

INDUSTRIES & MARKETS

Women's National Basketball Association

Table of Contents

01 Overview

Most popular women's sports in the U.S. 2024	
Most popular women's sports leagues in the U.S. 2023	
Revenue of the WNBA 2022-2023	
Share of WNBA players 2023, by ethnicity	
Head coaches in the WNBA 2004-2023, by gender	
Share of WNBA team presidents 2012-2023, by gender	
Female employees in the WNBA 2009-2023	
WNBA Instagram followers as of 2024, by team	

02 Fan interest

Public interest in WNBA in the U.S. 2023, by gender	
Public interest in WNBA in the U.S. 2023, by age	
WNBA regular season TV viewers 2023	
WNBA Finals TV viewership 2023	
WNBA Draft TV viewers in the U.S. 2024	

03 Attendance

WNBA average regular season attendance 1997-2023	
Regular season attendance WNBA games 2023	
Highest WNBA attendances 2023	

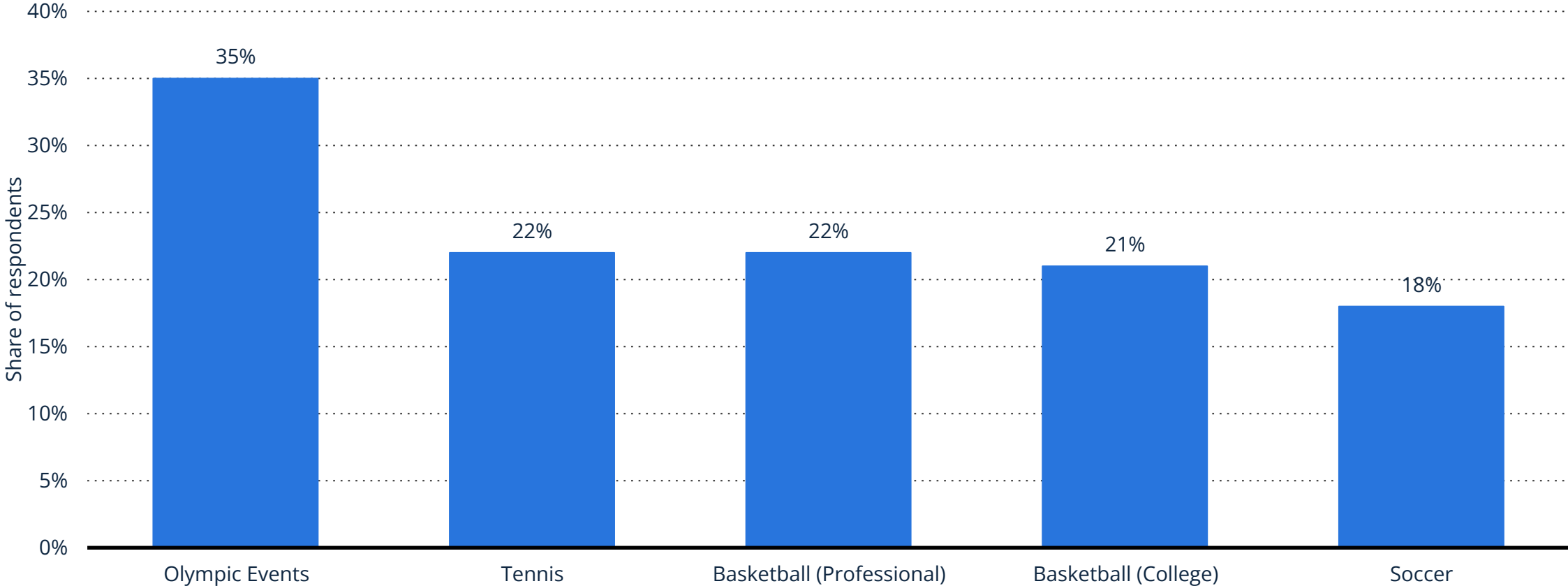
	Attendance at the WNBA All-Star Game 1999-2023	21
<u>03</u>	Average ticket price WNBA games 2021	22
<u>04</u>	04 Player salaries	
<u>05</u>		
<u>06</u>	NBA & WNBA annual salaries in 2023/24	24
<u>07</u>	NBA & WNBA annual salaries as share of league revenue in 2024	25
<u>08</u>	Highest paid players in the WNBA 2024	26
<u>09</u>	Average player salary in the WNBA by team 2023	27
<u>10</u>	Minimum player salary in the WNBA 2020-2027	28
	Maximum player salary in the WNBA 2020-2027	29
	Rookie salary in the WNBA 2020-2027, by pick position	30
<u>12</u>		
<u>13</u>	05 League records	
<u>14</u>		
<u>14</u>	WNBA Finals wins by team 2023	32
<u>15</u>	WNBA all-time scoring list 1997-2023	33
<u>16</u>	Women's National Basketball Association all-time assists leaders 1997-2023	34
	WNBA career steals leaders 1997-2023	35
	Women's National Basketball Association all-time rebound leaders 2023	36
<u>18</u>	WNBA career games leaders 1997-2023	37
<u>19</u>		
<u>20</u>		

