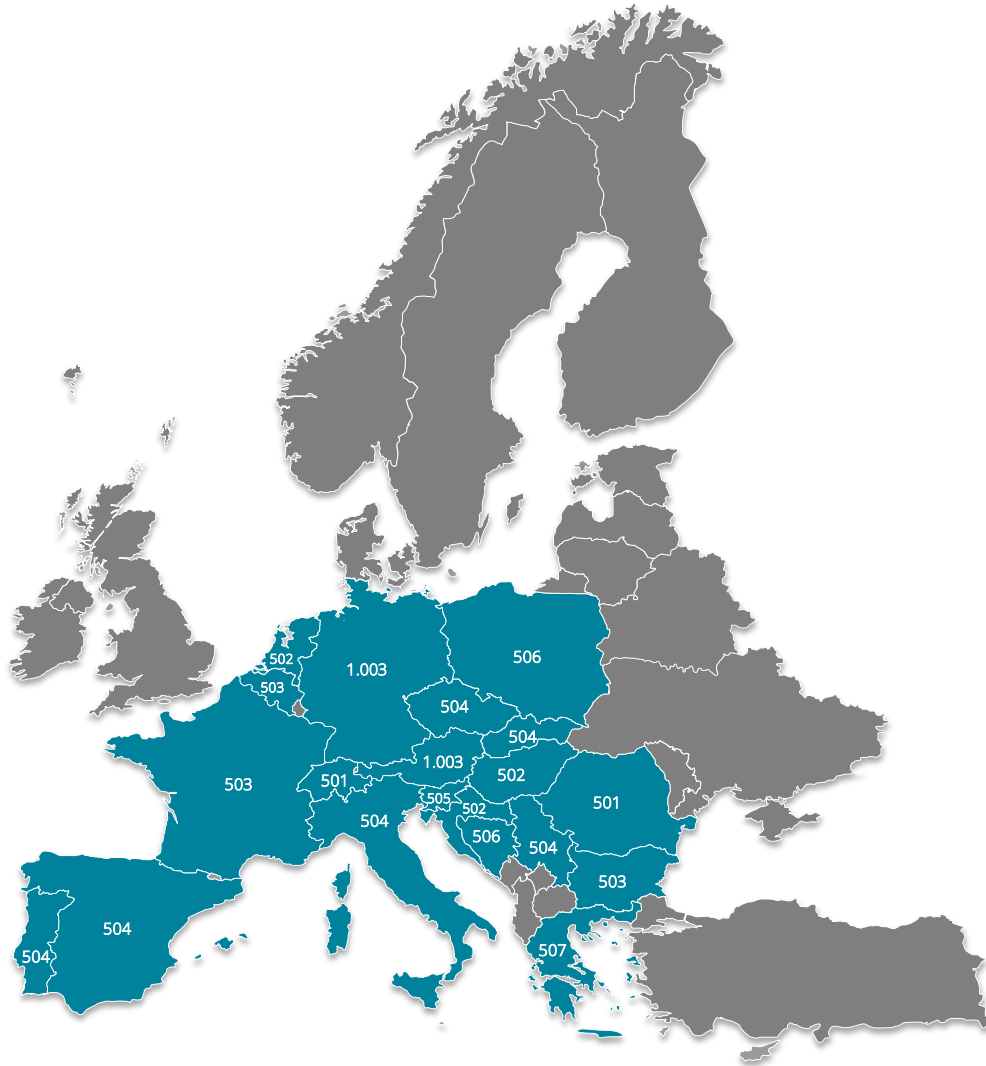


# SPORTS & SPONSORING 2024

# METHODOLOGICAL ASPECTS

Data collection method	Online Interviews (CAWI)
Sample size	n=11.071 (n=500 to 1.000 depending on the country)
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the national statistical agency of the respective country
Fieldwork period	01. – 03.2024
Survey area	All over the respective countries *France: all over Metropolitan France **Portugal: all over continental Portugal

