

Impact of the FIFA Women's World Cup 2023™ on the Australian community

Community Perceptions Monitor (CPM) summary report
September 2023



The Australian Sports Commission's Community Perceptions Monitor (CPM) survey captured the sentiment of Australians aged 18+ in the lead-up to and after the FIFA Women's World Cup 2023™.

FIFA Women's
World Cup 2023™
20 July to 20 August 2023

Key findings



The FIFA Women's World Cup 2023™ had a **positive impact** on Australians.



Prior to the World Cup, interest was relatively **low** compared to that seen before other major international sporting events.



78% of Australians engaged with media coverage, which far exceeded intended engagement prior to the event (48%).



75% of Australians who watched / read / listened to coverage of the World Cup saw something that made them **feel proud** or want to **participate in sport**.



Most popular media formats

- 65%** - Live television coverage
- 29%** - Television or radio news
- 20%** - Live streaming
- 19%** - Social media posts



Benefits of hosting the World Cup

- 81%** - Bringing the community together
- 79%** - Enhancing Australia's international reputation and influence
- 73%** - Increasing tourist / visitor numbers
- 71%** - Representing the diversity of Australian people and cultures

Broadcast

The FIFA Women's World Cup 2023™ was televised on Optus Sport and the Seven Network. Optus Sport subscribers could stream all 64 matches live, along with replays, mini matches, and extended highlights. The Seven Network aired 16 games on both the Seven linear channel and 7plus digital platform.

Almost **18.6 million Australians** watched the tournament via the Seven Network, with 14.76 million viewers on the Seven broadcast and 3.82 million on 7plus (live or on demand). The Matildas' semifinal against England on 16 August became the **most-watched TV program** in over two decades, attracting an average audience of 7.2 million and reaching 11.15 million viewers. ¹

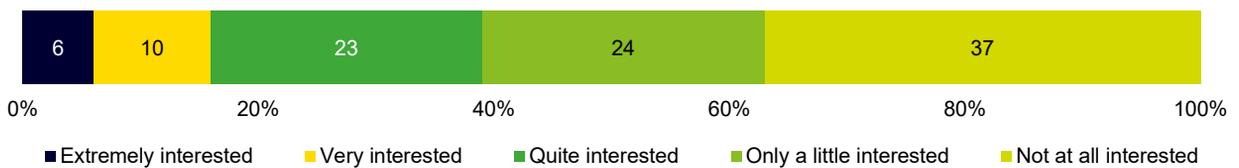
¹ [FIFA Women's World Cup 2023™ draws 18.6m](#), Seven Network, (2023)

Engagement with the World Cup

Level of interest prior to the World Cup

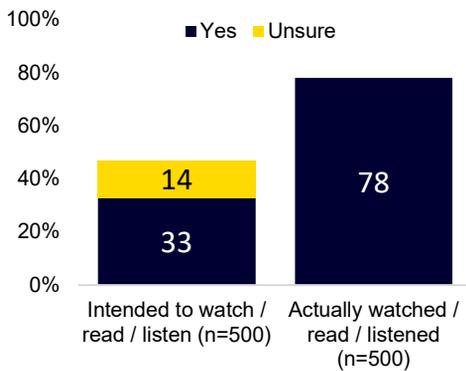
Interest in the FIFA Women's World Cup 2023™ was relatively **low** before the tournament began, compared with other major sporting events, with around two-thirds of respondents (**63%**) expressing some level of interest in it.

- Interest was:
- ⬇ Lower than the [2022 Birmingham Commonwealth Games \(76%\)](#)
 - ↔ In line with the [2022 Beijing Winter Paralympic Games \(66%\)](#)
 - ⬇ Lower than the [2022 Beijing Winter Olympic Games \(73%\)](#)
 - ⬇ Lower than the [2020 Tokyo Summer Paralympic Games \(73%\)](#)
 - ⬇ Lower than the [2020 Tokyo Summer Olympic Games \(82%\)](#)



Base: All respondents in July 2023 (Pre-World Cup), n=500

Intended and actual engagement with media coverage



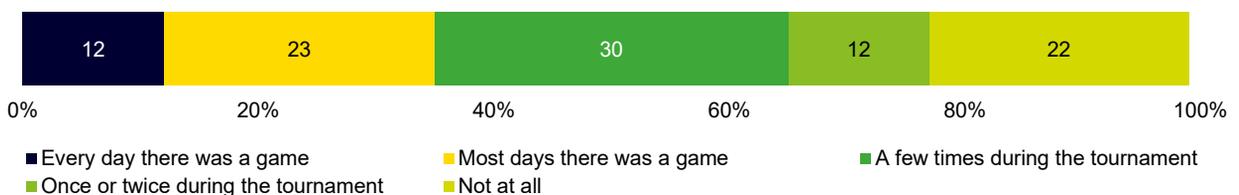
The majority (**78%**) of respondents watched / read / listened to media coverage of the World Cup. This far exceeded the proportion (**48%**) who indicated that they intended to do so or were unsure if they would.

