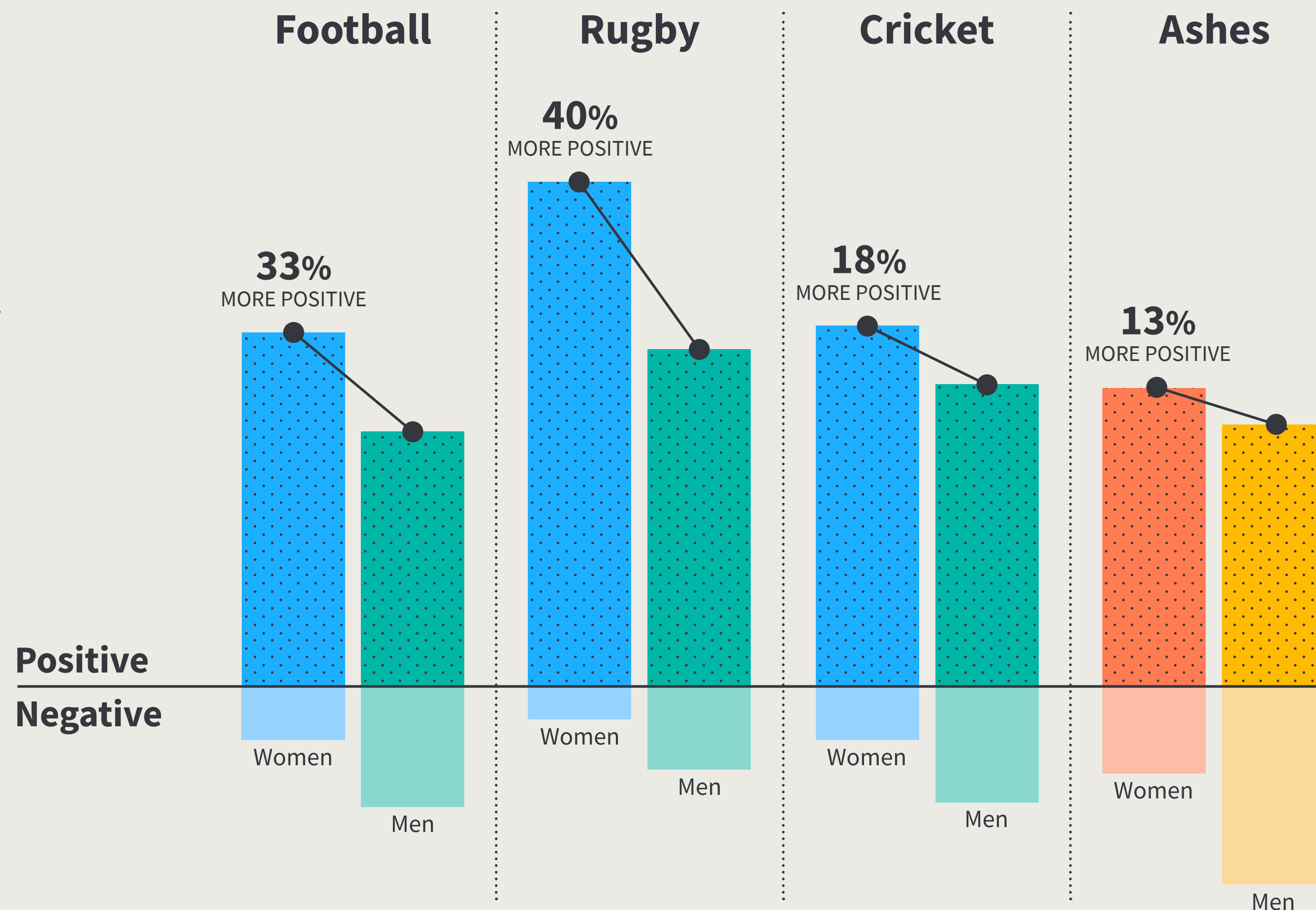
Women's sports fans are engaging far more positively with their sport than fans of the men's game.