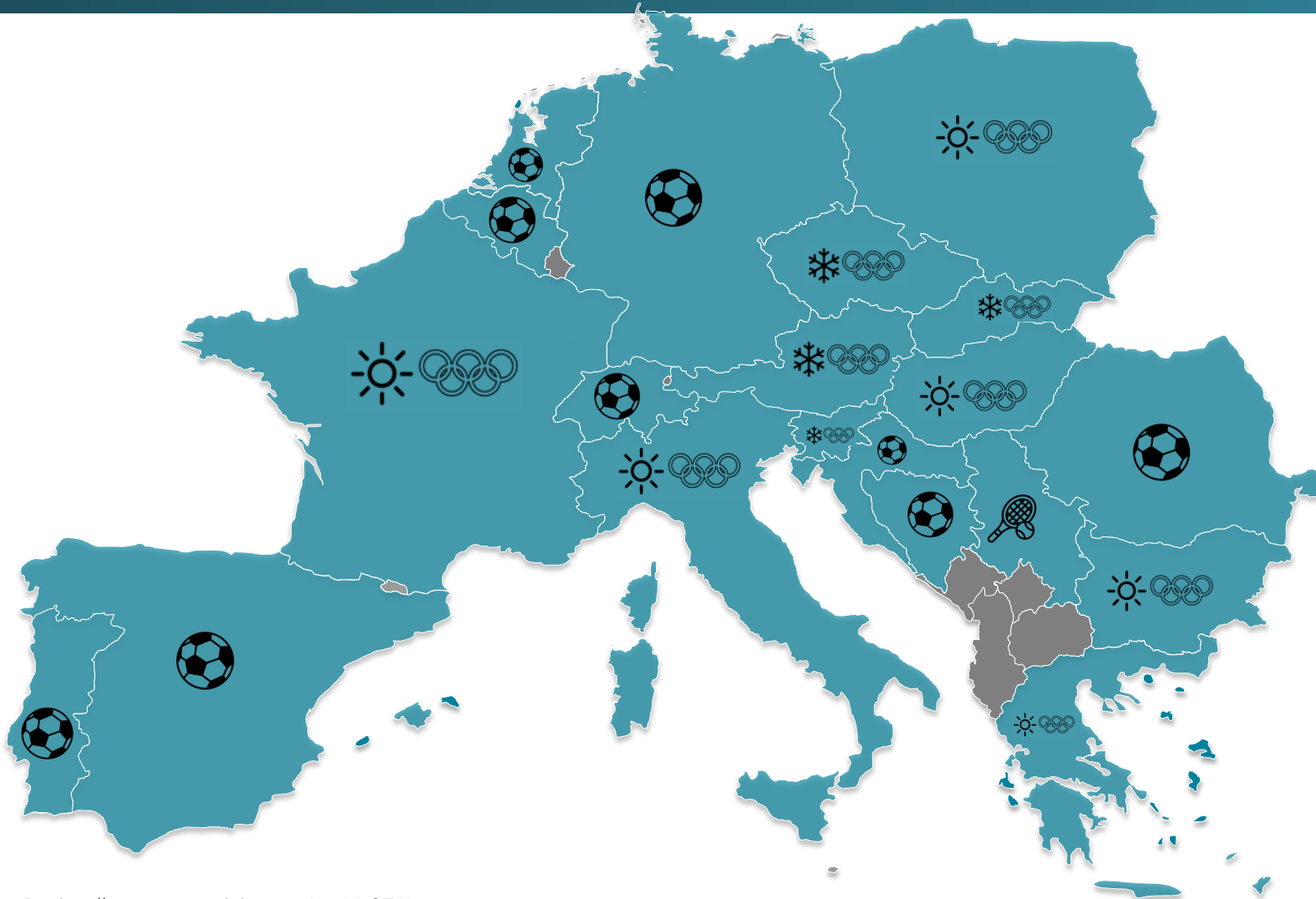
# SAMPLE STRUCTURE



	n=	
	11.071	TOTAL
♂♀	5.355	Men
	5.716	Women
⚖️	1.765	18 - 29 years
	3.676	30 - 49 years
	5.629	50 years or older
🏠	6.496	Urban
	2.105	Periphery of a city
	2.474	Rural

# MOST INTERESTING SPORT BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?



-   Summer Olympics
-  Big Basketball events, like World Cup Final
-  Major Football events, like UEFA Final
-  Major motorsports tournaments, e.g. Formula 1/Grandprix
-  Renown Tennis tournaments, e.g. Australian Open
-  Major Volleyball events like World Cup Final
-  Super Bowl
-   Winter Olympics

