

NATIONAL WOMEN'S SOCCER LEAGUE CONTINUES RECORD-BREAKING GROWTH ACROSS VIEWERSHIP, ATTENDANCE, AND SOCIAL IN 2025

League delivers fourth straight year of audience gains and expanding fan engagement across all platforms

NEW YORK (November 7, 2025) – The National Women's Soccer League (NWSL) today announced continued momentum across all major audience metrics, closing the 2025 regular season with record-breaking growth in viewership, attendance and digital engagement.

VIEWERSHIP

The NWSL delivered its fourth consecutive year of linear viewership growth, up 22 percent year-over-year¹, reflecting the league's sustained rise as a major force in live sports entertainment. Growth among women 18-34, up 30 percent year-over-year, further solidifies the NWSL's position as one of the fastest-growing sports properties with this key audience.

Digital viewership surged as well, with total live streams up 30 percent year-over-year and a record 2.62 billion minutes watched across all platforms – the highest total in league history. Viewership on ION's FAST (Free Ad-Supporting Streaming TV) platform contributed significantly to this record, with 3.25 million total hours viewed, up 24 percent year-over-year.

SOCIAL GROWTH

The NWSL's social presence expanded significantly in 2025, with a 27 percent year-over-year increase in total followers across platforms. On TikTok, followers doubled and engagement climbed 68 percent, underscoring the league's growing resonance with women 18-34 and reinforcing its position as a cultural touchpoint for the next generation of fans.

ATTENDANCE

In-person fandom reached new highs, marking another season of robust growth in live attendance and local engagement.

- Largest single-game crowd in league history: 40,091 fans attended Bay FC vs. Washington Spirit at Oracle Park in August. The NWSL now owns 48 of the top 50 most attended matches in U.S. women's professional league sports history.
- Third consecutive season averaging more than 10,000 fans per match, the longest such streak in league history.
- A record six clubs including Angel City FC, Bay FC, Kansas City Current, Portland Thorns FC, San Diego Wave FC, and Washington Spirit averaged 10,000 or more fans per home match, up from four in 2024.

NWSL Media Contacts:

Jen Levine (jlevine@nwslsoccer.com)

Maddy Schachte (mschachte@nwslsoccer.com)

¹ Source: Nielsen Big Data + Panel