**0.4x**

Negative sentiment share compared to men's sports

**1.3x**

Positive sentiment share compared to men's sports





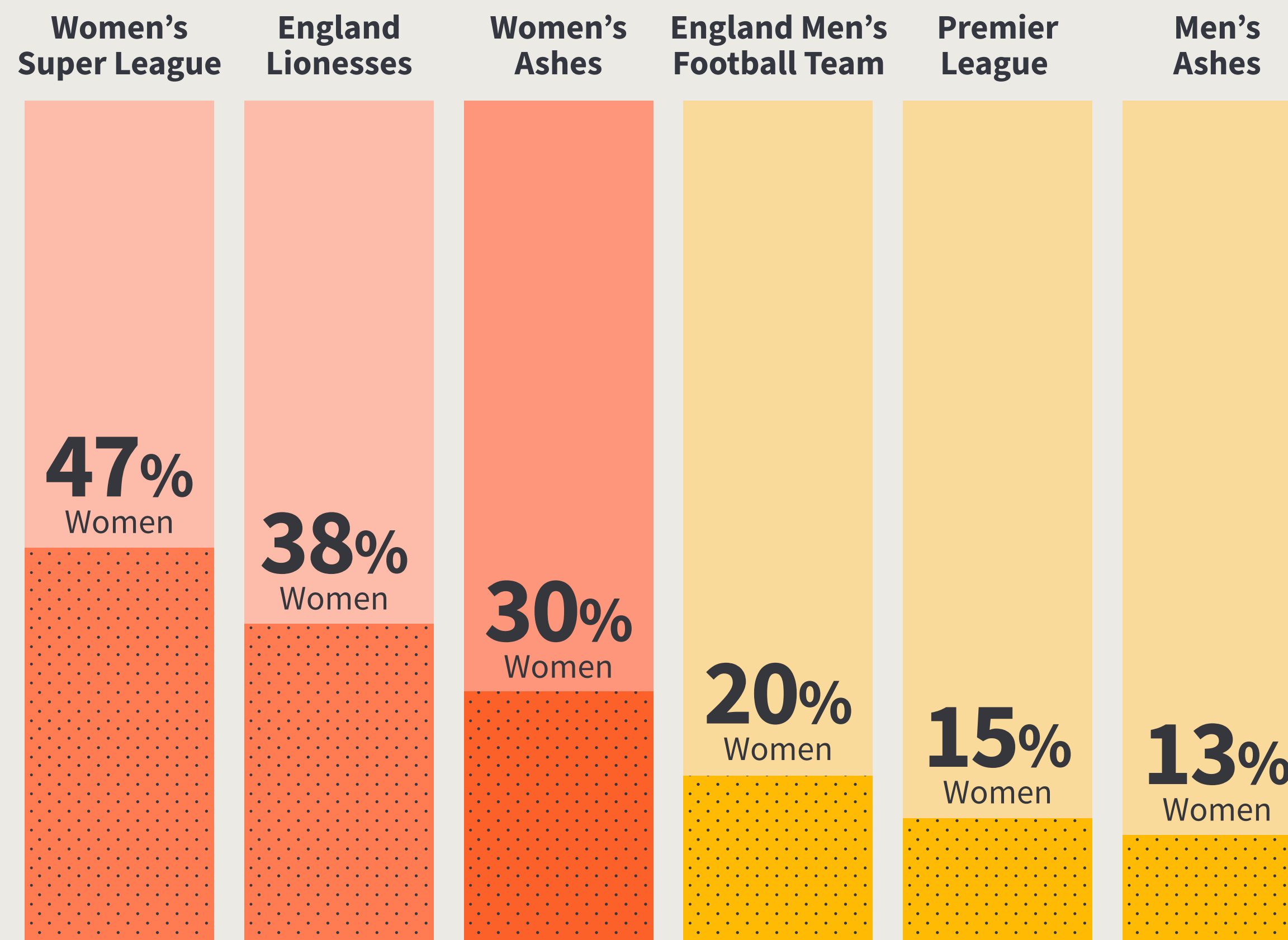
# Women make up a significant proportion of the Women's Ashes' audiences

The gender splits across different sports audiences demonstrate an untapped potential for brands seeking out female audiences.

Women's sports still tend to attract predominantly male audiences, yet the proportion of female spectators in women's sports surpasses that of male-dominated sports. Notably, the Women's Super League boasts nearly equal gender representation, with women comprising nearly half of its audience. Similarly, the England Lionesses and the Women's Ashes gather significant female viewership.