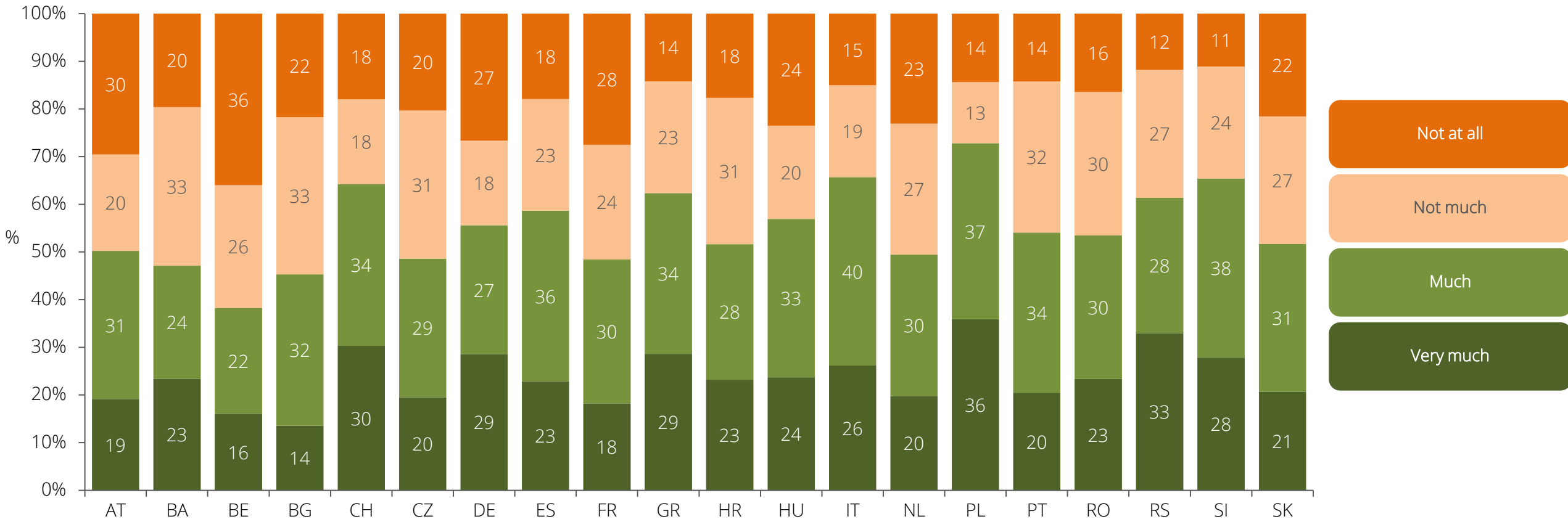
Basis: all survey participants (n=11.071)

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

## Summer Olympics

## TOTAL



Basis: all survey participants (n=11.071)

FOCUS – be ahead!

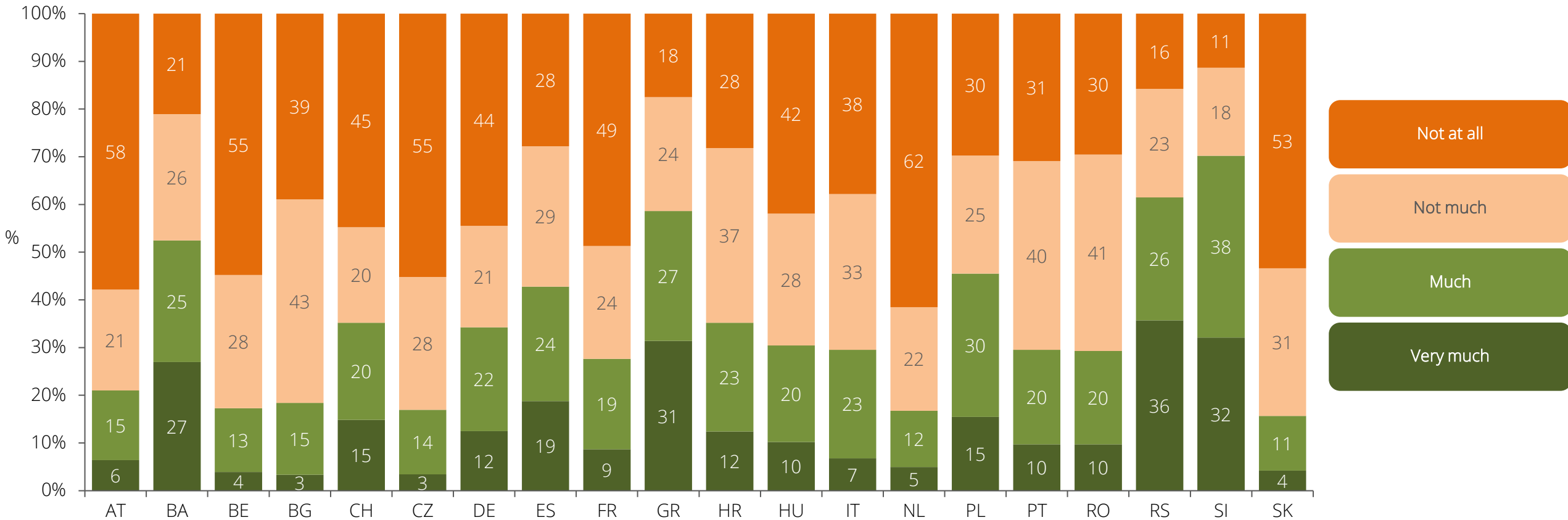
Note: one answer possible

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

Big Basketball events, like World Cup Final

TOTAL



Basis: all survey participants (n=11.071)