CHAPTER 01

Overview

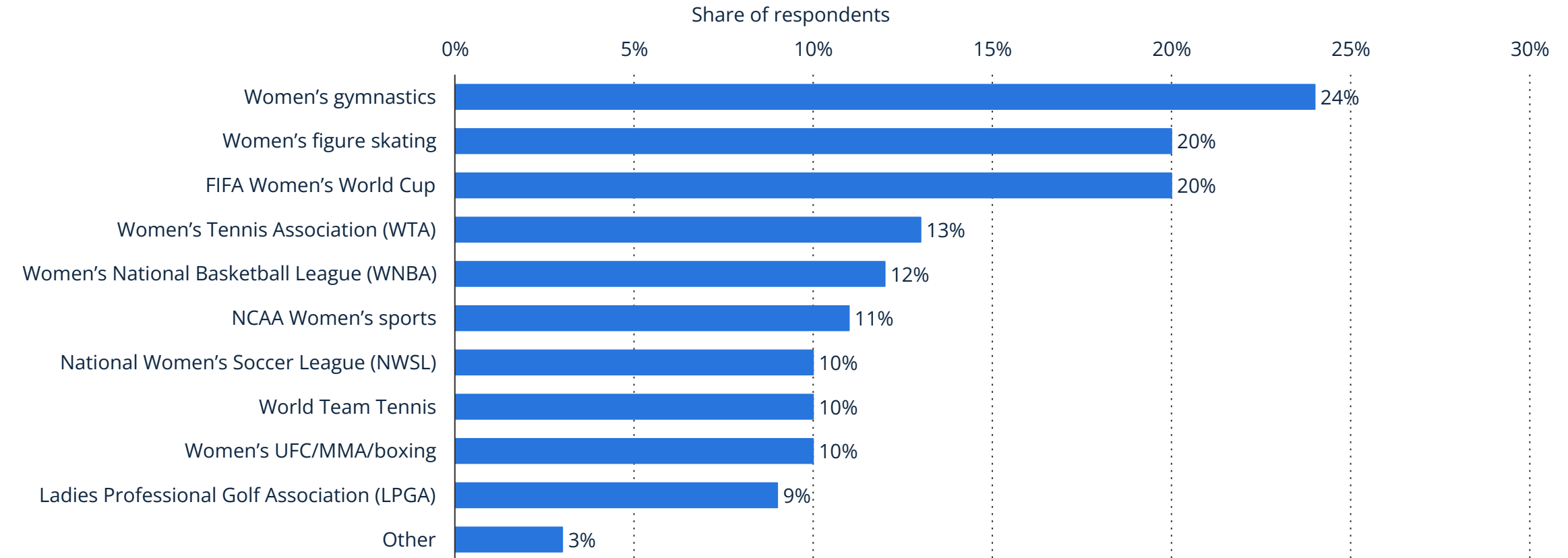
Most watched women's live sports in the United States as of January 2024

Most popular women's sports in the U.S. 2024



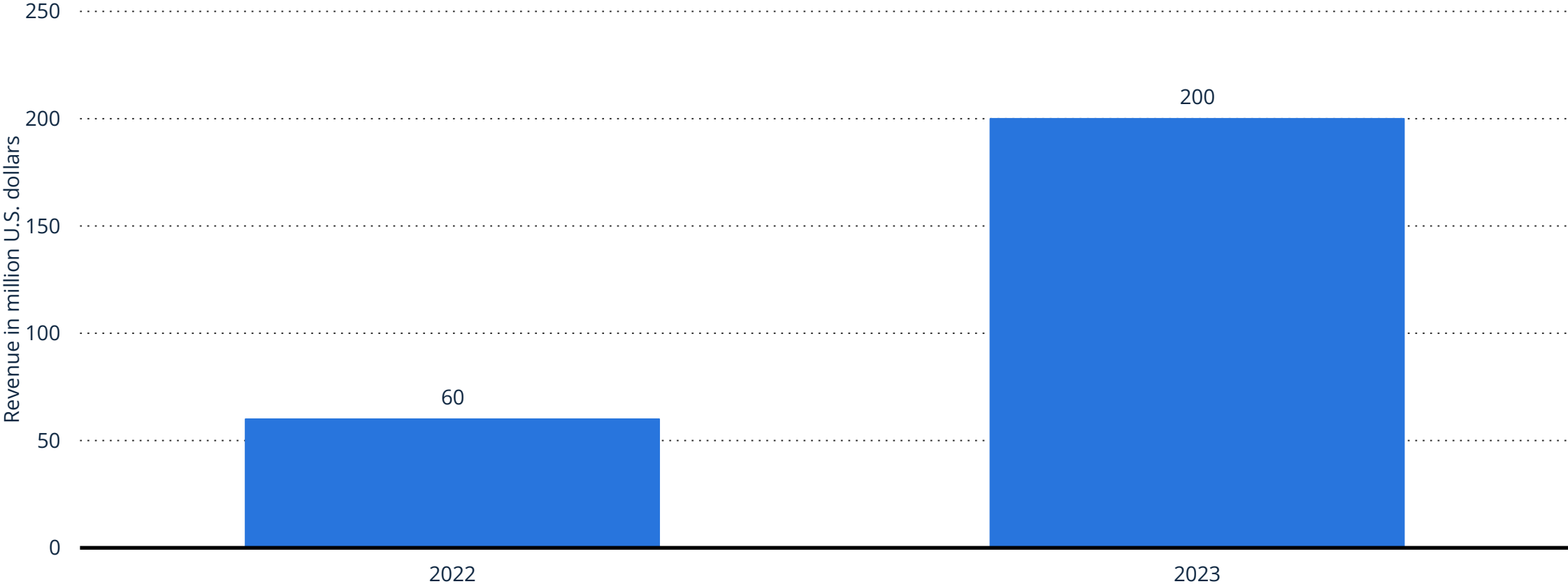
Most popular women's professional sports leagues and competitions in the United States as of February 2023