## The Women's Ashes offers stronger relative reach into female audiences than **men's sports**.

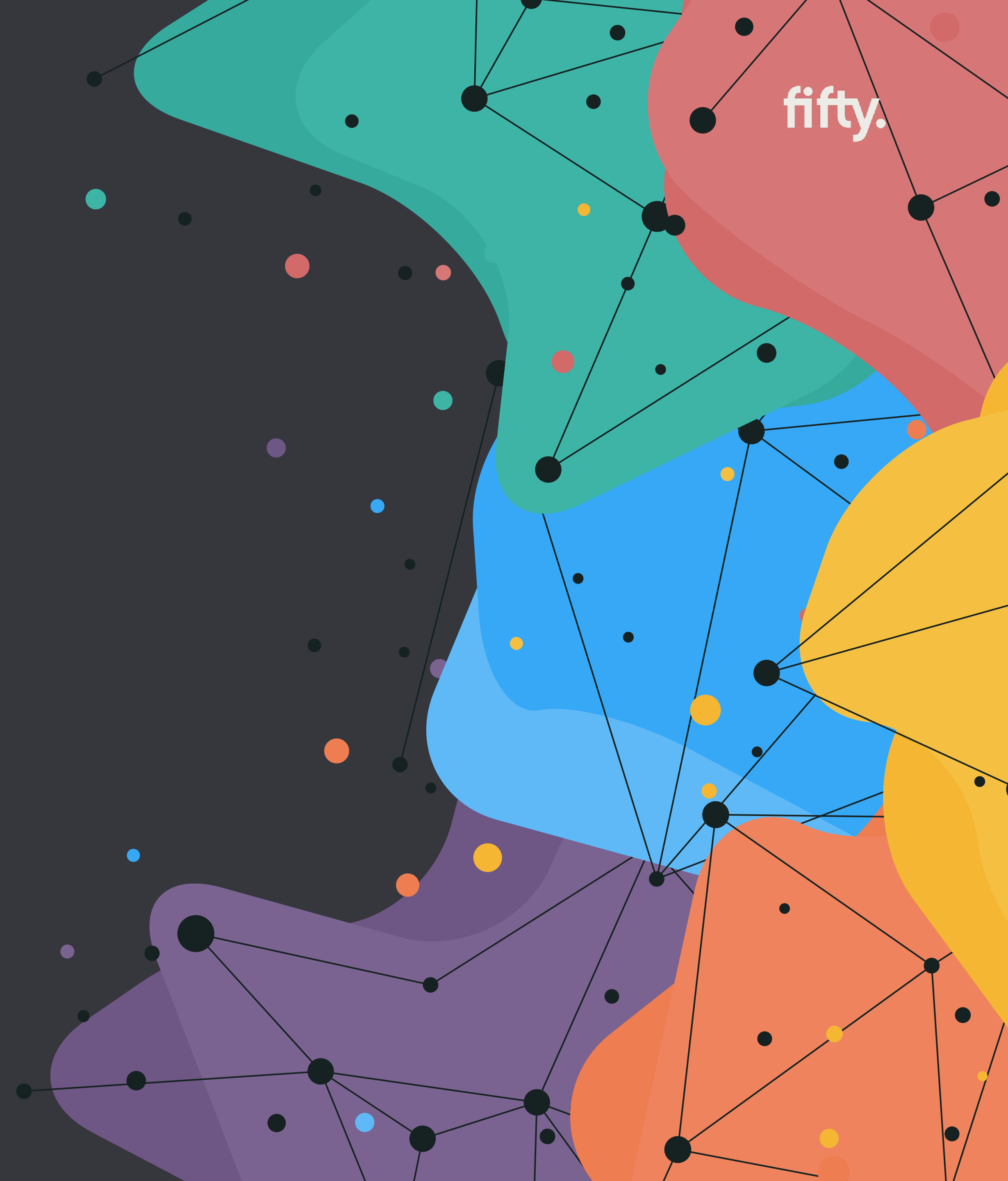
The economic significance of women's purchasing power is undeniable, stemming from their authority in managing household budgets and the growing presence of independent decision-making single women. Brands that overlook the viewership of women's sports are disregarding a crucial opportunity.





