

# SUPER LEAGUE OPINION

Survey among the population in 5 countries  
In Europe

Ipsos

GAME CHANGERS



# SUMMARY

## BACKGROUND AND METHODOLOGY

With the recent developments of the Super League initiative, Ipsos carried out a survey among the population in 5 key European markets.

The objective is to capture the opinion among the general population as well as the football fans.

1,000 nationally representative respondents 18-65 years of age participated in each of the following countries: UK, France, Germany, Italy and Spain.

Fieldwork took place in the evening of April 20<sup>th</sup> in the Ipsos online panel.

## KEY CONCLUSIONS

**Awareness** about the Super League is high among respondents, ranging from 64% in France to 88% in the UK.

Awareness is higher among male, slightly skewed towards the older age group 35-65.

For people who are classified as fans\*, the awareness is higher, on average 90% across the five countries.

*\*Fan classification= Very often or Fairly often on at least 2 questions out of three: "go to the stadium", "talk about football", "watch football on TV"*

**The attitude** to the Super League was captured through the support for, or opposition to, 4 features of the Super League (see next page).

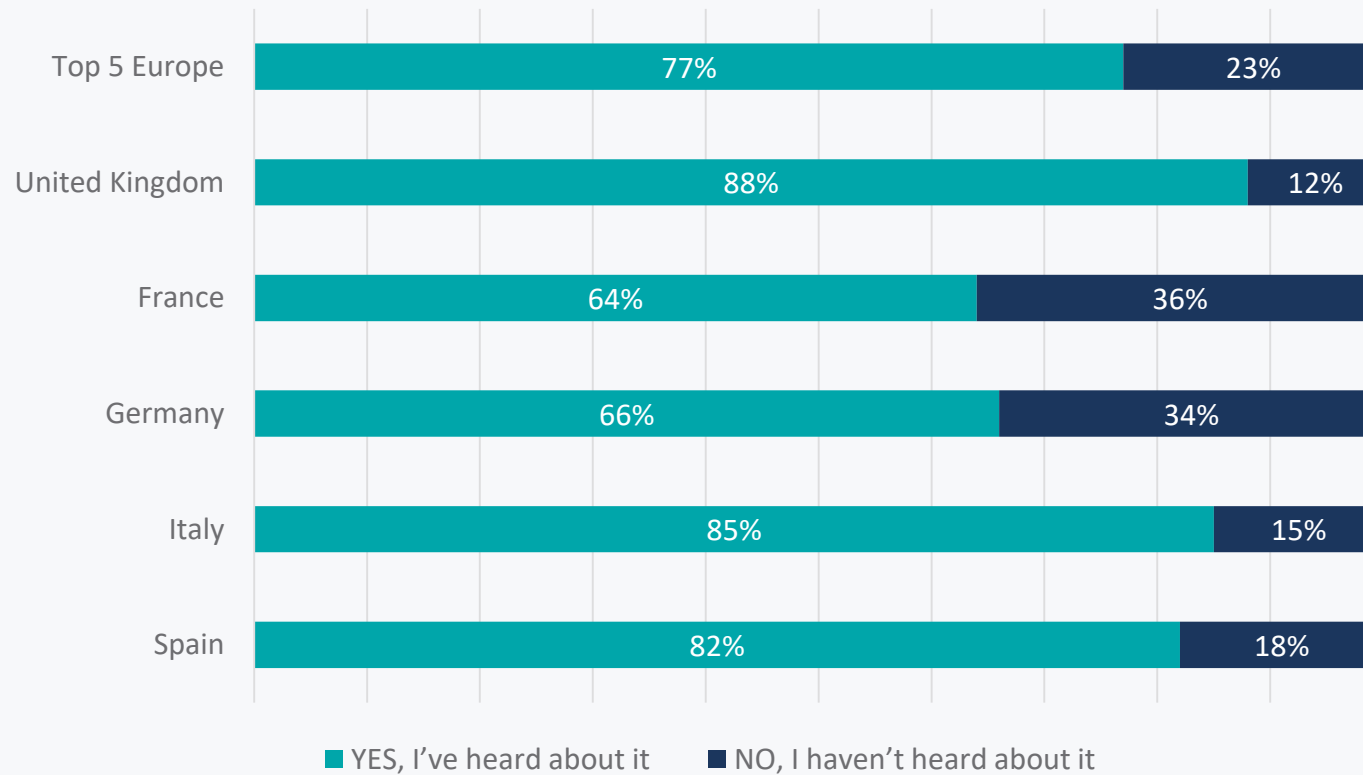
On average, 2/3 of the population opposes these features and 1/3 is supportive.