Engagement was:

- ⬆ Higher than the [2022 Birmingham Commonwealth Games \(70%\)](#)
- ⬆ Higher than the [2022 Beijing Winter Paralympic Games \(53%\)](#)
- ⬆ Higher than the [2022 Beijing Winter Olympic Games \(68%\)](#)
- ⬆ Higher than the [2020 Tokyo Summer Paralympic Games \(68%\)](#)
- ↔ In line with the [2020 Tokyo Summer Olympic Games \(82%\)](#)

Base: All respondents in July 2023 (Pre-World Cup) / August 2023 (Post-World Cup)
 NB: "Yes, intended to" and "Unsure" do not add to 48% due to rounding.

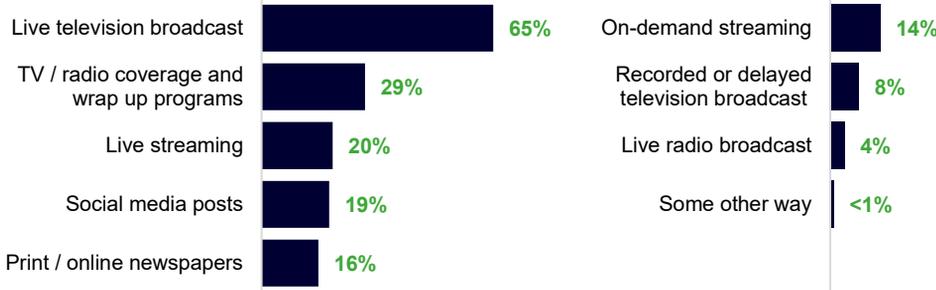
Frequency of engagement with media coverage



Base: All respondents in August 2023 (Post-World Cup) n=500

Popular media formats

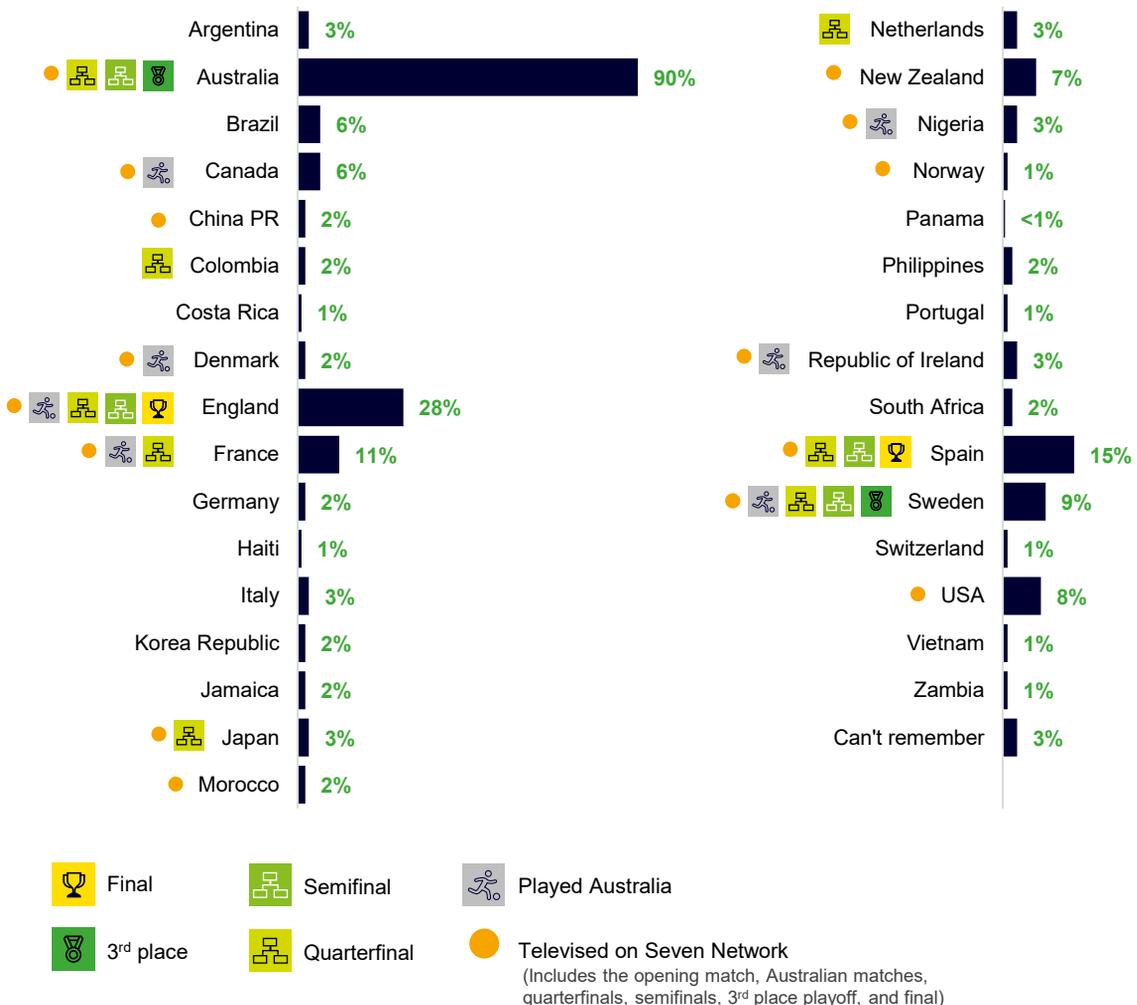
Among those who watched, read, or listened to coverage of the World Cup the most popular media channel was the **live television broadcast (65%)**, followed by TV / radio news coverage and wrap up programs (29%) and social media posts (19%).



