

We fan.

A research study about female MLS fans.



We fan.

Sure, soccer is a sport. A game, a pastime. But it's also so much more. Soccer unites us and brings us all together. Different backgrounds, ethnicities, and ages — it doesn't matter. And female fans are, and always have been, a crucial part of this universal team.

Female fans are loyal. They're diverse. And they're genuinely excited about the sport. They share that excitement with those that they love — family, friends, partners, and children — creating the next generation of fans around the country.

SeatGeek and MLS wanted to know more about these female fans, so we talked to them directly to hear what they love, what's important to them, and what they want *even* more of.



We come
from
all over.



We come from all over.

Sports leagues and fans are often viewed as male-centric, but diversity is integral to soccer, and MLS is a representative league — in age, geography, ethnicity, and gender. We are *all* the face of soccer.

Close to half of the league's fans overall are minorities, and according to MLS, women make up almost half of the league's entire fan base. Of those, almost a third are Hispanic.

42%

of the entire MLS fan
base are women

“Everyone is welcome to MLS, regardless of race, color, religion, national origin, gender, gender identity, disability, sexual orientation or socioeconomic status.”

MLS WORKS ‘Soccer For All’ Initiative

We are
technology
first.



We are technology first.

Women are avid digital consumers, relying heavily on social media and mobile apps for soccer content and ticket purchases.

Compared to men, women are more likely to go to social media *first* for their MLS content.

When it comes to buying MLS tickets on SeatGeek, women turn to the mobile app (vs. desktop) to purchase more often than men.

1.5x

more likely than men to first go to social media for MLS video content

52%

of women's MLS ticket purchases on SeatGeek are through the app, compared to 46% of men's purchases

We fan
together.



We fan together.

Female fans help shape the next generation of soccer fans.

Women enjoy the unique stadium experience of attending MLS matches, which are usually group outings for them. In fact, 71% of women say they're fans because they 'like bonding with family and friends who are fans.'

45% of MLS fans have at least one child in the home, and women attend games with their family members more often than men.

75%

of women usually attend games with their family members

We're
committed.



We're committed.

Women don't just spend money on tickets—they keep spending at the stadium. In fact, they spend more on merchandise for others than for themselves.

Women spend just as much, on just as many tickets, just as far in advance as men. And they buy food, drinks, and merchandise for themselves *and* those that they bring with them to the matches.

Women are excited to see options specifically for them and their friends and family - and are willing to spend money on things like 'healthier food options,' 'drinks preferred by women,' and merchandise with sizing and gear that is 'targeted to women.'

#2

mention was
'merchandise' when
women were asked
how the league can
best support women

**"I appreciate the
growing line of women-
specific merchandise.
Keep that up."**

-Female survey
respondent

We're
here.



We're here.

Women want to be seen and represented as soccer fans. Representation and engagement go hand in hand for them.

Nearly half of female MLS fans said that being represented as fans increases their likelihood to attend matches.

At MLS, the league, partners, and teams continue to innovate on female-friendly initiatives, like having the first all-female broadcast crew for a recent D.C. United match, using female voices in tune-in promotional messaging, and prominently featuring female supporters group members in partner national TV spots and in the league's 'Our Soccer' campaign.

#1

mention was **'being featured in ads'** when women were asked how the league can best support women

"Market to us not as moms or wives, but as fans."

-Female survey respondent

Key Takeaways

We come from
all over.

Women make up
almost half of Major
League Soccer's entire
fan base, reiterating
The fact that soccer
is a sport for all.

We are
technology first.

Women are avid digital
consumers, and their
first stops for soccer
content and ticket
purchases are social
media and mobile apps.

We fan
together.

Female fans bring family,
friends, and partners
with them to games.
They create and shape
the next generation
of soccer fans.

We're
committed.

Women don't just
spend money on tickets.
They spend money
on merch, food, and
drinks for themselves
and others.

We're
here.

Women want to be
seen and represented
as soccer fans.
Representation and
engagement go hand
in hand for them.

We're inspired.

At SeatGeek, we decided to celebrate the female fan with a consumer-focused advertising campaign, starring SeatGeek family and friends, and run by an all-female crew. The spots will run on digital and broadcast platforms, all with the message “We fan.”





Sources

MLS Internal Custom Ticketing Study 2017*
MLS Internal Custom Media Content Study 2017
MLS - Simmons Research 2018
MLS - Scarborough USA+ Research 2018
SeatGeek MLS Consumer Research Study 2019*
SeatGeek MLS Buyer Data 2019*

*Research and Buyer data shown is among
individual MLS game ticket purchasers

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