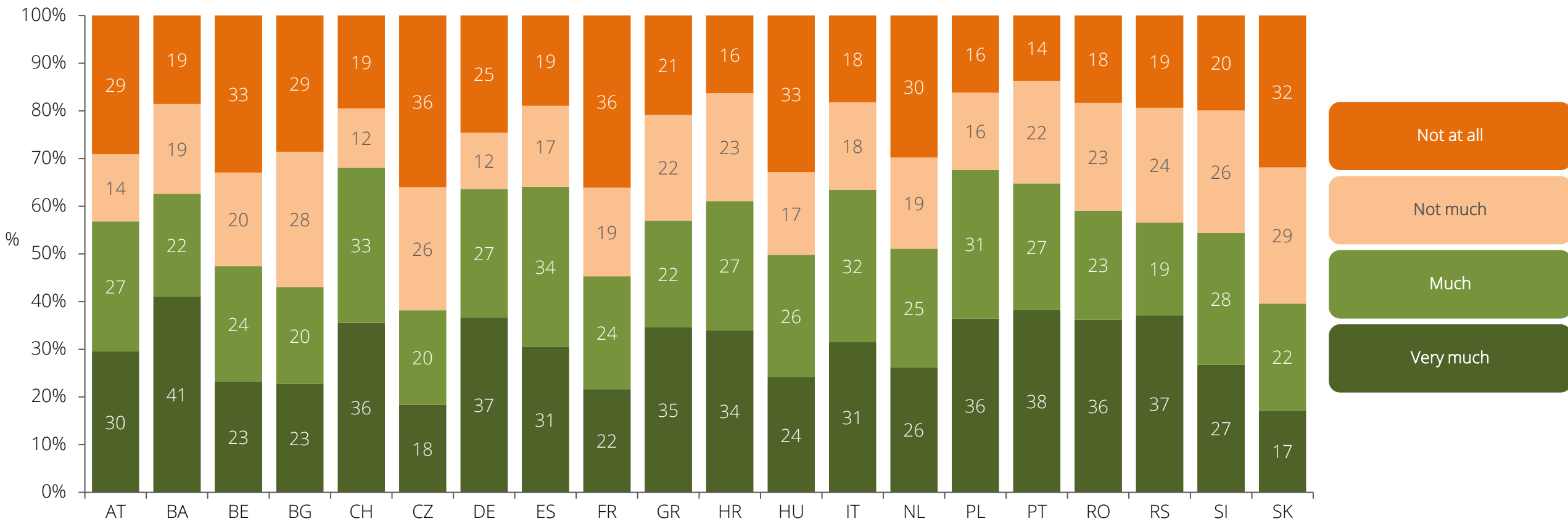
Note: one answer possible

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

## Major Football events, like UEFA Final

## TOTAL



Basis: all survey participants (n=11.071)