Base: Respondents in August 2023 who watched, read, or listened to media coverage of the World Cup (n=390)

National teams of interest

The **Australian team** achieved the highest media engagement at **90%** during the World Cup. Other teams most commonly followed were those that reached the semifinals or finals of the tournament, or those who played Australia in a match.



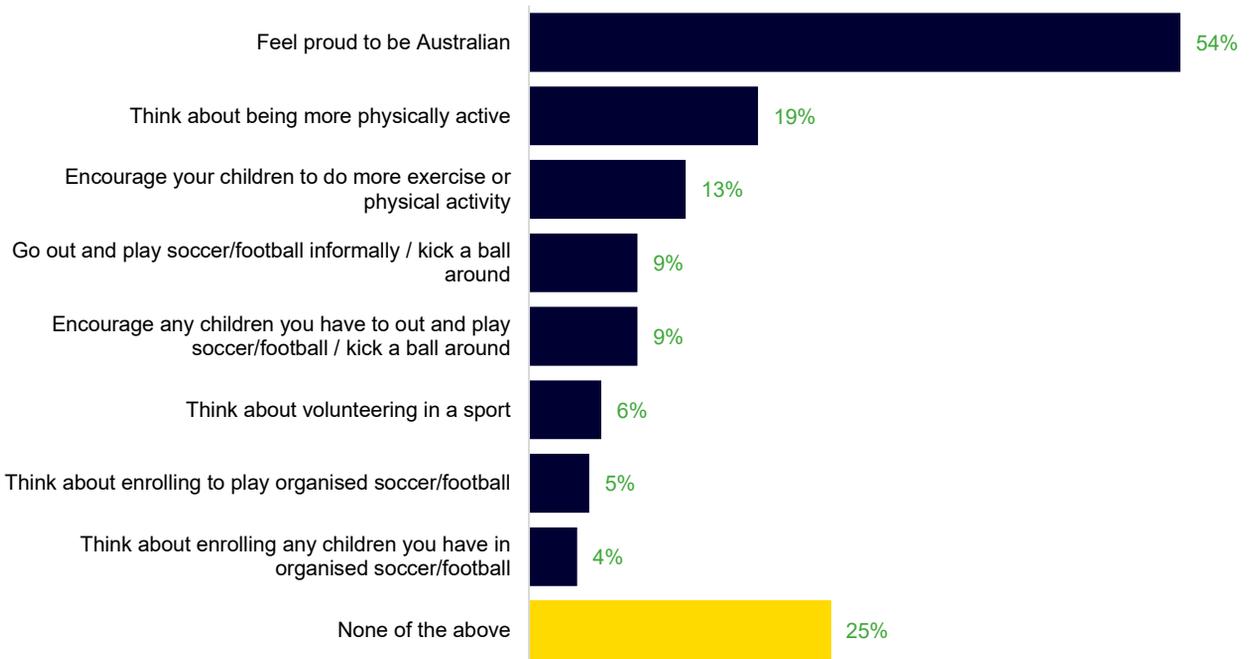
Base: Respondents in August 2023 who had watched, read or listened to media coverage of the World Cup (n=390)

Pride and inspiration

Three-quarters of respondents who watched, read, or listened to media coverage of the World Cup (75%) said they saw something that either made them **feel proud to be Australian** or made them think about **participating in / encouraging their child to participate in sport or physical activity**.