Most popular women's sports leagues in the U.S. 2023



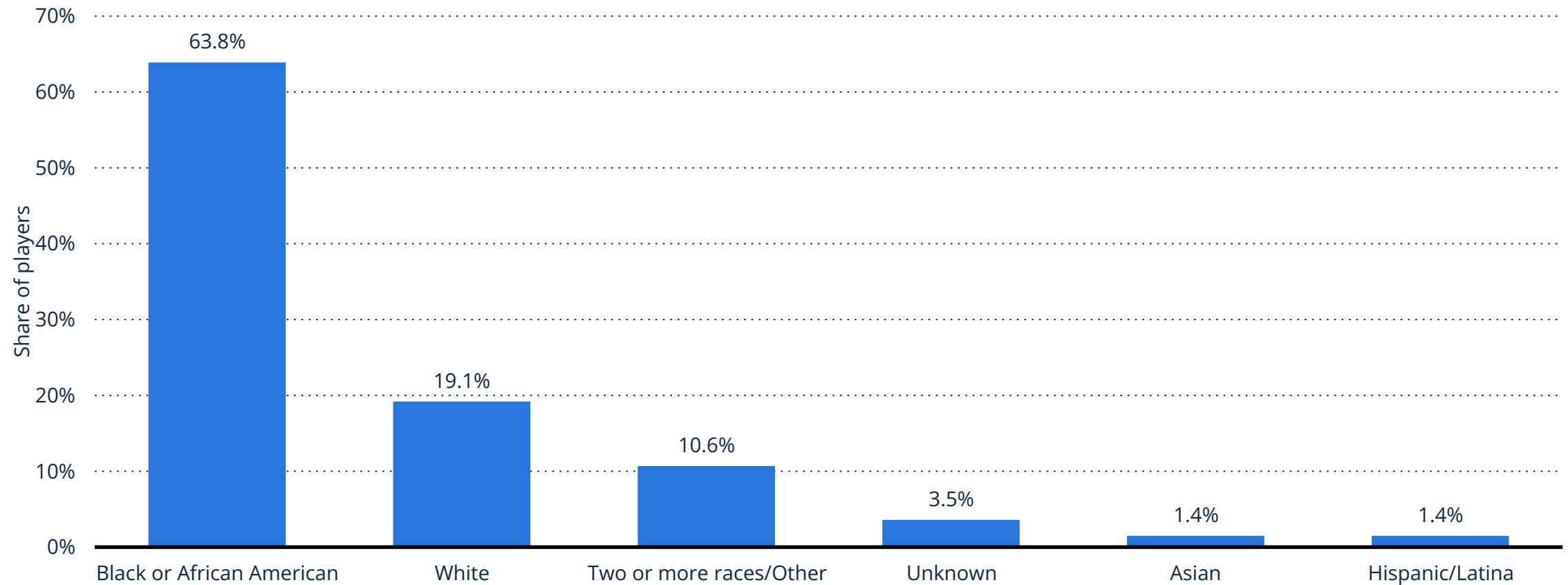
Estimated revenue of the Women's National Basketball Association (WNBA) in the United States in 2022 and 2023 (in million U.S. dollars)

Revenue of the WNBA 2022-2023



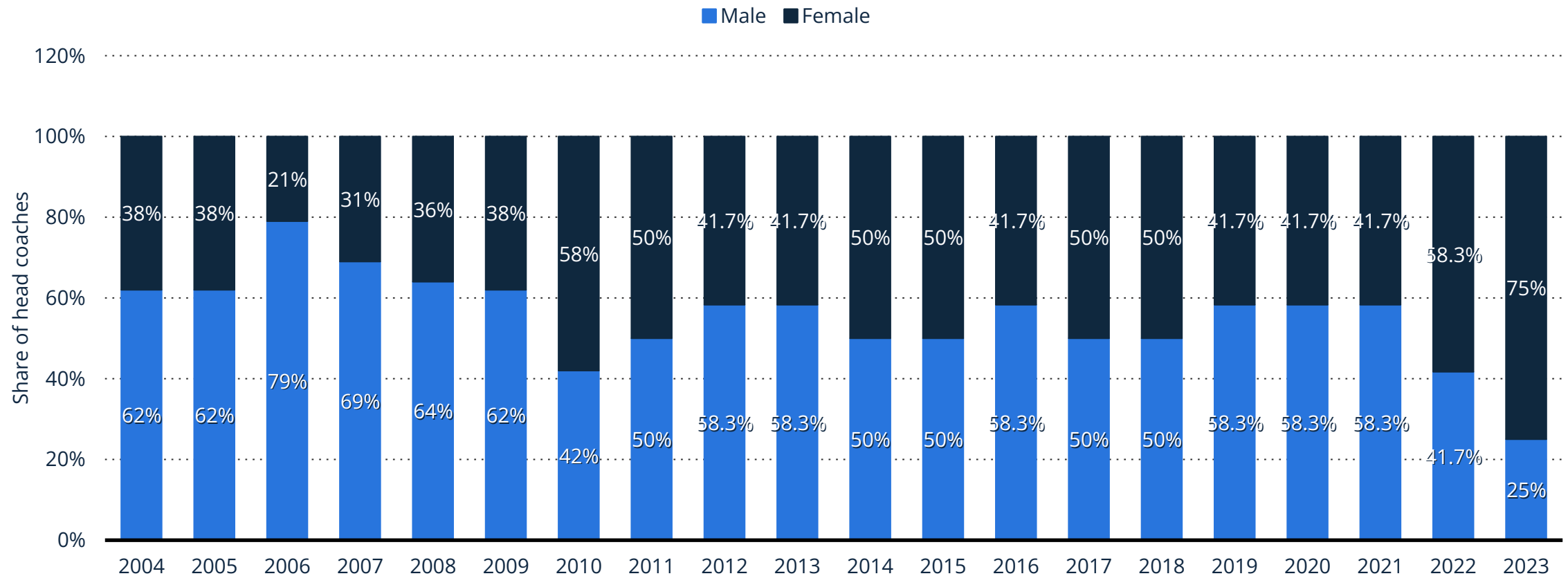
Share of players in the Women's National Basketball Association (WNBA) in 2023, by ethnicity