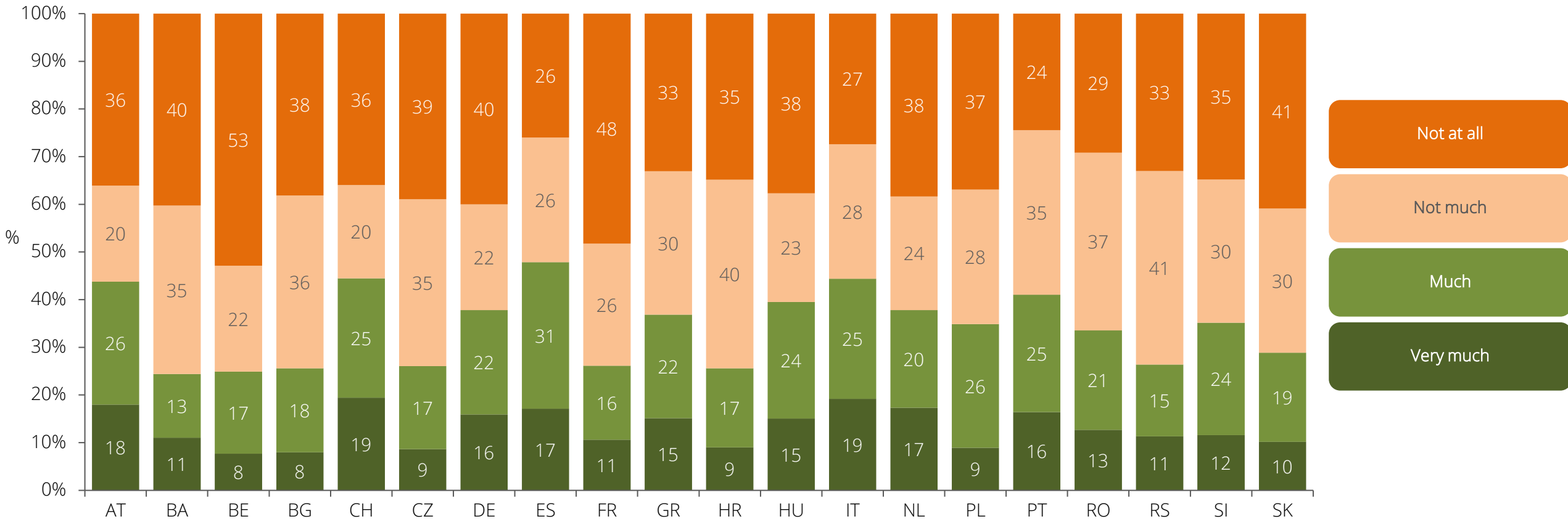
Note: one answer possible

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

Major motorsports tournaments, e.g. Formula 1/Grandprix

TOTAL



Basis: all survey participants (n=11.071)

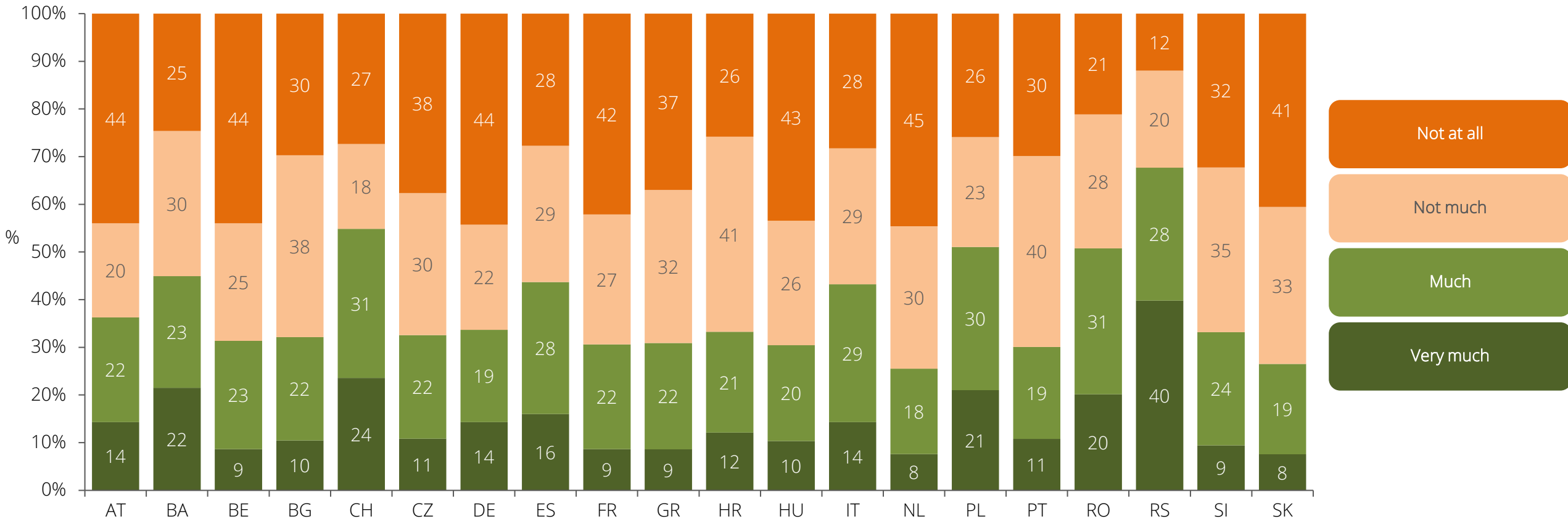
Note: one answer possible

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

Renown Tennis tournaments, e.g. Australian Open

TOTAL



Basis: all survey participants (n=11.071)

