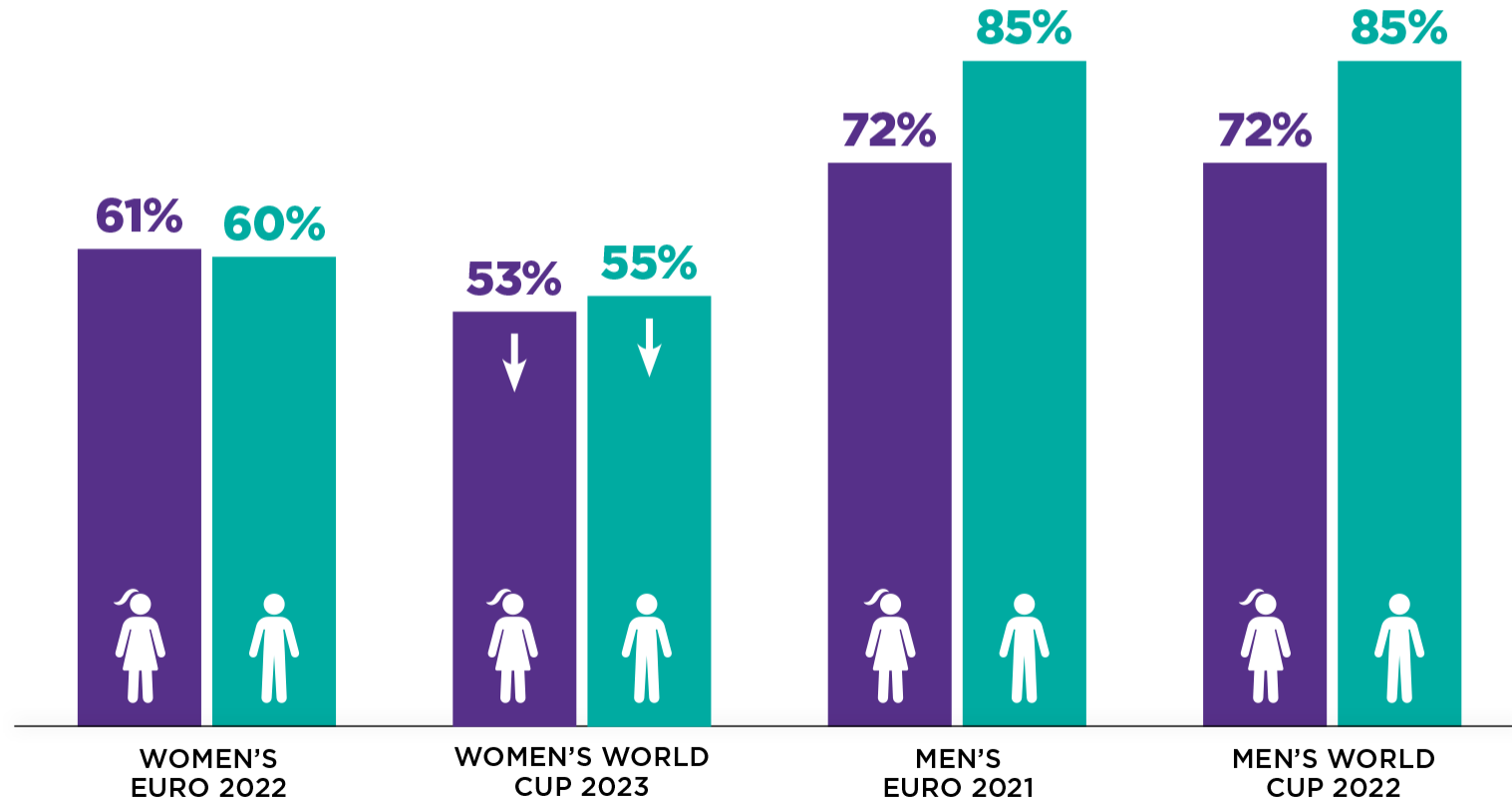


1

This slide comes from a report on women's football engagement. The headline says:
"Viewership of women's football is similar among girls and boys but has declined since the Euros."

% WHO WATCHED INTERNATIONAL FOOTBALL ON TV/ONLINE



Viewership of the Men's Euro and World Cup was consistent amongst girls and boys, with more boys watching than girls.