Share of WNBA players 2023, by ethnicity



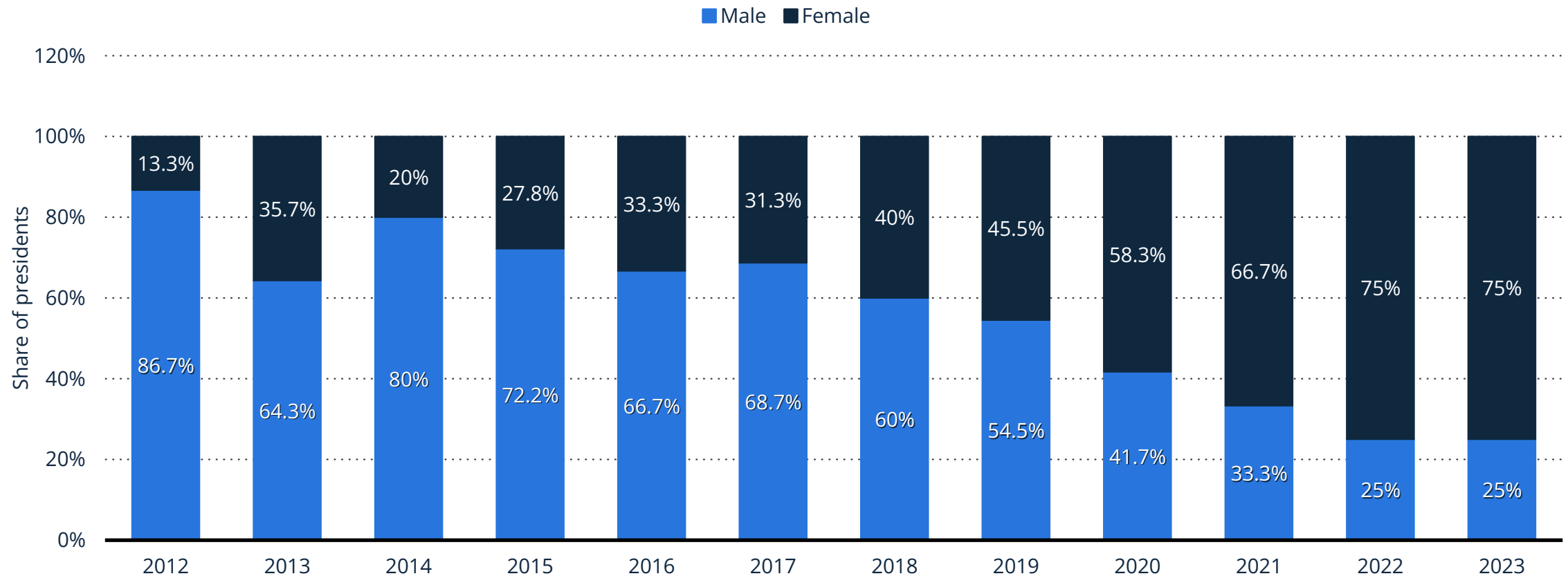
Share of head coaches in the Women's National Basketball Association (WNBA) from 2004 to 2023, by gender

Head coaches in the WNBA 2004-2023, by gender



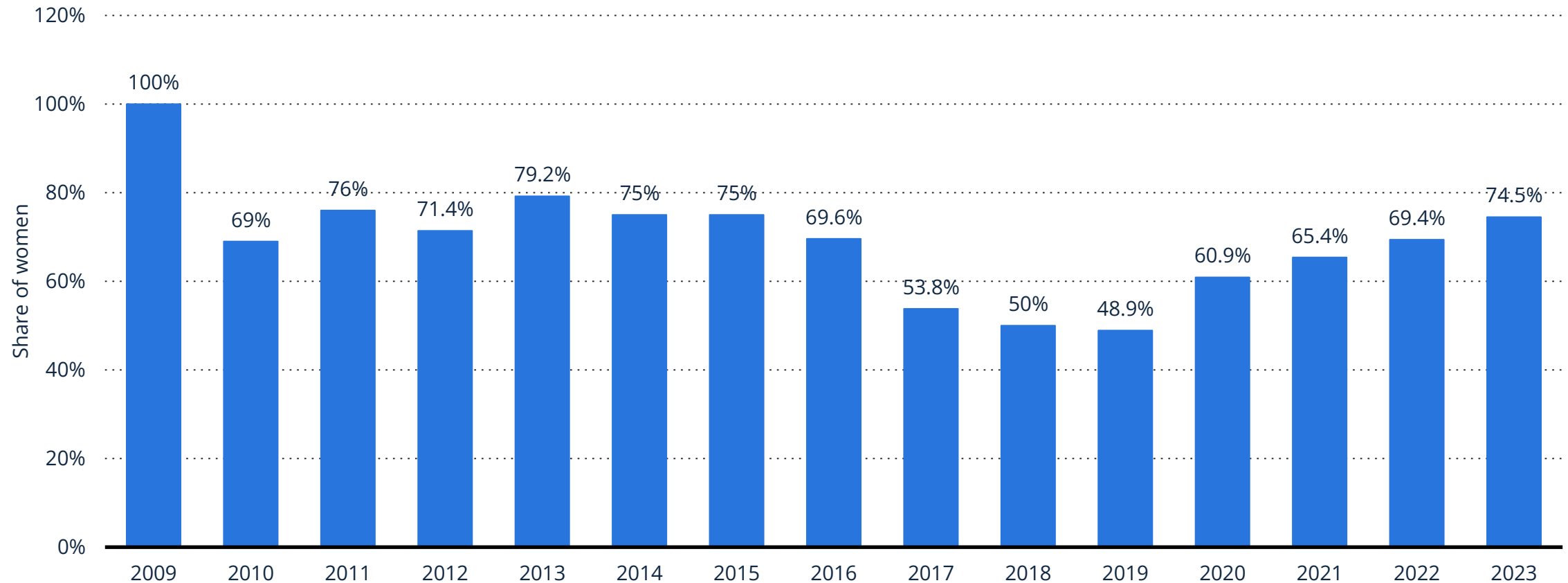
Share of team CEO/presidents in the WNBA from 2012 to 2023, by gender