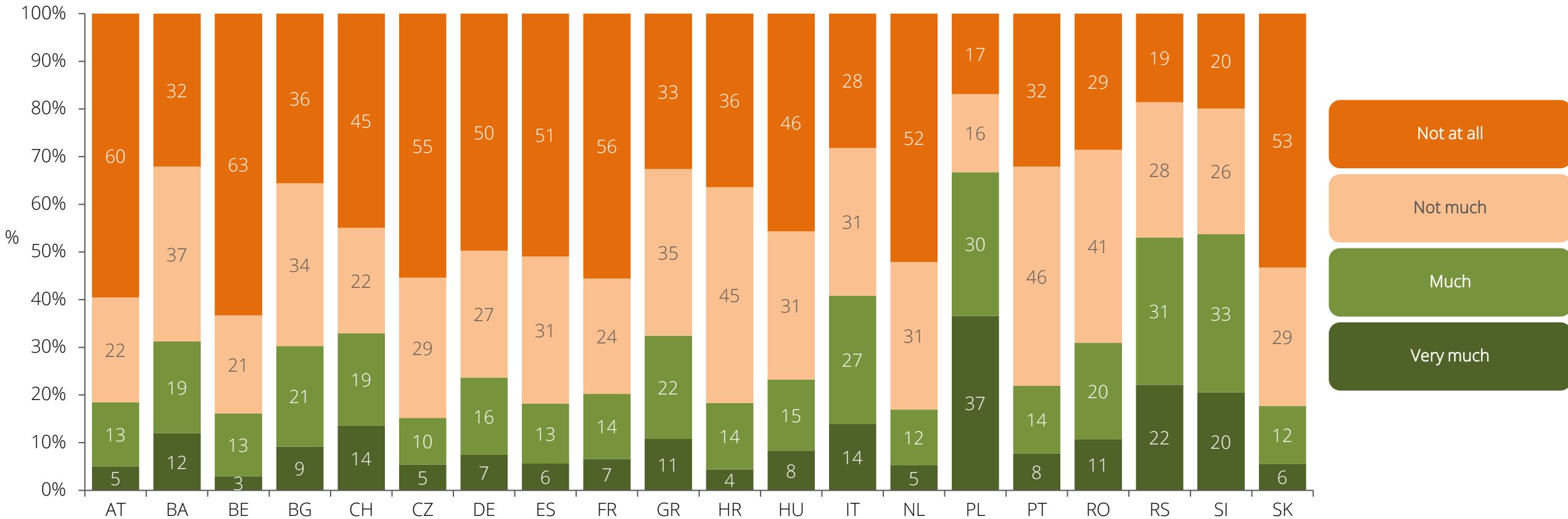
Note: one answer possible

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

## Major Volleyball events like World Cup Final

TOTAL



Basis: all survey participants (n=11.071)

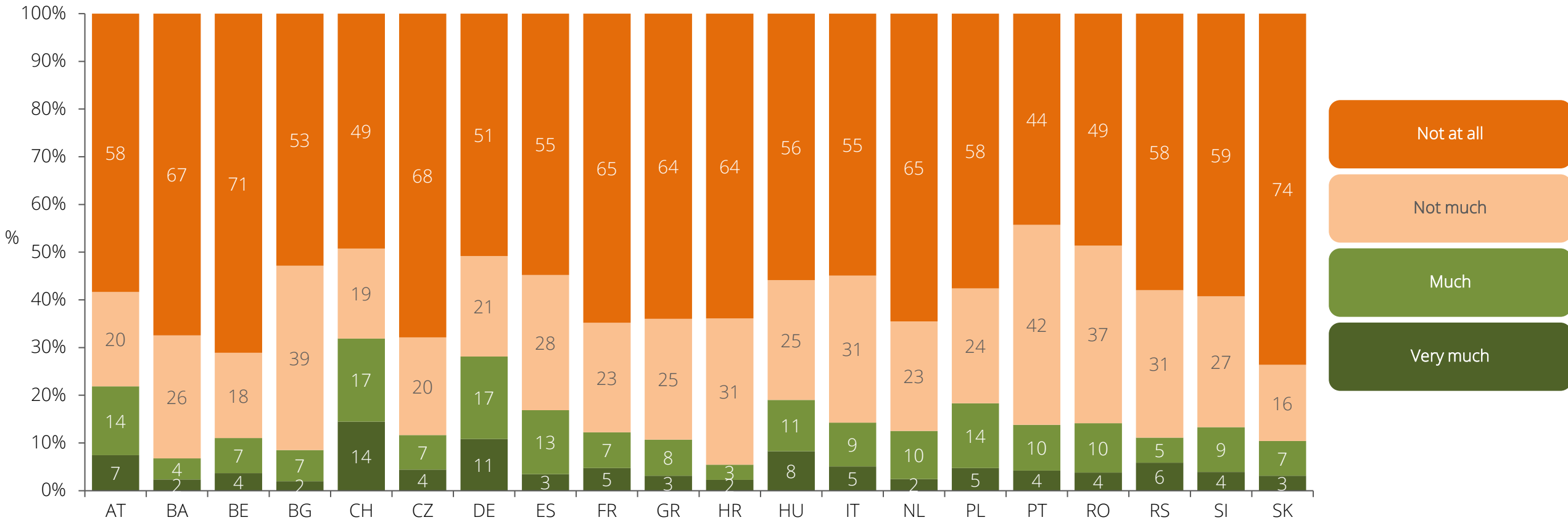
Note: one answer possible

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

Super Bowl

TOTAL



Basis: all survey participants (n=11.071)