“ [I am] Used to watching men's football, women's football is still a new concept to me. ”

(Female, aged 15)

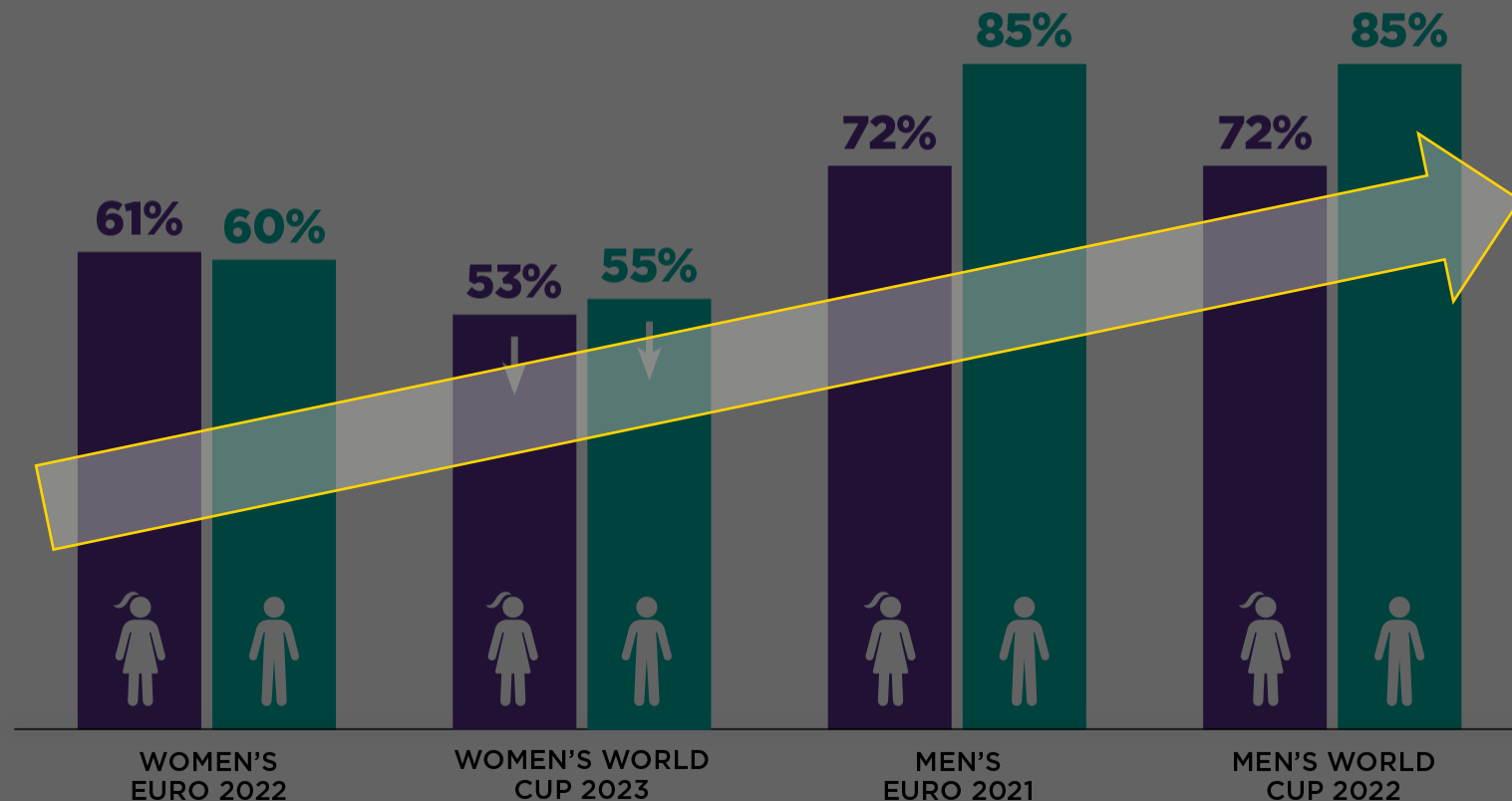
“ [I didn't watch the women's World Cup because I] wasn't as interested as I don't know women teams or any female football player. ”

(Male, aged 20)

2

At first glance, it seems like viewership has increased because the bars rise from left to right. Confusing, isn't it?

% WHO WATCHED INTERNATIONAL FOOTBALL ON TV/ONLINE



Viewership of the Men's Euro and World Cup was consistent amongst girls and boys, with more boys watching than girls.

[I am] Used to watching men's football, women's football is still a new concept to me.