# Deep Dive: The Women's Ashes' most valuable tribes

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# Discover the Tribes engaging with the Women's Ashes

Our network visuals offer an at-a-glance view of the Women's Ashes audience and their interconnectivity

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We have uncovered the key audiences of the Women's Ashes, showcasing the wide breadth of people engaging with the event.

This is a **diverse audience** that cannot be engaged with a one size fits all approach.

- 
- Sports Entertainment Fans
  - British Comedy Fans
  - Profesional Parents
  - Cricket Enthusiasts
  - Athletics & National Sports Fans
  - Culture & Knowledge Enthusiasts
  - Sporty Gen Z Women

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# High Value Tribe #1

## Sports Entertainment Fans

This tribe embodies the British community avidly engaged in prominent sports events, both domestically and internationally. They find joy in observing and tracking sports events, competitions, and athletes, craving a vibrant social atmosphere and embracing new sporting experiences. Although they lack strong attachments to specific sports, they are enamoured with the excitement and unpredictability of numerous high-profile competitions.

**This community encompasses a substantial portion of the population, underscoring the tribe's significance and worth.**

### AUDIENCE SIZE

22%

Audience Share of the Women's Ashes

3,915,000

Est. Audience Size within the Women's Ashes Fanbase.

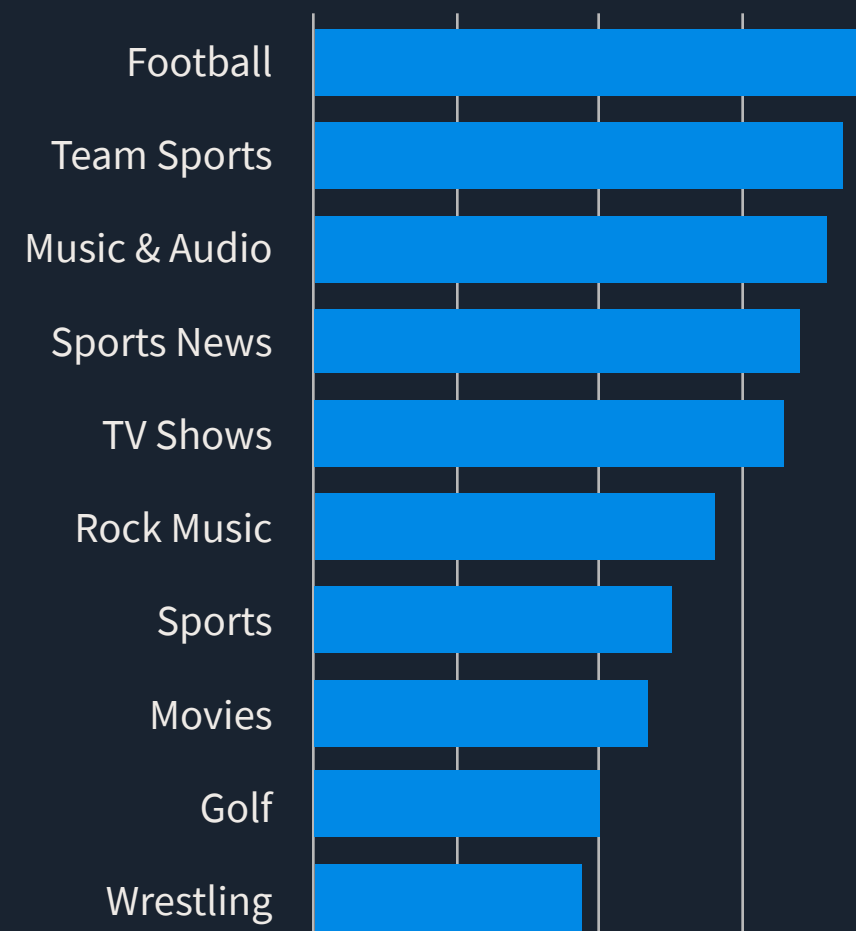
17,800,000

Est. Real World Size, i.e. Max Potential Growth.

Our audience analysis gives us a robust figure for tribe % of total audience, which we can then extrapolate to total reach to estimate how many real-world people various sports are reaching. We can also then model this tribe outside of the women's sport context to assess its total potential reach.