Share of WNBA team presidents 2012-2023, by gender



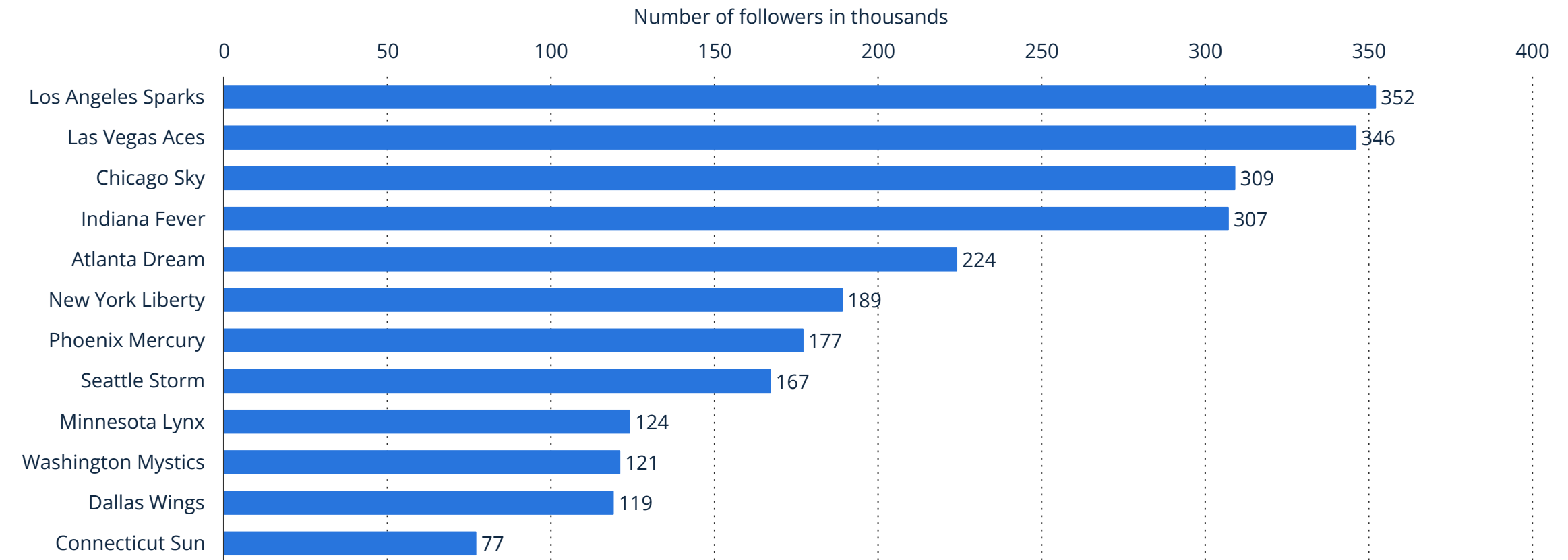
Share of women employed in the Women's National Basketball Association (WNBA) League Office from 2009 to 2023

Female employees in the WNBA 2009-2023



Number of Instagram followers of WNBA teams as of April 2024, by team (in 1,000s)