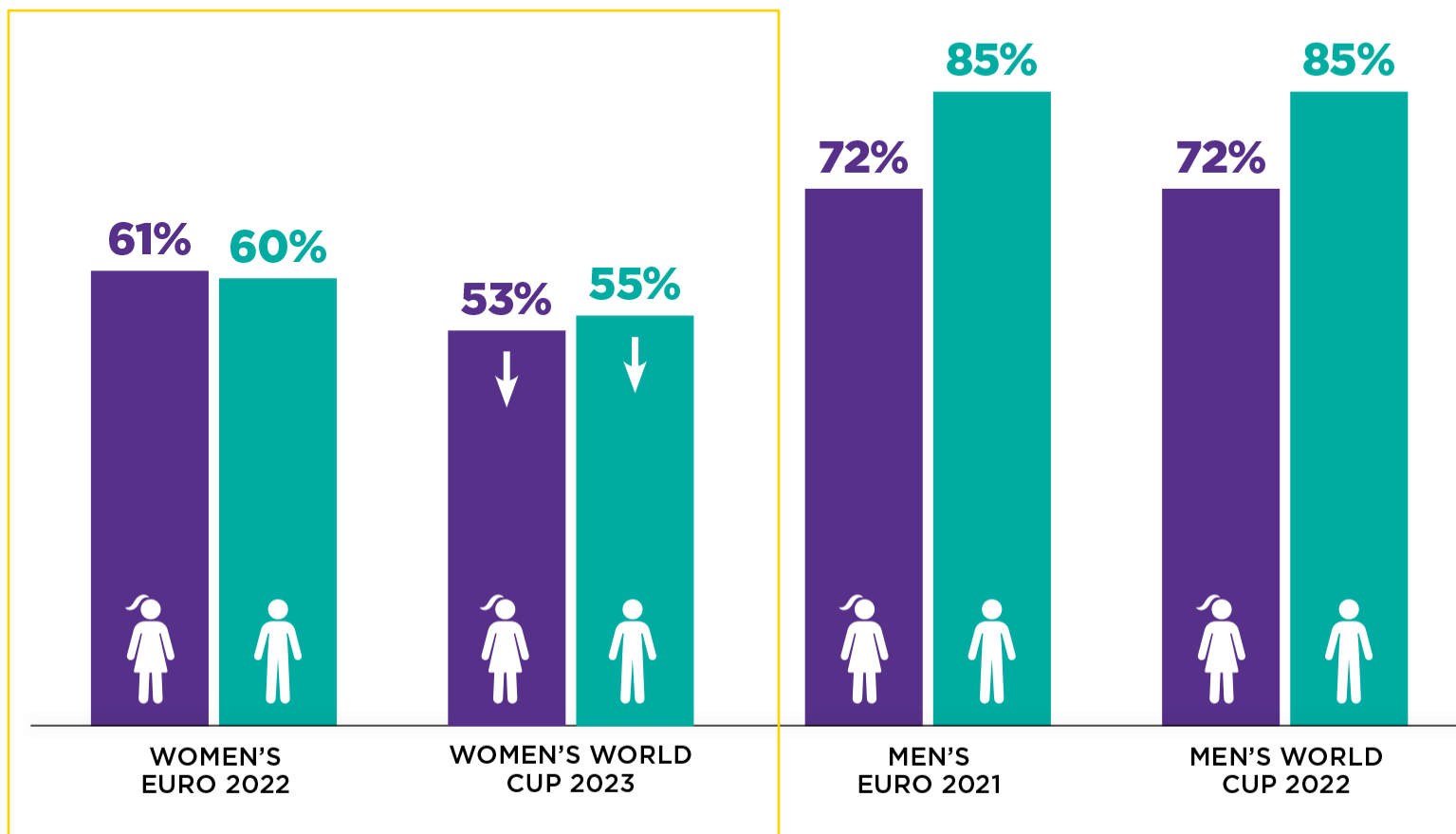
(Female, aged 15)

[I didn't watch the women's World Cup because I] wasn't as interested as I don't know women teams or any female football player.

(Male, aged 20)

VIEWERSHIP OF WOMEN'S FOOTBALL IS SIMILAR AMONGST GIRLS AND BOYS BUT HAS DECLINED SINCE THE EUROS

% WHO WATCHED INTERNATIONAL FOOTBALL ON TV/ONLINE



3

The problem is that the headline reflects only part of the chart—specifically the data on the left about women's football. The right side shows data on men's football, which isn't relevant to the headline.

football player.