### AUDIENCE DEFINITION

#### Key Interests



#### Top Influencers



#### Gender



The Fifty Platform provides a tremendous amount of colour, detail & granularity around a tribe's interests. Above we have provided some very high-level data points, to give a feel for who the tribe is and what interests its constituents share.



# High Value Tribe #2 Professional Parents

This audience comprises a group of accomplished parents who actively participate in the realms of politics, news, and business. They demonstrate a keen interest in engaging with politicians, maps, economic media, and business news, showcasing their astuteness in current affairs, both on a domestic and global scale.

**As parents possess the purchasing power for their entire families, they represent a highly valuable audience for any entity seeking engagement, including the Women's Ashes.**

Moreover, parents frequently influence their children's behaviours, which can have a ripple effect on future hobbies and interests, cultivating successive audiences for the future.

## AUDIENCE SIZE

13%

Audience Share of the Women's Ashes

1,975,000

Est. Audience Size within the Women's Ashes Fanbase.

15,200,000

Est. Real World Size, i.e. Max Potential Growth.

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# High Value Tribe #3

## Sporty Gen Zers

This tribe encompasses a Gen Z cohort of passionate sports enthusiasts, with a particular emphasis on their engagement with social media content creators like Tommy Fury. Their pronounced interest in sports sets them apart as a distinct sub-community within Gen Z.

As a highly valuable audience for the Women's Ashes, this tribe has the potential to make a significant impact. **By capturing their attention and becoming a topic of conversation within this group, brands and entities can position themselves at the forefront of contemporary culture.**

The social media prowess of Gen Z enables them to propel events to viral status, rapidly spreading awareness and driving exceptional levels of engagement.

### AUDIENCE SIZE

7%

Audience Share of the Women's Ashes

595,000

Est. Audience Size within the Women's Ashes Fanbase.

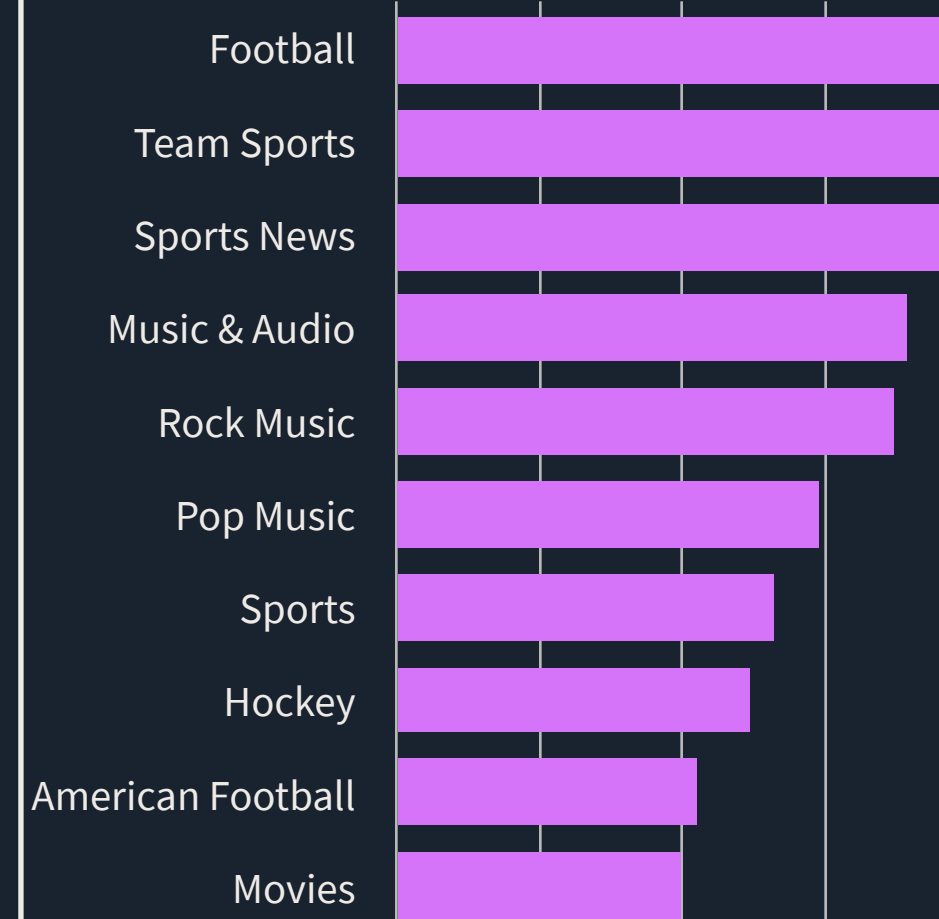
8,500,000

Est. Real World Size, i.e. Max Potential Growth.

