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Canadian Women & Sport Unveils New Fan Insight Reports

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New Insights into Growing Fanbase Released as Industry Leaders Gather to Discuss Building a Sustainable Pro Women's Sport Industry

Toronto, ON (September 25, 2024) – [Canadian Women & Sport](#) in partnership with Canadian Tire Corporation, and with support from Women and Gender Equality Canada and IMI Consulting, has [released two new fan insight reports](#), offering a deeper exploration into the fanbase of professional women's sport. The reports are an extension of the ***It's Time: Unlocking the Power of Pro Women's Sport Fans***, delivered earlier this year that show that more than 17 million Canadian consider themselves fans of women's sport.

The reports were presented by Canadian Women & Sport earlier this week at an exclusive gathering of 20+ industry leaders from the professional sports landscape including representatives from the [Professional Women's Hockey League \(PWHL\)](#), [Northern Super League](#), [NBA Canada](#), and [WNBA Toronto](#). High-profile attendees included Diana Matheson (Founder, Northern Super League), Jayna Hefford (SVP, Hockey Operations, PWHL), Teresa Resch (President, WNBA Toronto), and Leah MacNab (Sr. Vice-President and Managing Director, NBA Canada), among others.

"The *It's Time* insight reports highlight the significant current value and future potential of women's sport fans, and provide actionable takeaways and strategies for organizations striving to meet the demands of this growing audience," said Allison Sandmeyer-Graves, CEO of Canadian Women & Sport. "The discussions at our recent gathering reinforced the importance of understanding fans at a deeper level as we work together to build a thriving, sustainable industry."

"Fans have always played a crucial role in the growth and success of professional sports, and women's sports are no different," said The Honourable Marci Ien, Minister for Women and Gender Equality and Youth. "Luckily, Canadian sports fans are the best in the world. I thank Canadian Women & Sport for their reports, offering insight into how we can further grow women's pro sport, and for their work to empower women athletes and contributing to a more prosperous economy and vibrant sports community in Canada."

As pro women's sport continues to grow in Canada, these reports will serve as valuable tools for organizations looking to engage fans and capitalize on the opportunities within the market.

Download the reports at www.womenandsport.ca/pro-sports.

Key Findings

Fan Motivations & Behaviors Insights:

- **Socially Conscious & Tech-Savvy:** Fans of women's sports are generally more socially conscious, tech-savvy, and loyal to brands that invest in their communities.
- **Active Online:** Women's sports fans are more likely to engage online, frequently posting on social media, streaming content, and researching products.
- **Health & Wellness Focus:** Fans are more inclined to spend on health and wellness products, fitness equipment, and sports apparel.
- **Youth Engagement:** Younger fans are emerging as a key consumer segment with increasing purchasing power.

Sport-Specific Insights:

These data points – collected in late 2023 – reflect a baseline of fandom before the PWHL inaugural season in 2024, the WNBA Toronto announcement expansion news, and the overall growth of pro women's sport in Canada.

- **Basketball:**
 - Four in ten fans of women's sports follow the WNBA or NCAA women's basketball.
 - These leagues are particularly popular among younger Canadians and fans who identify as Black, Indigenous, or People of Colour (BIPOC), reflecting the diverse appeal of basketball.
 - Even before WNBA Toronto was announced, Torontonians were highly represented among basketball fans.
- **Hockey:**
 - Seven in ten women's sports fans engage with women's hockey through the NCAA and Canada's national team.
 - Women's hockey draws a broad range of fans across age groups and regions, with notable interest in rural areas.
 - The sport continues to appeal to young and diverse fans, including families.
- **Soccer:**

- o Six in ten women's sports fans follow the FIFA Women's World Cup, NWSL, or Women's Super League (WSL).
- o Soccer has broad support, particularly among younger fans and BIPOC communities.
- o Women's soccer resonates strongly with newcomers and immigrants due to its global popularity.
- **Tennis & Golf:**
 - o Five in ten women's sports fans follow major WTA tournaments, while four in ten follow LPGA events.
 - o These sports enjoy popularity across age groups and are especially popular among highly educated audiences.
 - o Women's golf has the highest proportion of male fans compared to other women's sports.