(Male, aged 20)

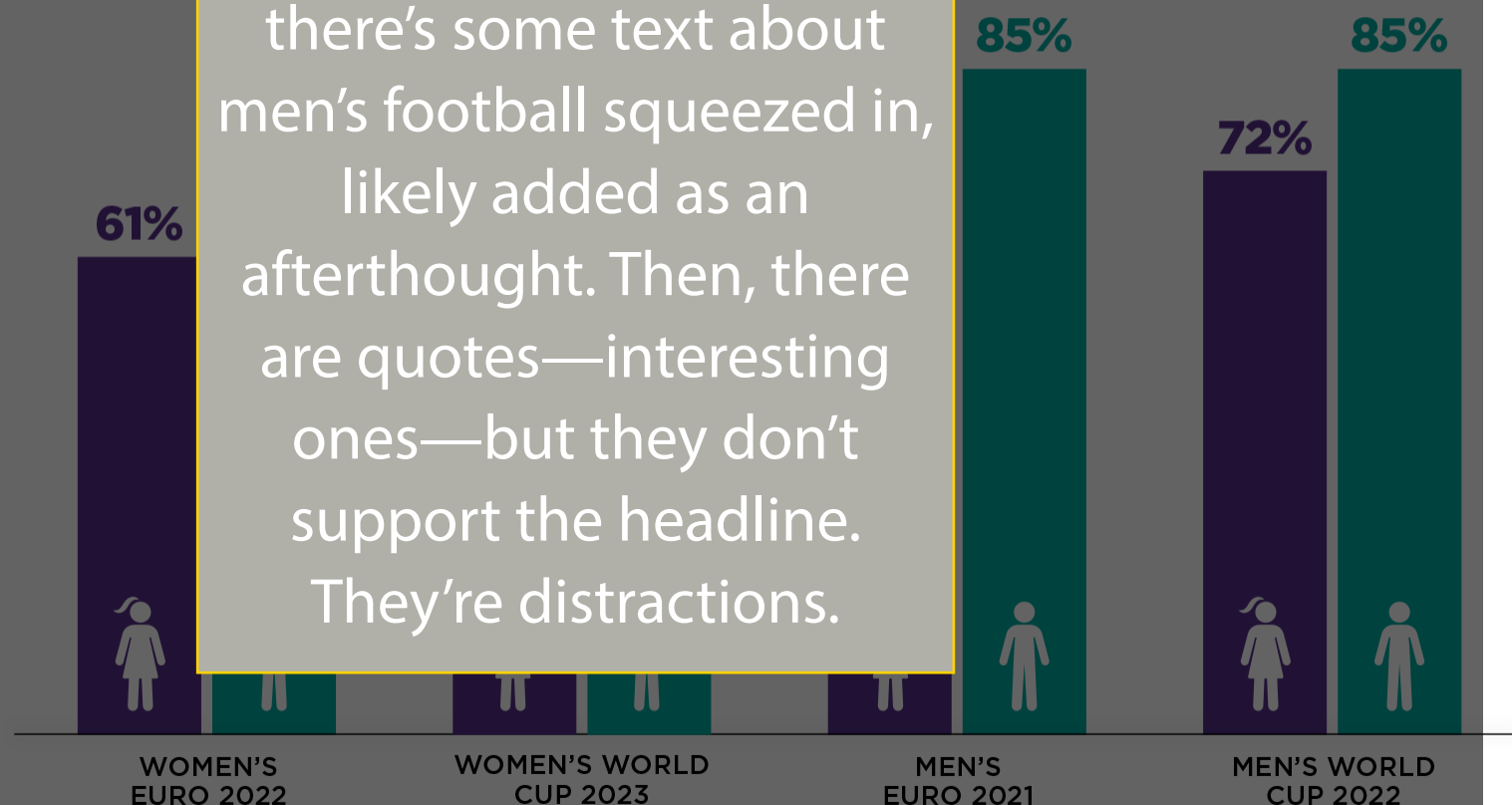
VIEWERSHIP OF WOMEN'S FOOTBALL IS SIMILAR TO MEN'S AND BOYS BUT THE EUROS HAS

4

% WHO

To add to the confusion, there's some text about men's football squeezed in, likely added as an afterthought. Then, there are quotes—interesting ones—but they don't support the headline. They're distractions.

FOOTBALL ON TV/ONLINE



Viewership of the Men's Euro and World Cup was consistent amongst girls and boys, with more boys watching than girls.