There is a stronger movement against the project in the UK – and more in favour can be seen in Spain.

The young and the ones closer to football are more in favour than other groups.



# AWARENESS ABOUT THE SUPER LEAGUE WAS HIGH AMONG THE RESPONDENTS, RANGING FROM 64% IN FRANCE TO 88 % IN THE UK



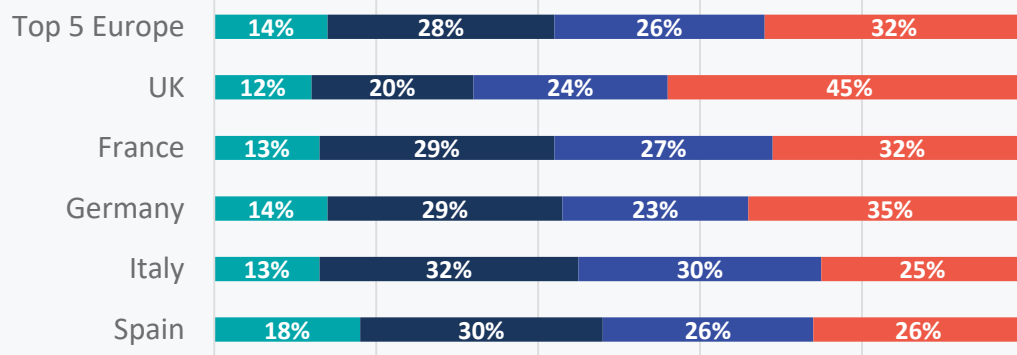
Q: Before this interview had you heard of a project initiated by 12 football clubs from England, Spain and Italy that aims to create a new European football tournament called the Super League?

Base=1,000/country

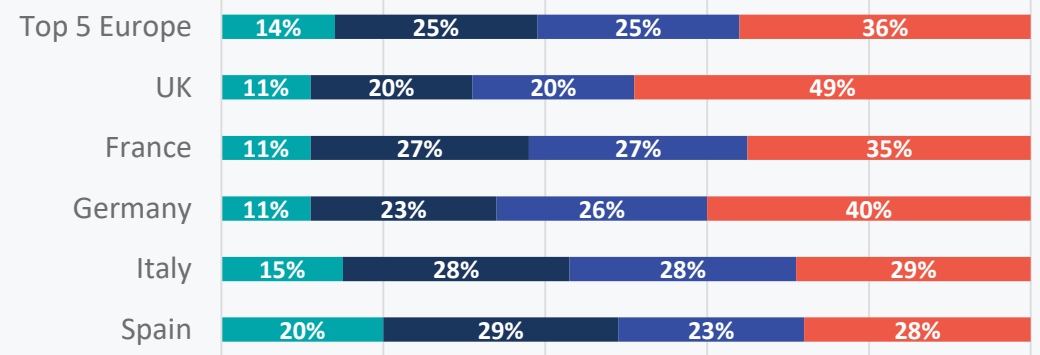


# 2 OUT OF 3 OPPOSE THE DIFFERENT FEATURES OF THE SUPER LEAGUE

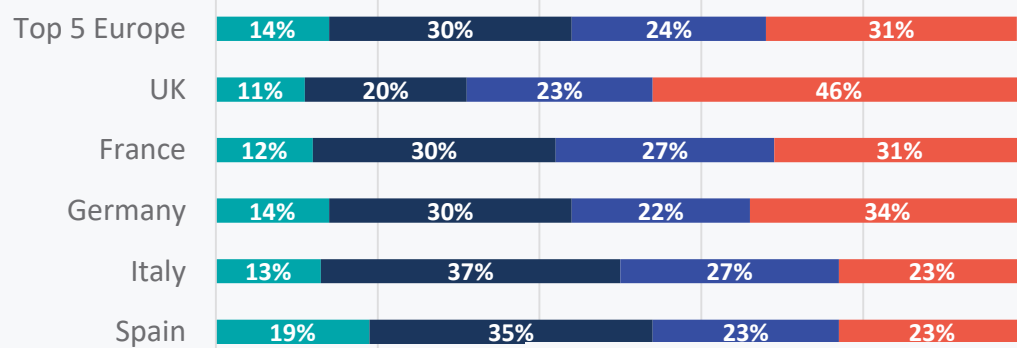
The Super League will contain six English clubs, three Spanish clubs, three Italian clubs and only three other clubs from other countries