WNBA Instagram followers as of 2024, by team

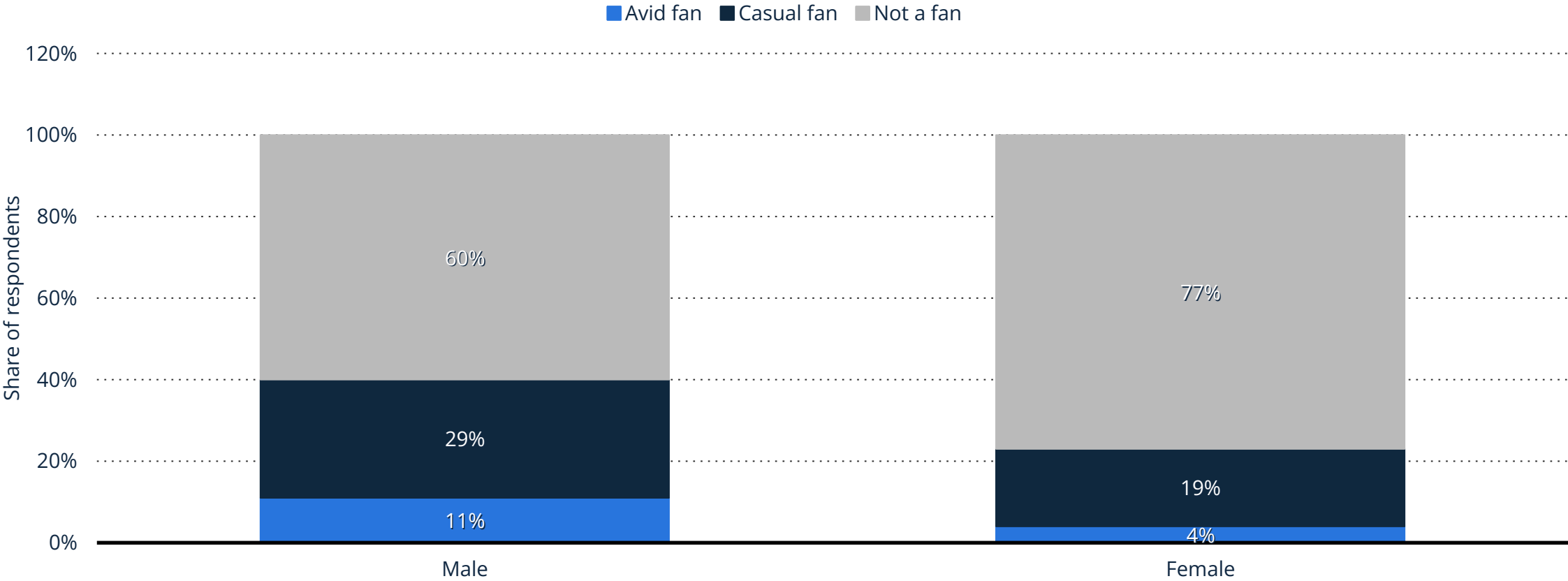


CHAPTER 02

Fan interest

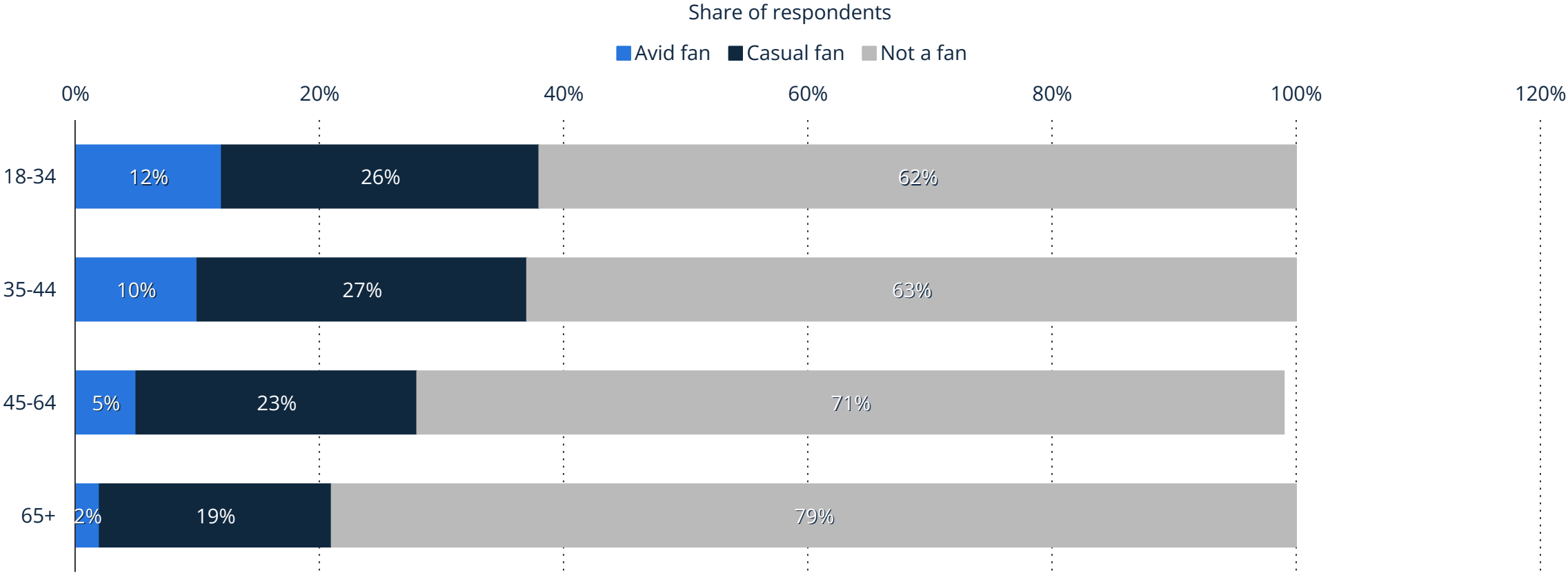
Level of interest in WNBA in the United States as of March 2023, by gender