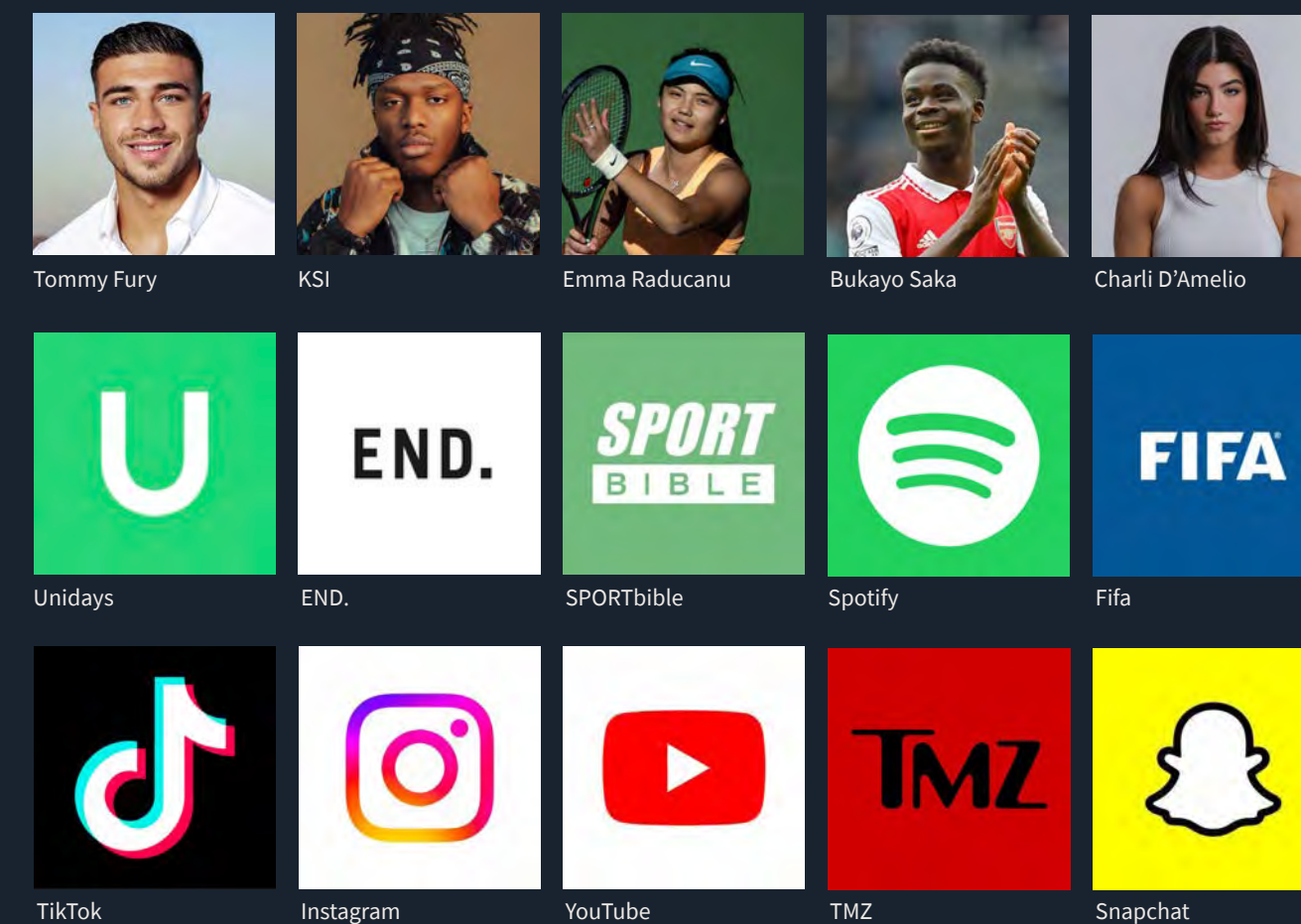
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# Key Takeaways

01

The 2023 Women's Ashes series has seen the **highest levels of engagement to date.**

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The Women's Ashes is one of fastest growing entities across the sporting landscape, surpassing major male challenger sports in terms of increasing interest.