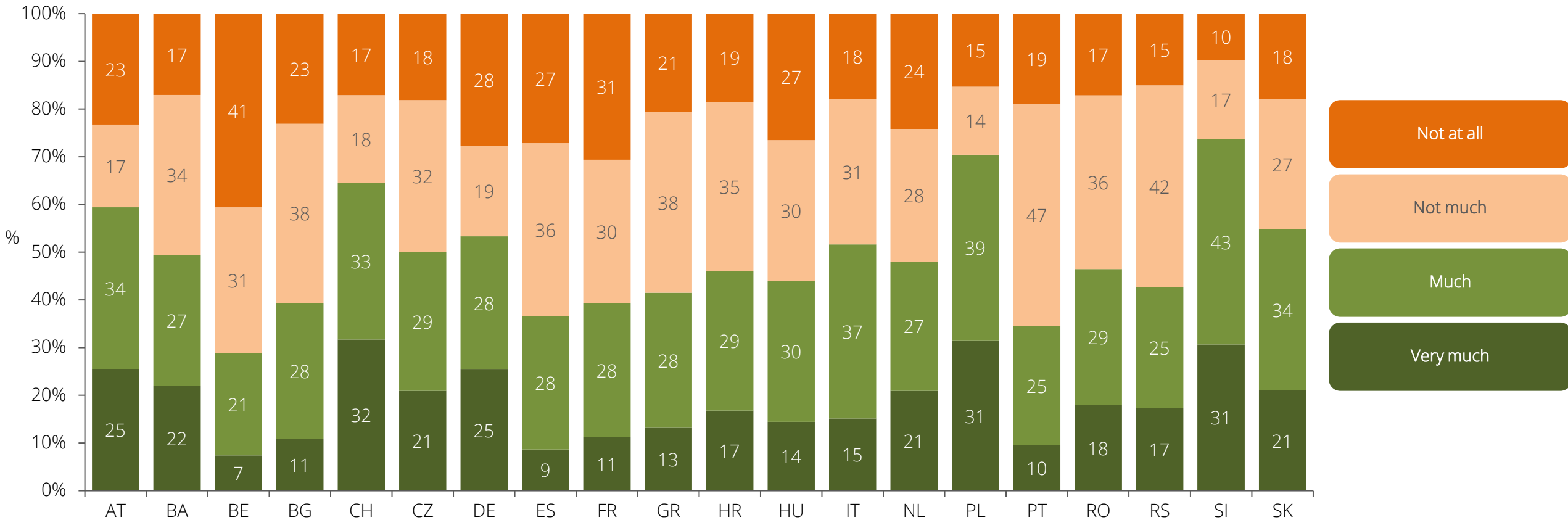
Note: one answer possible

# INTEREST IN SPORTS BROADCASTS

Below you can find some sports. How interested are you in watching broadcasts of games of each one of these sports in television or in respective platforms?

Winter Olympics

TOTAL



Basis: all survey participants (n=11.071)

FOCUS - be ahead!

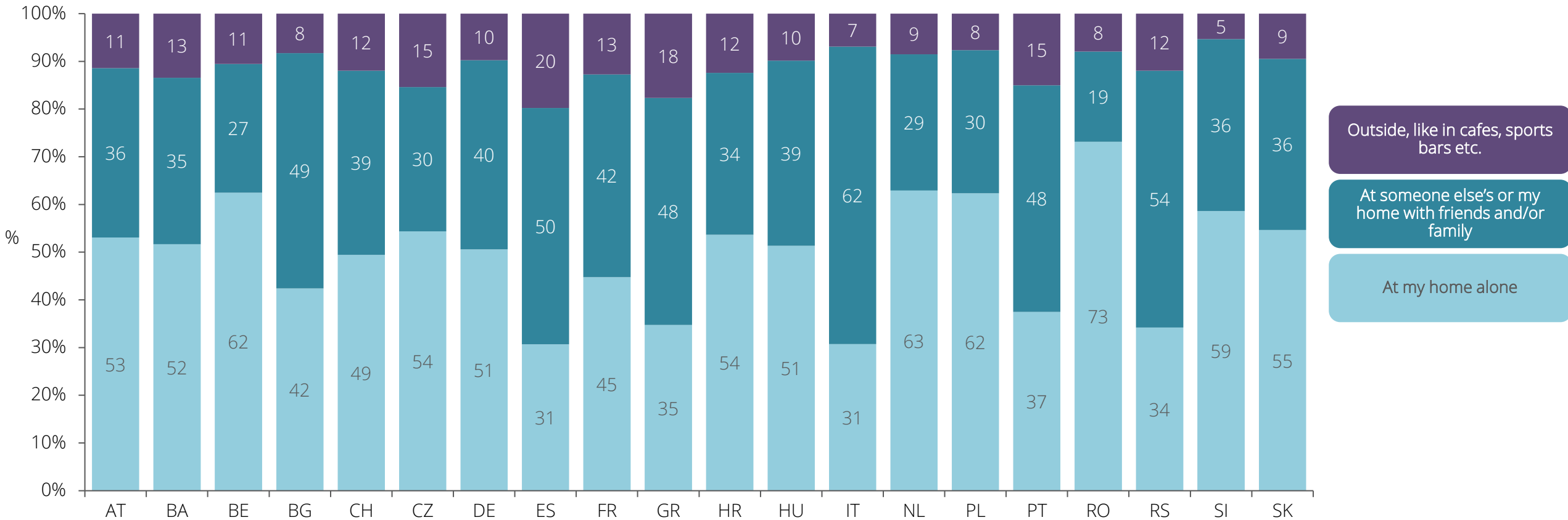
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Note: one answer possible