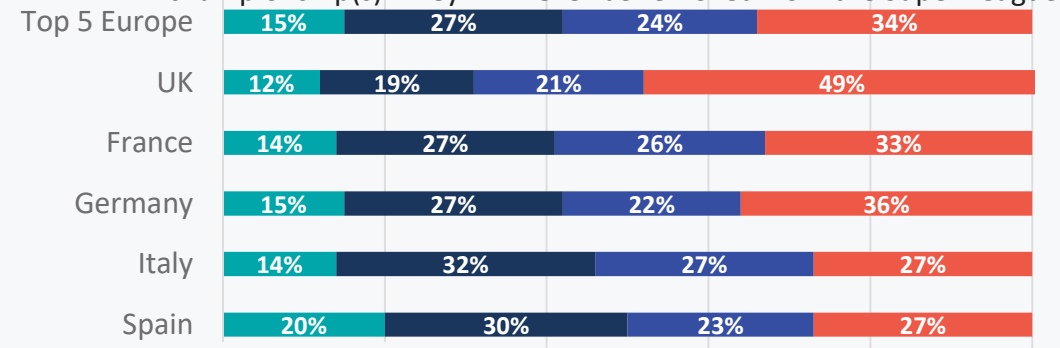
The 15 founding club members will each receive major funding at the start of each season regardless of their performance



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



Base=1,000/country

Strongly support Tend to support Tend to oppose Strongly oppose

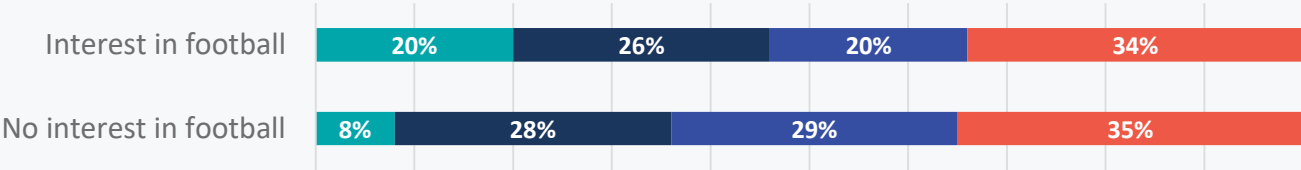


# Support /opposition to Super League features globally

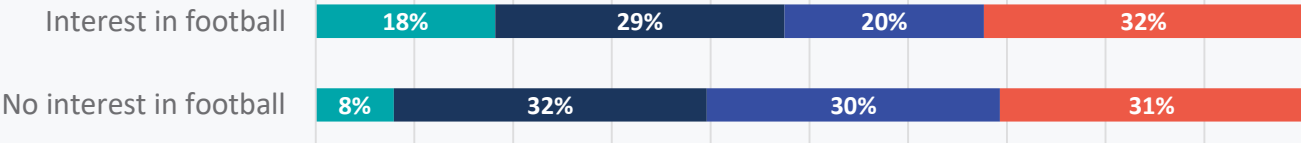
“Interest in football” if “Very often” or “Fairly often” was selected for at least 2 questions out of three from: "Do you watch football matches on TV?", "Do you go to the stadium to see the matches?", "Do you talk about football matches with family, friends or colleagues?"

“No interest in football” if “Not very often” or “Rarely” or “Never” was selected for at least 2 questions out of three from: "Do you watch football matches on TV?", "Do you go to the stadium to see the matches?", "Do you talk about football matches with family, friends or colleagues?"

