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### WIDESPREAD OPPOSITION TO FOOTBALL'S SUPERLEAGUE ACROSS EUROPE

A new Ipsos poll of 5000 18-65 year old, across five European countries (France, Germany, Italy, Spain and the United Kingdom), finds that a large majority of the people surveyed across the 5 countries have an awareness of the Super League, and most are opposed to it.

**Paris, 21<sup>st</sup> April 2021** — The new Ipsos poll of 5000 18-65 year old, across five European countries (France, Germany, Italy, Spain and the United Kingdom), finds that 77% of people surveyed across the 5 countries have an awareness of the Super League, with those in the UK (88%) and Italy (85%) the most likely to say they are aware. Just one in 10 in the UK are not aware of this issue. In France and Germany there are lower levels of awareness, at 64% and 66% respectively.

When it comes to support of the Super League and the way it functions, we see some significant differences between countries. People in Spain are the most supportive of the four features of the Super League they were asked about, these included:

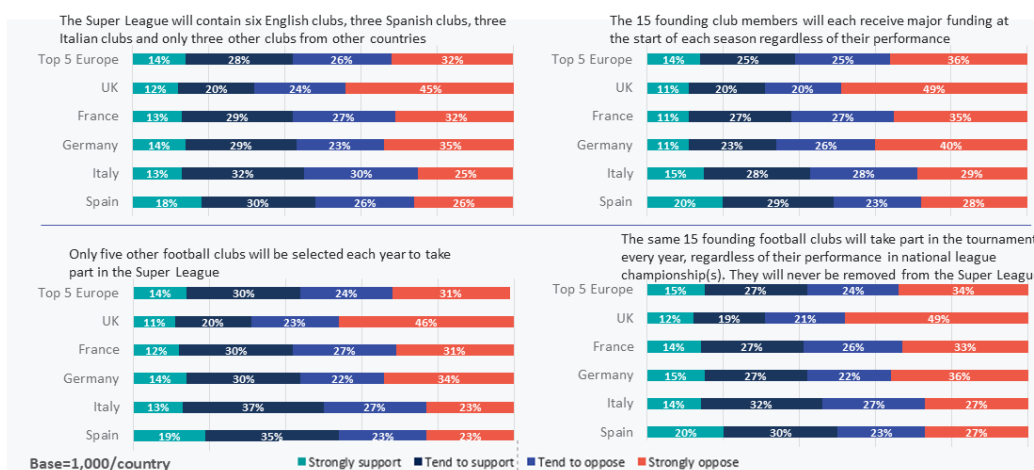
- The Super League will contain six English clubs, three Spanish clubs, three Italian clubs and only three other clubs from other countries
- The 15 founding club members will each receive major funding at the start of each season regardless of their performance
- Only five other football clubs will be selected each year to take part in the Super League
- The same 15 founding football clubs will take part in the tournament every year, regardless of their performance in national league championship(s). They will never be removed from the Super League.

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For example, the Spanish are most likely to support the agreement that the 15 founding club members get major funding each season irrespective of performance, with half (49%) saying they strongly support/tend to support. In comparison, 31% of those in the UK and 34% in Germany. In comparison, the UK is the least likely to support all of the above features of the league.