- The figure was:
- ↑ Higher than the [2022 Birmingham Commonwealth Games \(67%\)](#)
 - ↑ Higher than the [2022 Beijing Winter Paralympic Games \(63%\)](#)
 - ↑ Higher than the [2022 Beijing Winter Olympic Games \(61%\)](#)
 - In line with the [2020 Tokyo Summer Paralympic Games \(72%\)](#)
 - In line with the [2020 Tokyo Summer Olympic Games \(72%\)](#)

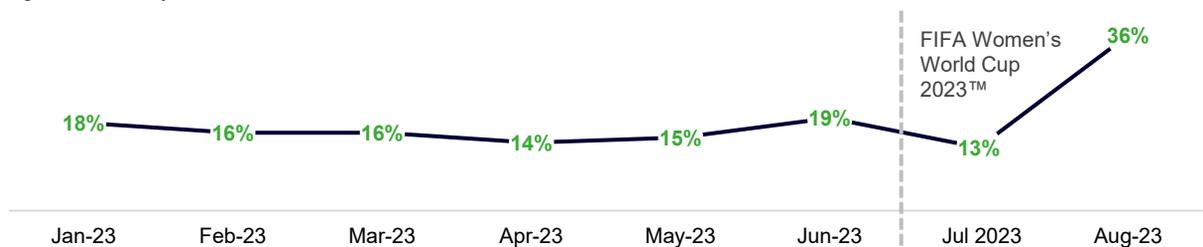
World Cup impact



Base: Respondents in August 2023 who had watched, read or listened to media coverage of the World Cup (n=390)

Pride in Australian sport

In August, **36%** of respondents expressed **increased pride in Australian sport**, marking the highest percentage since the CPM began in February 2020.



— More proud of Australian sport than you usually are

Base: All respondents (n=500)

What made Australia proud

Comments from Australians on **what made them proud** include....

The Matildas skill and performances

“ Aussie women achieving great results on the world stage.

“ The great effort of the Matildas and the achievement of reaching the semifinals.

“ How far the Matildas got and how skilful they are. I hardly ever watch sport, but like so many, got totally involved. Even watched the Final, even though the Matildas didn't make it.

Their attitude

“ Having humble, well behaved and professional players representing our country.

“ Positive attitude and professional image the Matildas showed win or lose.

“ The attitude of the Australian players, I thought this was an excellent demonstration of good behaviour on the pitch.

How they can inspire the next generation

“ It can make kids believe their dreams can be real.

“ Seeing positive female role models succeeding.

“ The Matildas - they competed so well, they inspired a next generation of players to compete in women's sport, and they were a very sporting team - competitive but courteous, friendly and welcoming.

The effect on the community

“ Everyone supporting them, encouraging.

“ It brought us together, a belonging/connection feeling.

“ The Matildas represented Australia well, they did great, raised Aussie spirit and pride.

The way the tournament was run

“ The team spirit and family orientated audience.

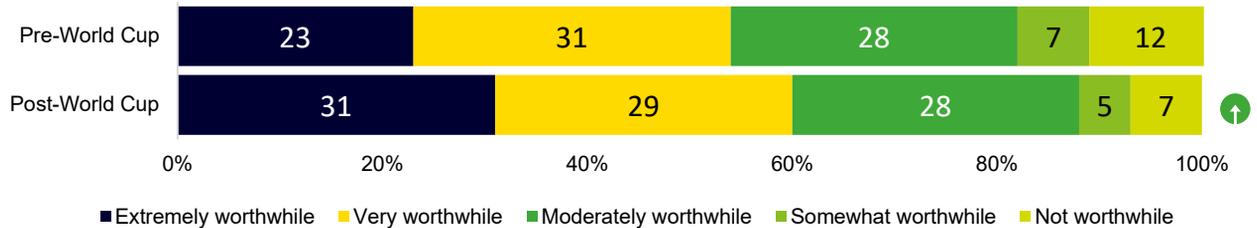
“ How well the Matildas performed on & off the field, plus the level of organization & support for the visiting teams.