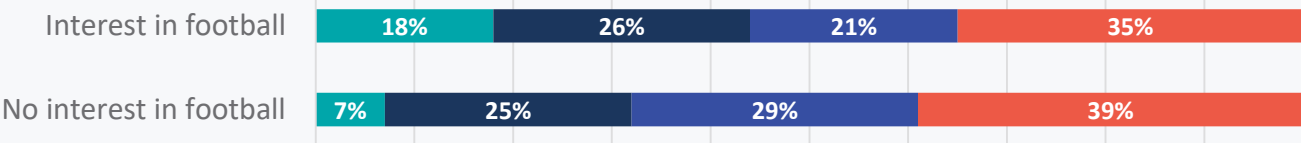
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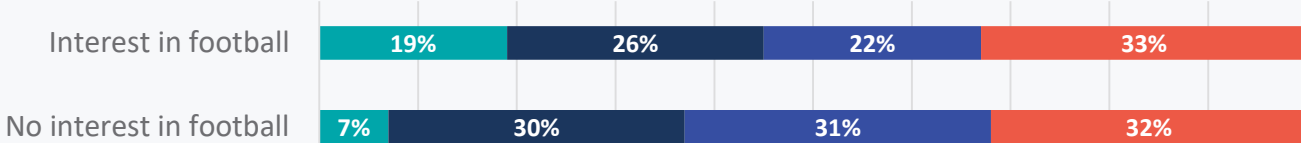
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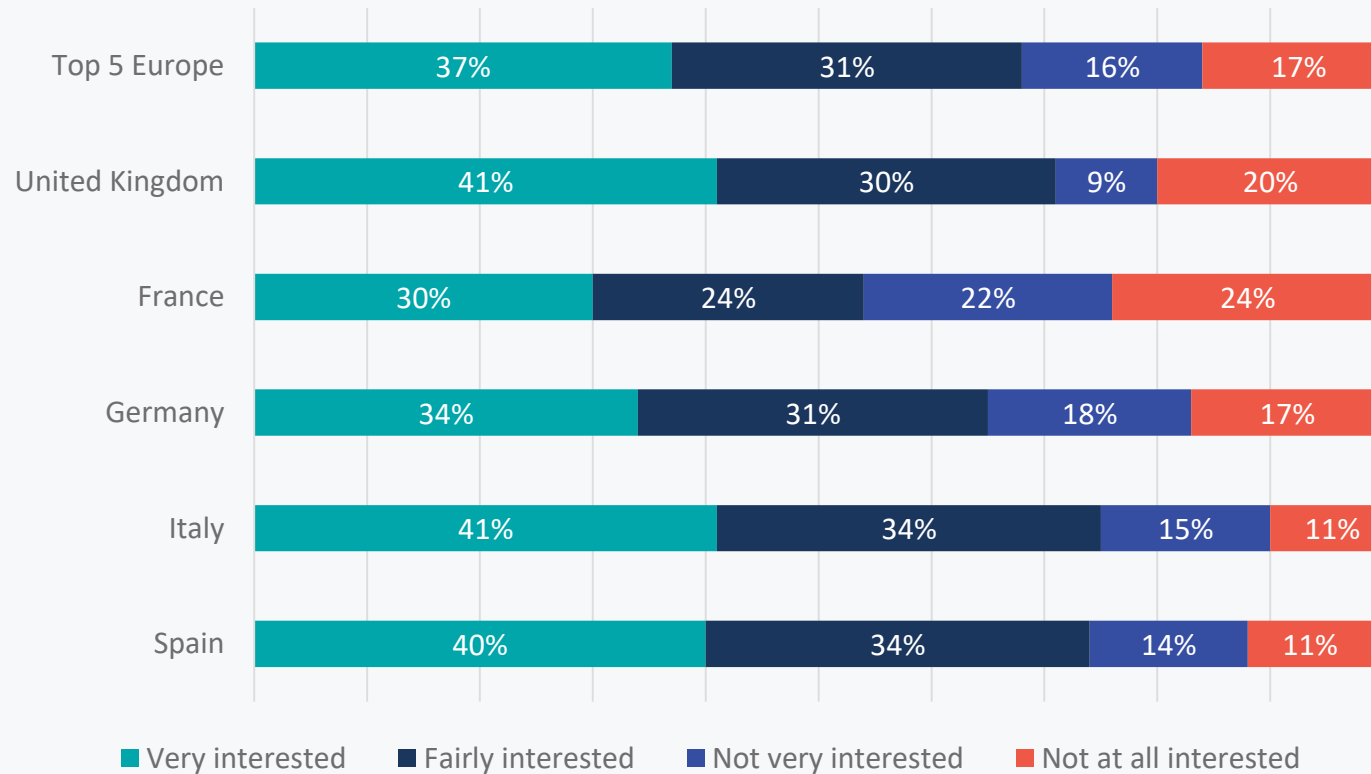
■ Strongly support ■ Tend to support ■ Tend to oppose ■ Strongly oppose