“ [I am] Used to watching men's football, women's football is still a new concept to me. ”

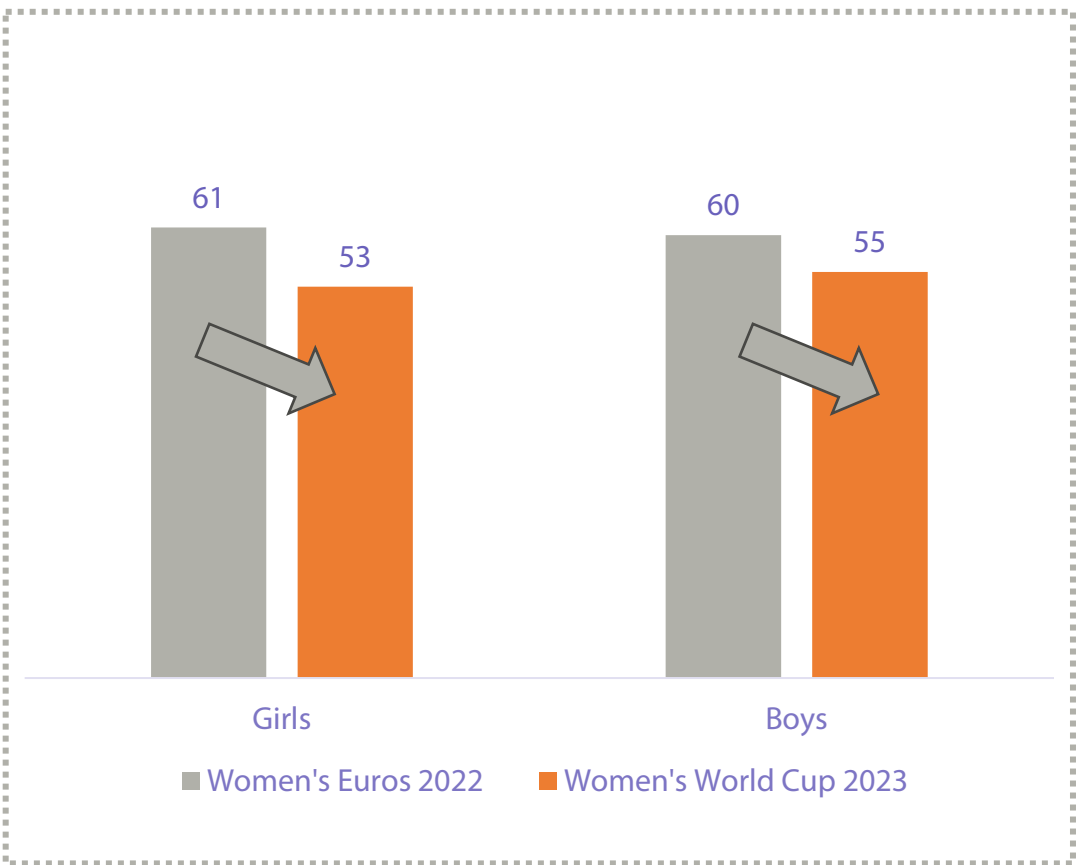
(Female, aged 15)

“ [I didn't watch the women's World Cup because I] wasn't as interested as I don't know women teams or any female football player. ”

(Male, aged 20)

Viewership of women's football is similar amongst girls and boys and has declined since the Euros

% who watched international football on TV/Online



5

Here's a better version of the slide:

The chart now matches the headline. The bars representing the response among girls are together, making the trend clearer. Arrows highlight the key movements, guiding the reader's eye.

Viewership of women's football is similar amongst girls and boys and has declined since the Euros. Engagement in men's football is higher and was at the same level in the 2022 WC vs. 2021 Euros

6

If we need to include men's football for context, it goes on a separate chart with a second sentence in the headline to match.



The women's World Cup did not reach the same level of engagement as the Euros. We should consider how the game can amplify the effect of major tournaments

Viewership of women's football is similar amongst girls and boys, and has declined since the Euros

Engagement in men's football remained constant between the 2022 WC and 2021 Euros - the decline in viewership of women's football doesn't not reflect lower engagement in the sport in general



7

For an even better slide, give each chart its own descriptive title. Use the main headline to interpret the data and answer the big question: "So what?"

8

A headline like "The women's World Cup did not reach the same level of engagement as the Euros. We should consider how the sport can amplify the effect of major tournaments" adds value by contributing to a story. It invites engagement and keeps your audience hooked.

% who watched international football on TV/Online

That's the first tip for better data storytelling: always write your slide headlines before creating your charts!

It saves time, makes your analysis more persuasive and therefore more memorable, sharable, and more narrable.

Stay tuned for more tips about how to tell stories with data.