About Canadian Women & Sport

Canadian Women & Sport is a national nonprofit with a 43-year history of work as the leading voice and authority on women and sport. We believe in the power of sport as a platform for advancing equity for women across all areas of society. As such, we are committed to creating a more equitable and inclusive sport system that empowers women and girls as participants and leaders, within sport and through sport. www.womenandsport.ca

About Women and Gender Equality Canada

The Department for Women and Gender Equality (WAGE) advances equality with respect to sex, sexual orientation, and gender identity or expression through the inclusion of women and 2SLGBTQI+ people in every aspect of Canada's social, economic, and political life. <https://women-gender-equality.canada.ca/>

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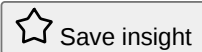
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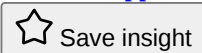
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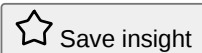
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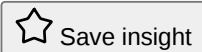
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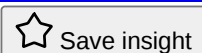
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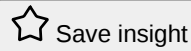
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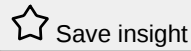
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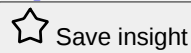
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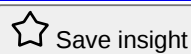
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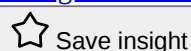
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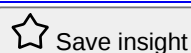
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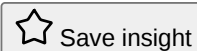
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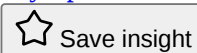
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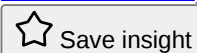
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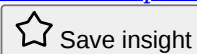
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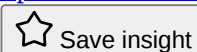


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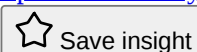


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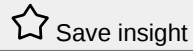


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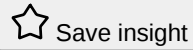


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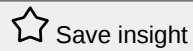


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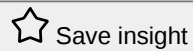


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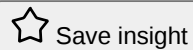


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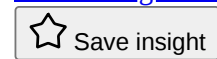


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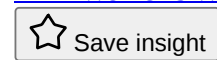


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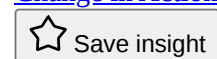


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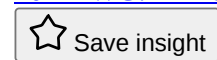


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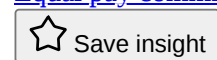
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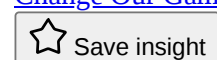


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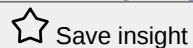
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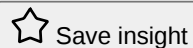


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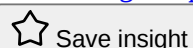


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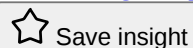


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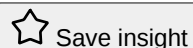
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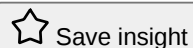
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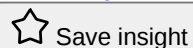


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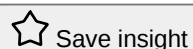
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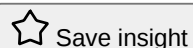
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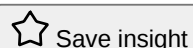
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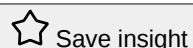
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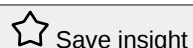
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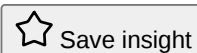
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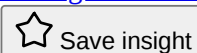
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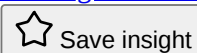
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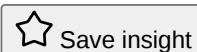


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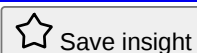
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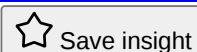
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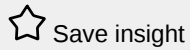
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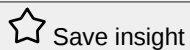
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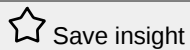
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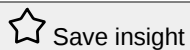
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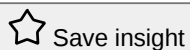
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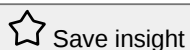
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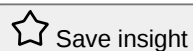
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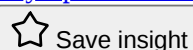
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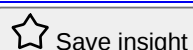
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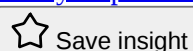
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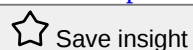
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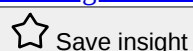
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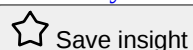
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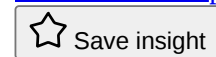
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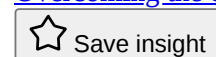
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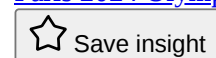
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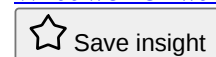
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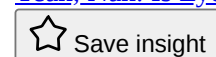
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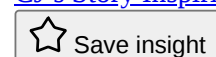
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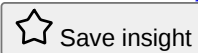
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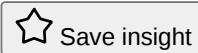
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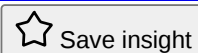
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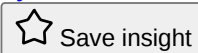
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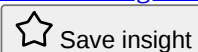
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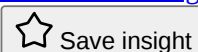
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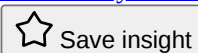
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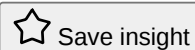
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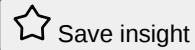
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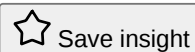
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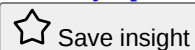
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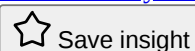
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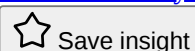
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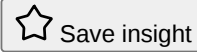
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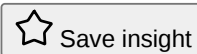
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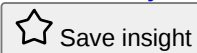
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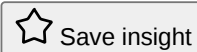
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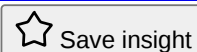
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