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. How strongly do you support or oppose with the following features of the Super League? (n=5,000)

# BACKGROUND QUESTIONS

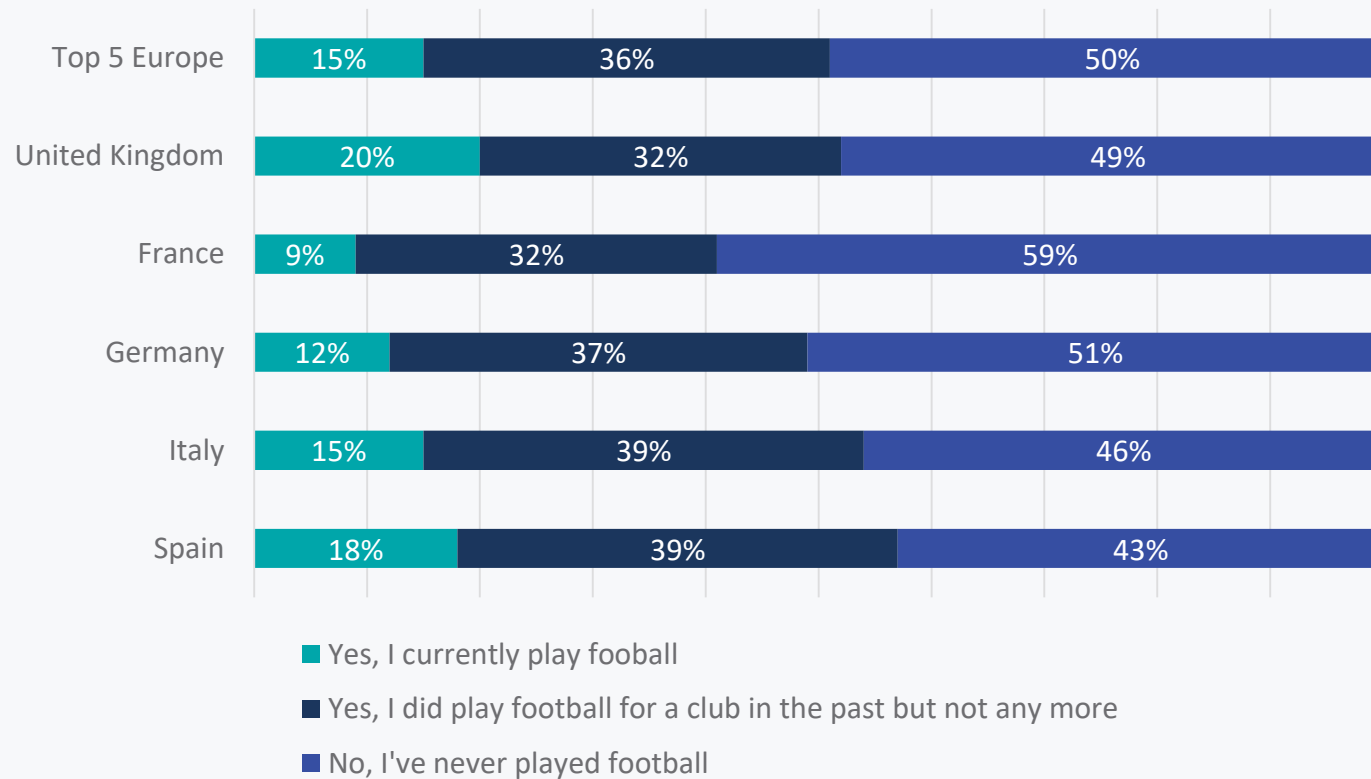


# SIMILAR INTEREST IN PROFESSIONAL FOOTBALL TOURNAMENTS ACROSS COUNTRIES, ALL ABOVE 50% - WITH ITALY RANKING FIRST, WITH 3 OUT OF 4 PEOPLE DECLARING THEY ARE VERY OR FAIRLY INTERESTED