03

Women's sports fans are engaging far more positively with women's cricket than fans of men's cricket.

04

Women's sports still tend to attract predominantly male audiences, yet **the proportion of female spectators in women's sports surpasses that of male-dominated sports.**

05

The Women's Ashes offers **stronger relative reach into female audiences** than men's sports.

06

**The economic significance of women's purchasing power is undeniable;** brands that overlook the viewership of women's sports are disregarding a crucial opportunity.



As the staggering growth in conversation and engagement around the Women's Ashes shows, **the time is NOW to invest.**

The Women's Ashes is surpassing male challenger sports in terms of interest and boasts a far more positive environment with truly valuable audiences waiting to be untapped and discovered.

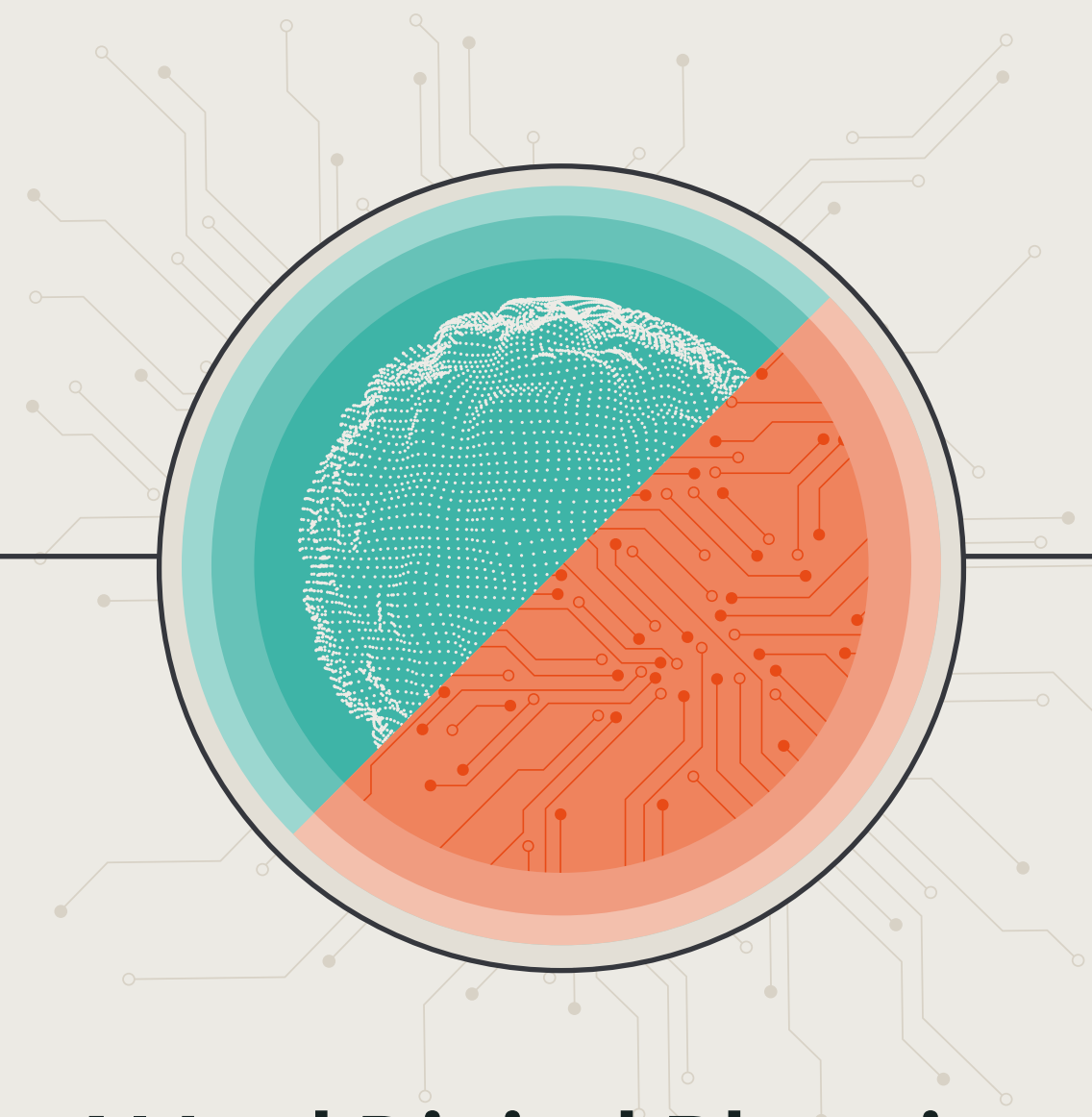


# We combine the best Technology & Talent to grow your brand



## Unparalleled Insights

Founded with audience science at our core, Fifty use network science, machine learning and human analysis to build a holistic understanding of any target audience.



## AI Led Digital Planning

Our media planning AI pinpoints in real-time where the best places are to reach those audiences. All execution is managed by our own world class media strategy, planning and buying teams.



## Omnichannel Activation

Future-proofed, privacy-centric media delivery delivered globally.



# Meet the Fifty Team



**Simon Eaton**  
Managing Director

Simon joined Fifty in 2017, bringing extensive experience across the sports, media and technology sectors including two years at the EFL. Simon leads our UK commercial team, managing commercial strategy alongside delivering our unique audience insights proposition.



**Lucie Pearce**  
Head of Marketing