Public interest in WNBA in the U.S. 2023, by gender



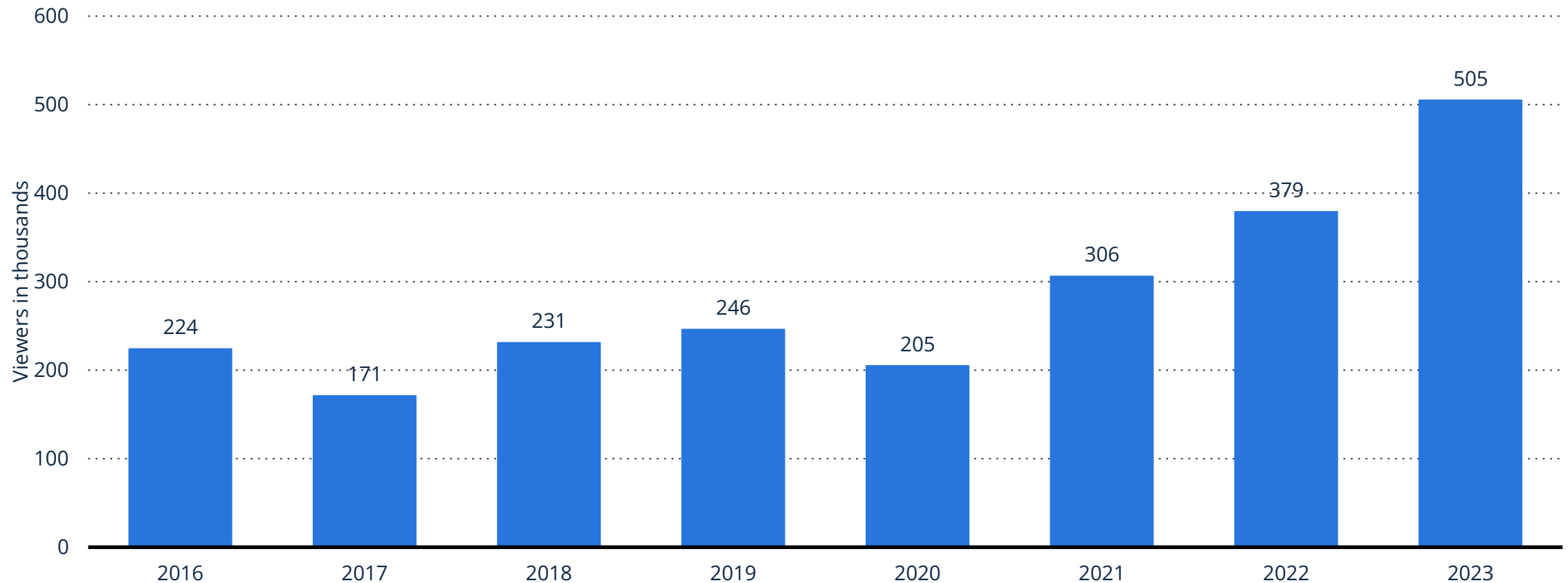
Level of interest in WNBA in the United States as of March 2023, by age

Public interest in WNBA in the U.S. 2023, by age



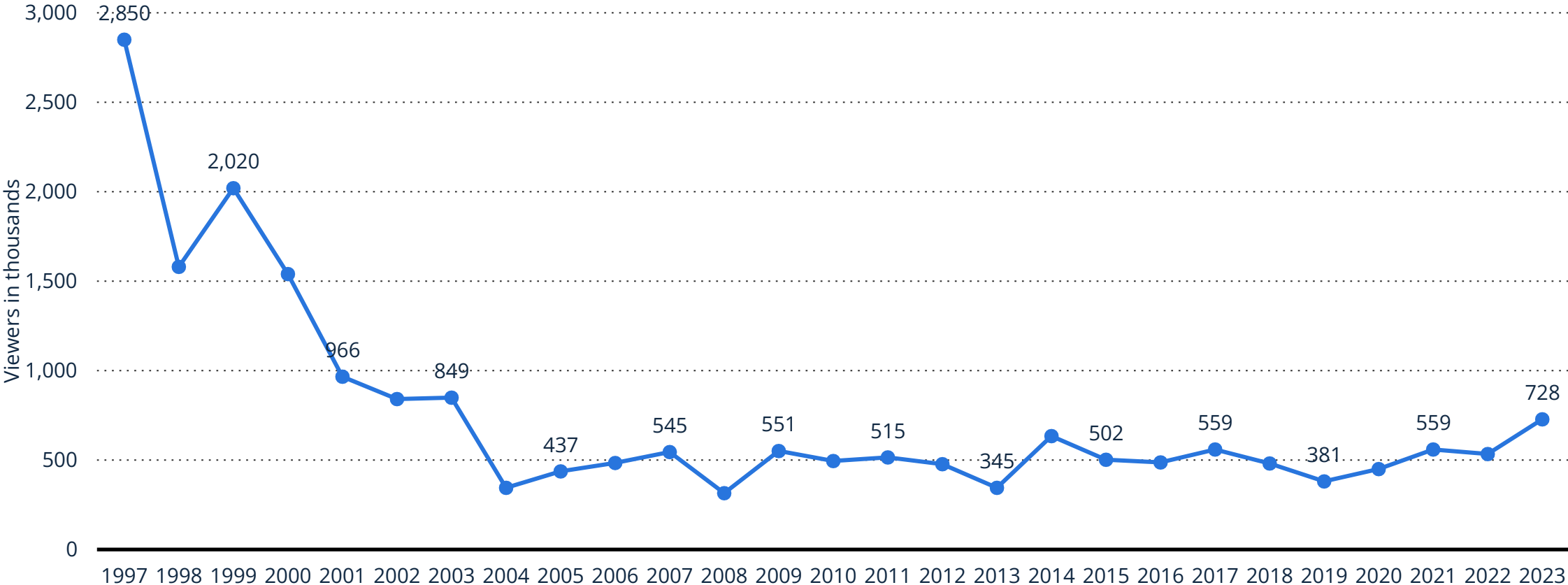
Average TV viewership of the WNBA regular season from 2016 to 2023 (in 1,000s)

