



Resolve Industry Briefing

Women's World Cup Football & Netball

August 2023

Summary Methodology

This report outlines the results of a series of questions on the subject of the Women's World Cups. It was conducted as part of the Resolve Political Monitor (RPM). The methodology was as follows:

- An on-line survey conducted 9th – 13th August 2023 – leading into the Matildas' semi-final match and after the Diamonds' finals win – achieving a sample of n=1,603 adult Australians (notional max. margin of +/-2.4%).
- Used panel(s) primarily recruited by invitation off-line (random phone surveys, F2F, mail, etc.) to avoid inherent biases in self-selecting consumer panels and purely on-line recruitment.
- Respondents were not informed of the survey's topic(s) or publication prior to taking part to avoid response bias, e.g. a skew to more politically interested and/or informed voters seeking to send a public message.
- Detailed state-by-state quotas and weighting were employed for area, sex, age, education, income, marginal seats, etc., to ensure the sample truly reflected the population. Unless there are 'over-samples' of particular sub-groups of interest, any data weighting is minimal.
- Security and quality control checks were undertaken at all stages, including screening out 'bots'.
- Breakdowns may be provided by geo-demographic groups and voting blocs, but also the all-important marginal seats and uncommitted voter groups that will decide election outcomes, all with larger error margins.
- Where vote is reported and/or used for such breakdowns, primary voting intention is used. This is based on the '1' option in a fully ranked choice containing the most likely named candidates and parties in each area, and does not include the option of being 'undecided' (as per the ballot paper).
- Commentary of results may include the pollster's opinions, in turn based on breadth of historical experience.



Awareness & Engagement

Even before the Matildas' semi-final match and its record audience, around two-thirds of Australians were following the Women's World Cup and four-in-ten reported watching matches on TV and/or in-person. This compares to less than a third following and one-in-ten watching the Diamond's winning Netball World Cup. Although both are women's sports, males are just as likely to be engaged.

AWARENESS & ENGAGEMENT WITH WOMEN'S FOOTBALL	Track 27 (Aug 23)	Males	Females
I was unaware of this sporting event until today	10%	7%	13%
I have heard about it, but have not been following it at all	24%	20%	29%
I have not seen any games, but I have been following some of the stories or results in the media	23%	22%	23%
I have watched at least one match	24%	27%	22%
I have been following it very closely, watching or attending multiple matches	17%	22%	12%
Undecided	2%	3%	2%
AWARE	88%	91%	85%
FOLLOWING	63%	71%	56%
WATCHING	41%	49%	34%
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

Q2706) Australia is currently hosting the 2023 Women's World Cup Football (soccer). Which of the following best describes you? Base: All.

AWARENESS & ENGAGEMENT WITH WOMEN'S NETBALL	Track 27 (Aug 23)	Males	Females
I was unaware of this sporting event until today	34%	28%	39%
I have heard about it, but have not been following it at all	32%	32%	33%
I have not seen any games, but I have been following some of the stories or results in the media	20%	22%	18%
I have watched at least one match	6%	7%	4%
I have been following it very closely, watching or attending multiple matches	3%	5%	2%
Undecided	5%	6%	4%
AWARE	61%	66%	57%
FOLLOWING	29%	34%	24%
WATCHING	9%	12%	6%
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

Q2709) Australia recently competed in the 2023 Women's Netball World Cup, held in South Africa. Which of the following best describes you? Base: All.

Familiarity with National Teams

In a deeper measure of engagement, nine-in-ten Australians are familiar with the Matildas, their net likeability is ‘stellar’, and more than half can name a team member (a testament to the player-focused stories in promoting the event). In contrast, less than two-thirds are familiar with the Diamonds and only around one-in-twenty could name a player in the World Cup winning side.

KNOWLEDGE & LIKEABILITY OF MATILDAS	Track 27 (Aug 23)	Males	Females
Positive	64%	67%	61%
Neutral	22%	20%	24%
Negative	4%	4%	4%
Unfamiliar	10%	9%	11%
Familiar (Able to Rate)	90%	91%	89%
Net Likeability	+60	+62	+58
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

KNOWLEDGE & LIKEABILITY OF DIAMONDS	Track 27 (Aug 23)	Males	Females
Positive	31%	33%	28%
Neutral	24%	25%	22%
Negative	5%	6%	5%
Unfamiliar	40%	36%	44%
Familiar (Able to Rate)	60%	64%	56%
Net Likeability	+26	+28	+24
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

Q20) First, below is a list of people and organisations that are active in politics and public life. For each, please tell us whether you have heard of them and, if so, whether you have a favourable, neutral or unfavourable view of them. Base: All.

ABILITY TO NAME A MATILDAS TEAM MEMBER	Track 27 (Aug 23)	Males	Females
Yes	56%	64%	49%
No	44%	36%	51%
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

Q2707) Being honest, could you name one or more players in the current Matildas women’s football team?
Base: All.

ABILITY TO NAME A DIAMONDS TEAM MEMBER	Track 27 (Aug 23)	Males	Females
Yes	6%	6%	5%
No	94%	94%	95%
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

Q2710) Being honest, could you name one or more players in the current Diamonds netball team? Base: All.

Changed Viewing Behaviours

In a positive omen for the future of women’s football, a quarter of Australians report they were already watching football (men’s or women’s) and a further fifth say that they are likely to start watching as a result of this World Cup event. The potential audience has almost doubled for females, whereas netball’s gains have been more modest.

FOOTBALL VIEWING HABITS	Track 27 (Aug 23)	Males	Females
I don't watch it at all	55%	45%	65%
I have not watched it in the past, but the 2023 World Cup has changed that	19%	20%	18%
I watched it even before this World Cup	26%	35%	17%
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

Q2708) And which of the following best describes your viewing of football (soccer)? Base: All.

NETBALL VIEWING HABITS	Track 27 (Aug 23)	Males	Females
I don't watch it at all	85%	83%	86%
I have not watched it in the past, but the 2023 World Cup has changed that	6%	7%	5%
I watched it even before this World Cup	10%	10%	9%
Base (Unweighted)	1603	760	843
Base (Weighted)	1603	782	821

Q2711) And which of the following describes your viewing of netball? Base: All.



Free-To-Air Match Screening

Given their positive disposition to the Women’s World Cup, it is hardly surprising that almost three quarters of Australians would prefer international games to be made available to them on free-to-air channels (around half would like all games and a fifth would be happy with just the national team’s games). This preference for accessible viewing is most pronounced among fans, but extends over all voting blocs, target voters and marginal seats.

FREE-TO-AIR MATCH SCREENING	Track 27 (Aug 23)	Football Fans	Netball Fans	Non-Fans	Labor Voters	Coalition Voters	Other Voters	Uncommitt. Voters	Marginal Seats
All international games in a world cup should be accessible on free-to-air	53%	66%	65%	46%	52%	55%	53%	50%	49%
International games where the Australian national team is playing should be on free-to-air, but it doesn't matter if other countries' team are	18%	24%	18%	15%	23%	17%	15%	21%	23%
It does not matter to me whether any world cup matches are on free-to-air	21%	5%	11%	33%	18%	19%	27%	16%	21%
Undecided	8%	5%	6%	5%	7%	9%	5%	13%	7%
Base (Unweighted)	1603	678	150	840	594	483	471	395	454
Base (Weighted)	1603	656	144	851	574	513	457	409	455

Q2720) Thinking about international sporting events like these, do you think that some or all games should be available on free-to-air TV channels (those you do not pay for), or not? Base: All.



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