Lucie has extensive marketing and content management experience, having worked in the industry for over a decade. A keen supporter of females in Tech, Lucie specialises in strategic planning and driving commercial success through innovative partnerships and creative solutions.



**Olivia Liman**  
Client Director

Liv has built over 10 years' experience in digital advertising, spearheading multi-million pound campaigns across several sectors, including sport, wellness and luxury. Liv is no stranger to sporting clients, having worked with the RFU, amongst many others, for a number of years.



**Simon Shaw**  
CEO

Simon, a seven-time World Sailing Champion, has won two World Sailing Gold Medals and competed twice in the America's Cup. He has also coached one Olympic Game for the female Team GB and spent a number of years ranked no.1 in the world. His industry experience and competitive nature sets the pace at Fifty.



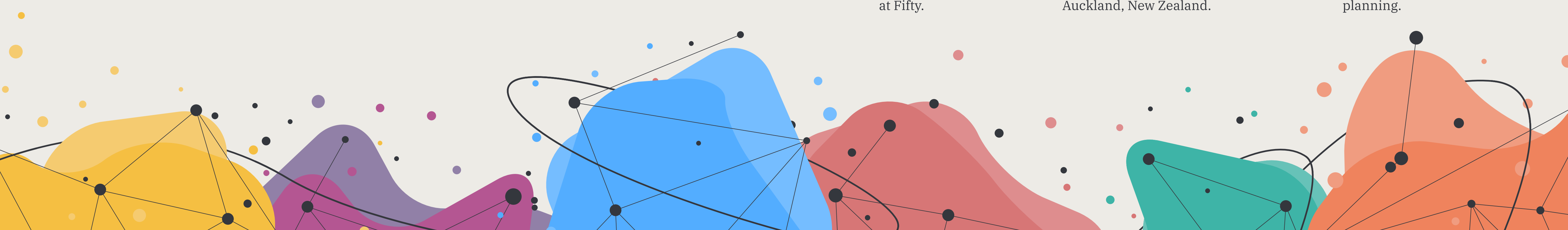
**Judith Clegg**  
Consultant

Judith was named one of the Fifty Most Influential Britons in Technology by The Daily Telegraph in 2009, and one of the Fifty Most Inspiring Women in European Tech by the Inspiring Fifty organisation in 2015. Clegg was previously an avid sailor who has sailed the Pacific Ocean from Tahiti to Auckland, New Zealand.



**Josh Tompkins**  
Head of Insights

An expert in deciphering and actioning social data, Josh provides tactical insights to help sporting brands understand and engage their current and future customers. Having worked with global players such as LIVGolf and Gymshark, Josh has played an integral role in bolstering brands' strategy and planning.







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Get in touch at [hello@fifty.io](mailto:hello@fifty.io) to find out how Fifty can turbocharge your brand growth through granular audience understanding and multichannel activation.