# PREFERRABLE WAY OF WATCHING SPORTING EVENTS

Which one out of the three options provided below describes best the way that you prefer watching sporting events?

TOTAL



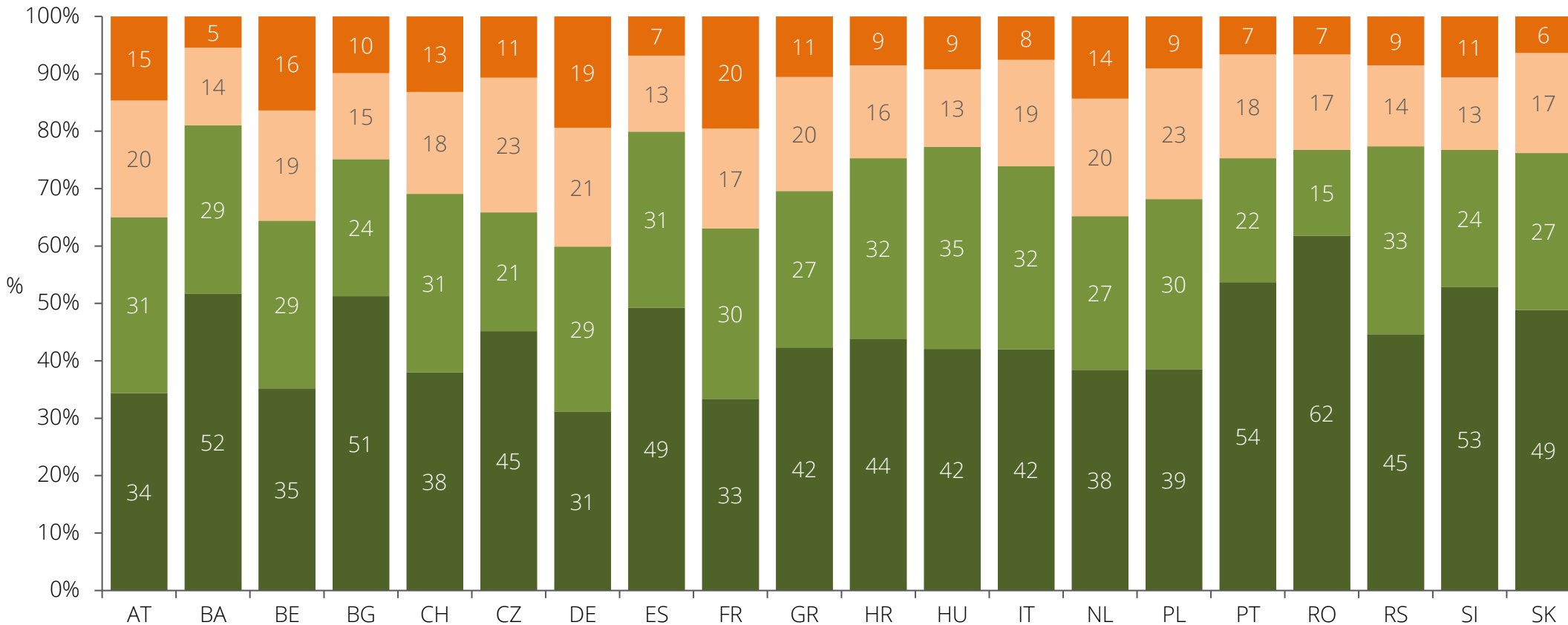
Basis: all survey participants (n=11.071)

Note: one answer possible

# OPINION ON SPONSORING

Which of the following statements describes best your opinion on sponsoring?

TOTAL



I find sponsoring and the commercialization of sports very annoying and problematic; the less the better.

Whether I find sponsoring positive or negative depends on the sporting event and how it takes place.

Sponsoring is positive for sports, but it has become too much in our days.

Sponsoring is a way of supporting sporting events and making them accessible to broader masses; the more the better.

Basis: all survey participants (n=11.071)

Note: one answer possible

# CONTACT

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