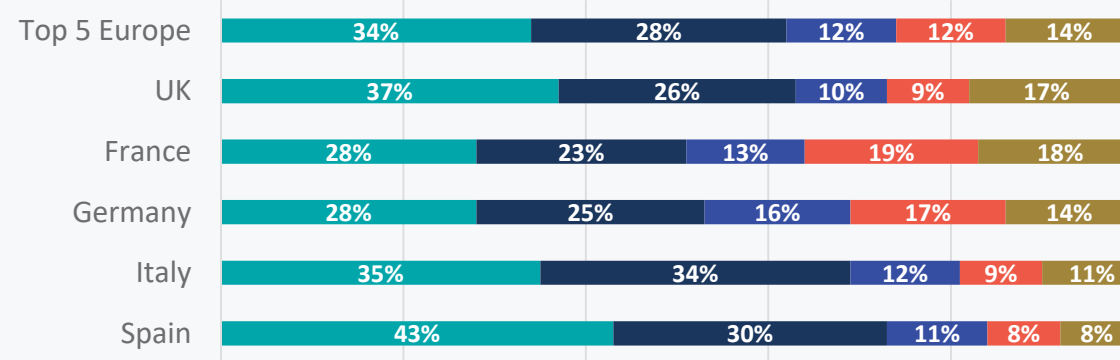
# THOSE CURRENTLY PLAYING FOOTBALL AND THOSE WHO PLAYED FOR A CLUB IN THE PAST ARE ALSO MORE LIKELY TO BE VERY OR FAIRLY INTERESTED IN PROFESSIONAL FOOTBALL TOURNAMENTS



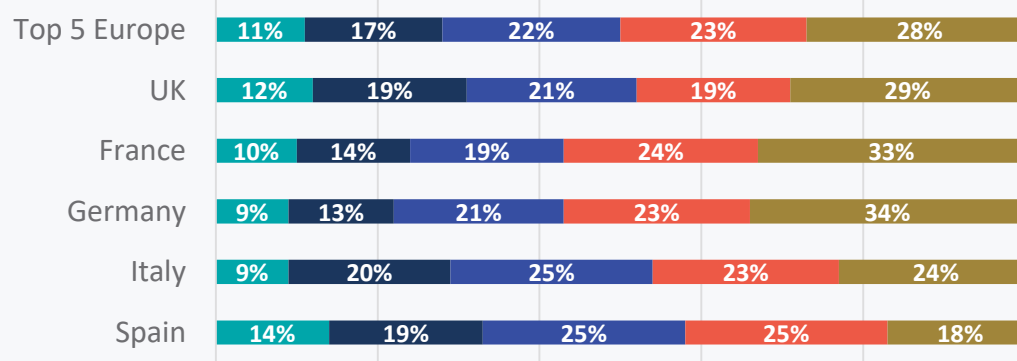


# AROUND 40 % CAN BE CLASSIFIED AS “FANS”, I.E. VERY OFTEN OR FAIRLY OFTEN DOING AT LEAST 2 OF THE BELOW ACTIVITIES

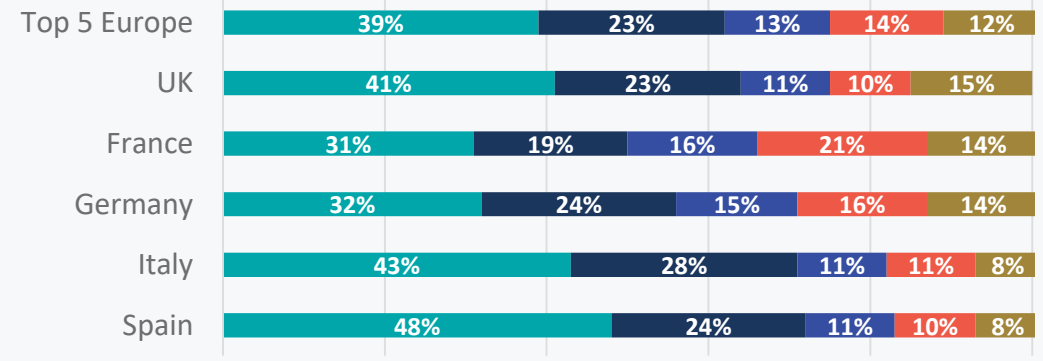
**Do you talk about football matches with family, friends or colleagues?**