“ The amazing efforts of the Matildas and their attitude and demeanor plus the positive reports from overseas teams and media about the organization of the tournament.

World Cup perception

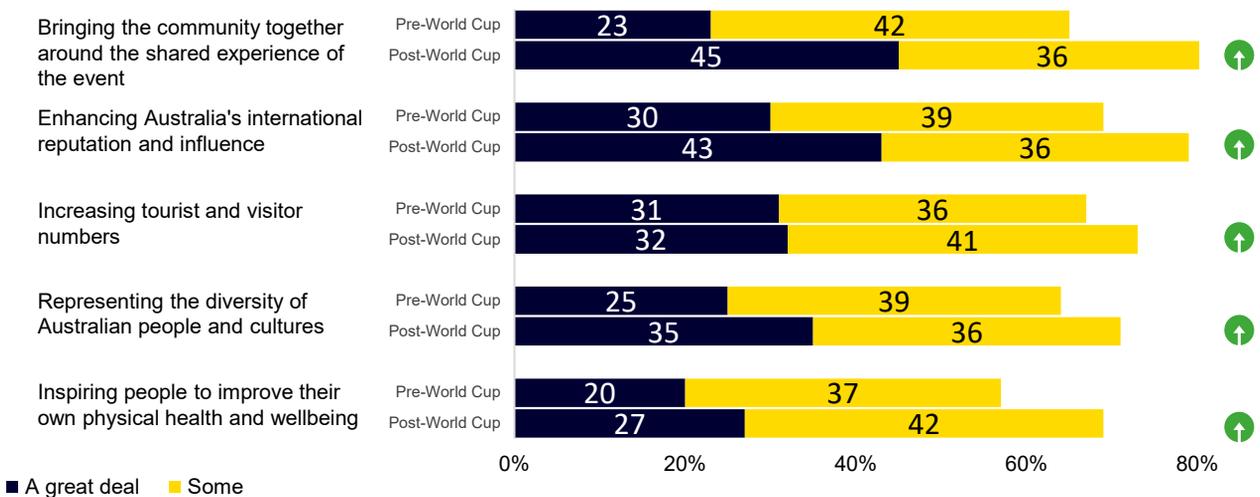
 An arrow indicates statistically significant changes between pre-and-post event surveys

Perceptions of the World Cup were generally **more positive after the event**, compared to before the event. Following the World Cup, **60%** of respondents felt the use of government / public funding for the event was 'very' or 'extremely' worthwhile, higher than prior to the event (54%).



Base: All respondents in July 2023 (Pre-World Cup), n=500 / August 2023 (Post-World Cup), n=500

Perceptions of some **benefits** major sporting events can bring to the community also **changed before and after the World Cup**. After the tournament more people thought that it had brought the community together, enhanced Australia's international reputation, increased tourism, represented the cultural diversity of Australia and inspired people to improve their own physical health.



Base: All respondents in July 2023 (Pre-World Cup), n=500 / August 2023 (Post-World Cup), n=500

About the Community Perceptions Monitor (CPM)

The Community Perceptions Monitor surveys 500 Australians aged 18+ each month, in a sample that is representative of the Australian population by gender, age, and region. It asks respondents about their attitudes toward a range of sport topics and sporting categories. These include high performance sport themes (such as athletes at the Olympic, Paralympic and Commonwealth Games, Australian national teams, individual athletes competing internationally and in domestic professional codes) – as well community sport themes (such as local organised sport, club sport, social and casual sports participation).

In July 2023, the CPM included questions about community interest in and intention to watch or follow the FIFA Women's World Cup 2023™. In August after the event, the survey included questions on how much respondents actually watched the World Cup and the impact or impression the event left. Results in this summary report are based on the full sample of 500 respondents for each month unless otherwise stated.

For further information, please contact the Australian Sports Commission's Insights team – email: asc_research@ausport.gov.au

Previous CPM impact reports

- [CPM Report: Impact of the Birmingham 2022 Commonwealth Games on the Australian Community \[2022\]](#)
- [CPM Report: Impact of the Beijing 2022 Winter Olympic and Paralympic Games on the Australian Community \[2022\]](#)
- [CPM Report: Impact of the Tokyo 2020 Olympic and Paralympic Games on the Australian Community \[2021\]](#)