WNBA regular season TV viewers 2023



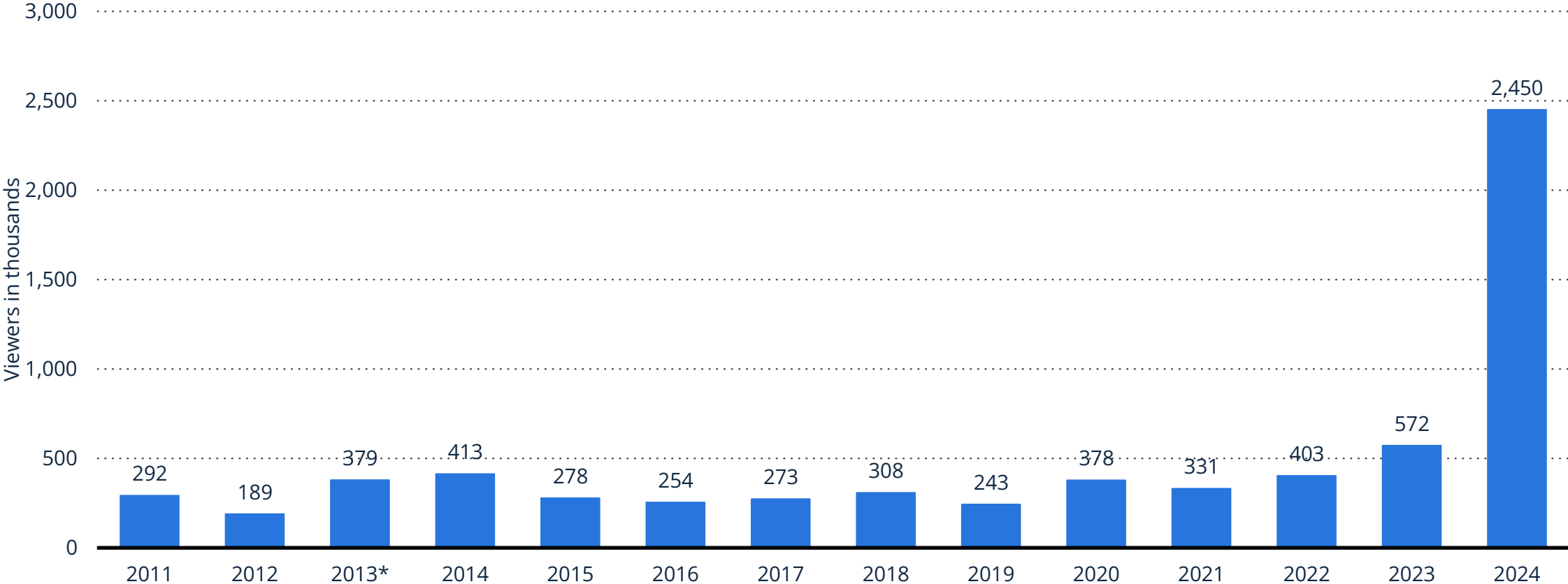
Number of TV viewers of the WNBA Finals from 1997 to 2023 (in 1,000s)

WNBA Finals TV viewership 2023



Number of viewers of the WNBA Draft in the United States from 2011 to 2024 (in 1,000s)

WNBA Draft TV viewers in the U.S. 2024

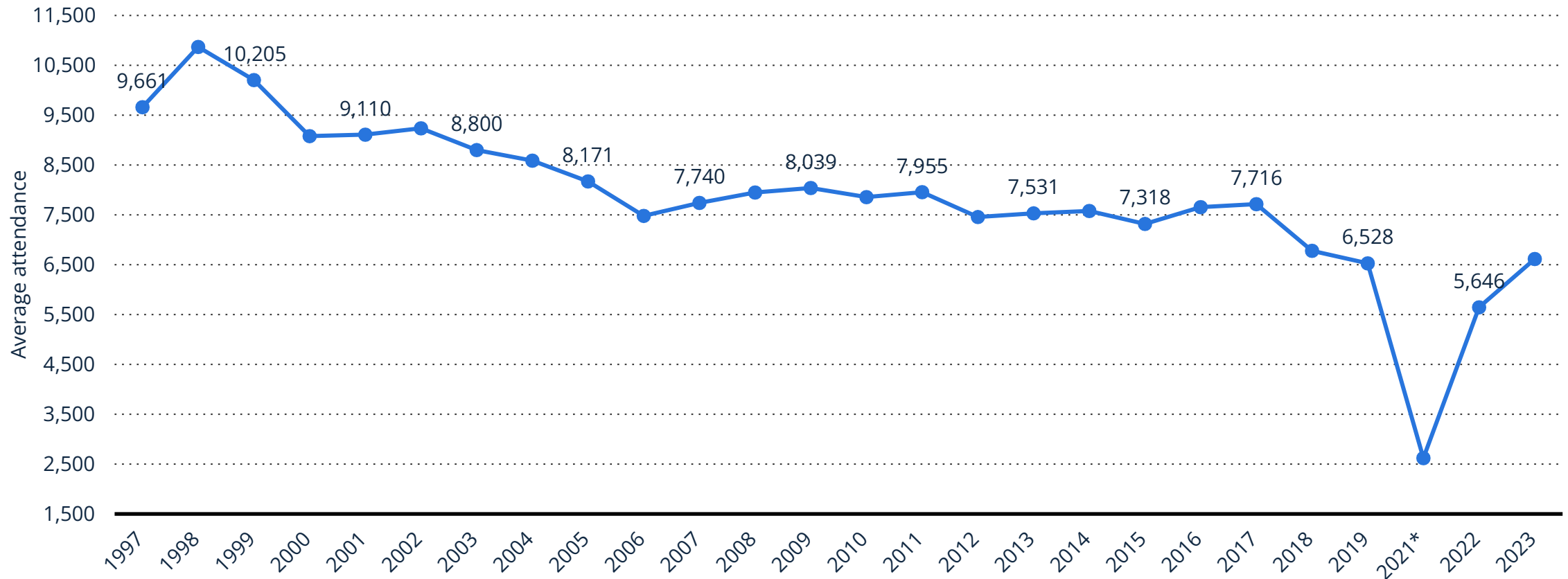


CHAPTER 03

Attendance

Women's National Basketball Association (WNBA) average regular season attendance from 1997 to 2023

WNBA average regular season attendance 1997-2023



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