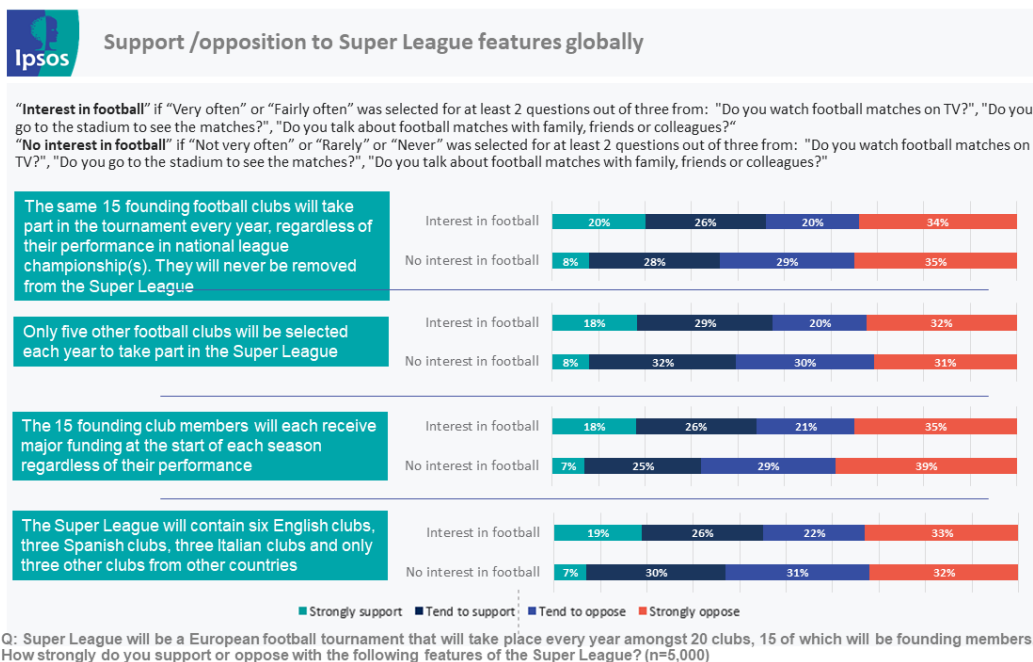
### 2 OUT OF 3 OPPOSE THE DIFFERENT FEATURES OF THE SUPER LEAGUE



4 - Q: Super League will be a European football tournament that will take place every year amongst 20 clubs, 15 of which will be founding members. 4 How strongly do you support or oppose with the following features of the Super League? 1000 int/country

When split by those that have an interest in football versus those that don't we see that those with an interest tend to be more supportive of the features of the Super League, although overall the majority of people, irrespective of their interest in football, are not supportive of a Super League in Europe.

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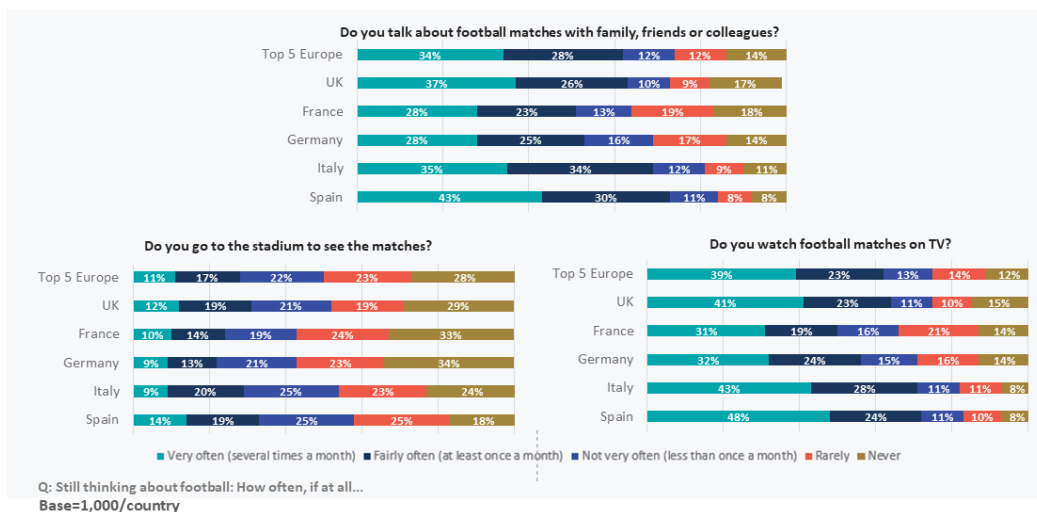


For the majority of people across Europe football is a regular part of their lives, with almost two thirds (62%) of people talking about it very/fairly often with their friends and family and the same number (62%) watching matches on TV very/fairly often. Spain has some of football's biggest fans, with half (48%) watching matches on TV very often and 73% talking to friends and family about it very/fairly often.

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AROUND 40 % CAN BE CLASSIFIED AS “FANS”, I.E. VERY OFTEN OR FAIRLY OFTEN DOING AT LEAST 2 OF THE BELOW ACTIVITIES



Across Europe 68% of people are very or fairly interested in football tournaments, with Italy (75%), Spain (73%) and the UK (71%) the most likely to be interested, followed by Germany on 65% and France at 54%.

### Technical note

These are the results of a 5-market survey conducted by Ipsos on its Ipsos.Digital DIY platform (<https://www.ipsos.digital/>). Ipsos interviewed a total of 5,000 adults aged 18-65 in the United Kingdom, France, Germany, Italy, and Spain on 20<sup>th</sup> of April 2021, between 9 and 11 PM CET. The sample consists of 1,000 individuals in each of the 5 European markets. The samples are nationally representative and its composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.



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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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