**Do you go to the stadium to see the matches?**



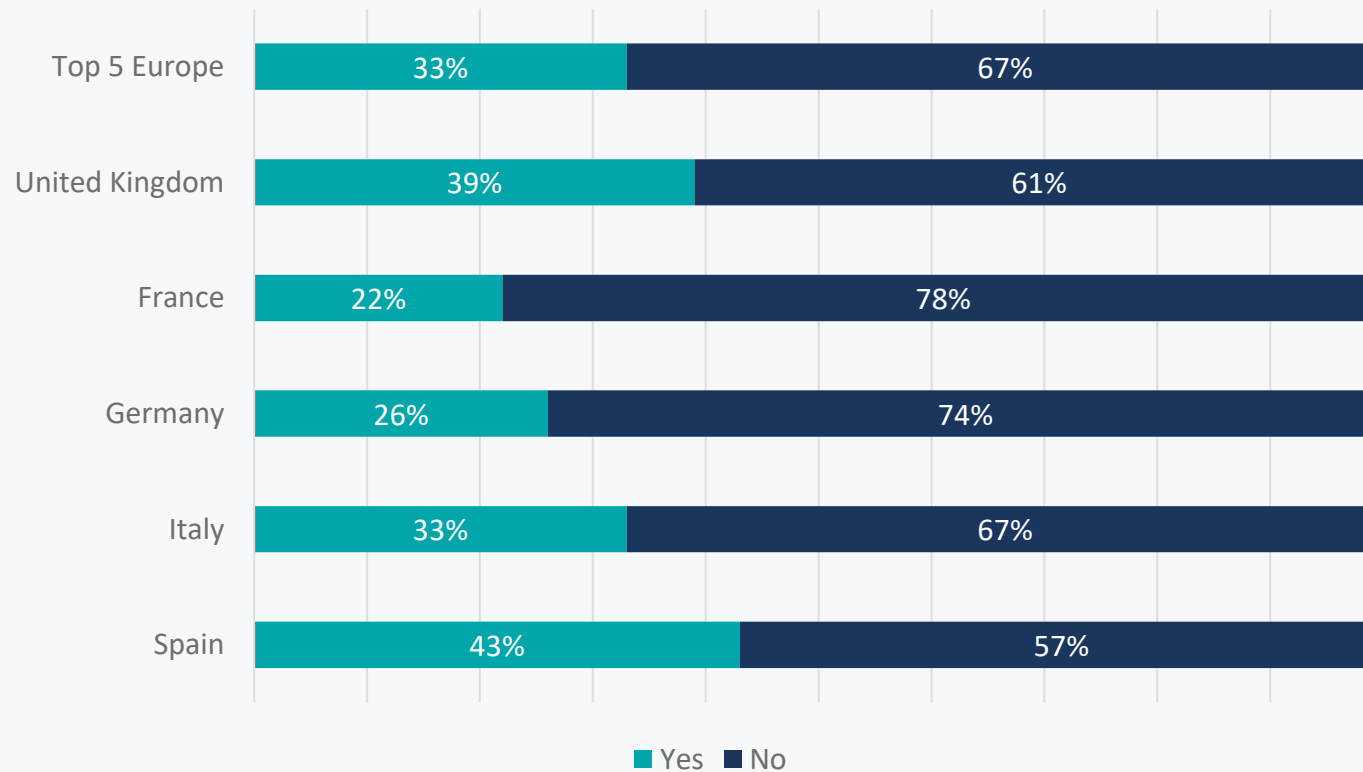
**Do you watch football matches on TV?**



Very often (several times a month) Fairly often (at least once a month) Not very often (less than once a month) Rarely Never



# MEMBERSHIP OF A FOOTBALL SUPPORTERS/FAN CLUB VARIES BY COUNTRY, FROM JUST OVER 1 IN 5 IN FRANCE AND GERMANY, TO 1 OUT OF 3 IN ITALY, AND 4 OUT OF 10 IN THE UK AND SPAIN



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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

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# GAME CHANGERS

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

**BE  
SURE.  
MOVE  
FASTER.**

**GAME CHANGERS**

