

Harris Interactive polled \*large samples of GB adults - immediately before and immediately after the UEFA Euro football tournament - using our Harris24 service to understand more about how the tournament was viewed in Britain and to assess whether tournament sponsors received a good return on their investment.

## Viewing Statistics

Overall, the British public did not deviate too much from their pre-tournament plans. **7 out of 10** watched at least one match and **1 in 4** tuned in to all or most matches.



Less than **1 in 5** people placed a bet on the tournament compared with **1 in 4** expecting to do so.



However, England's disappointing tournament did have an impact on other pre-tournament plans: less than **1 in 4** watched a match in a pub compared with **30%** expecting to do so.



Just **5%** of workers took a 'sickie' to watch a match compared with **11%** who thought they might pre-tournament.

## Sponsorship

A number of major brands opted to sponsor Euro 2016 for vast sums of money. Lesser known brands such as **Turkish Airlines** and Chinese electricity giant **Hisense** benefited most whilst **McDonald's**, **Adidas**, **Coca-Cola** and **Orange** also achieved double digit uplift.

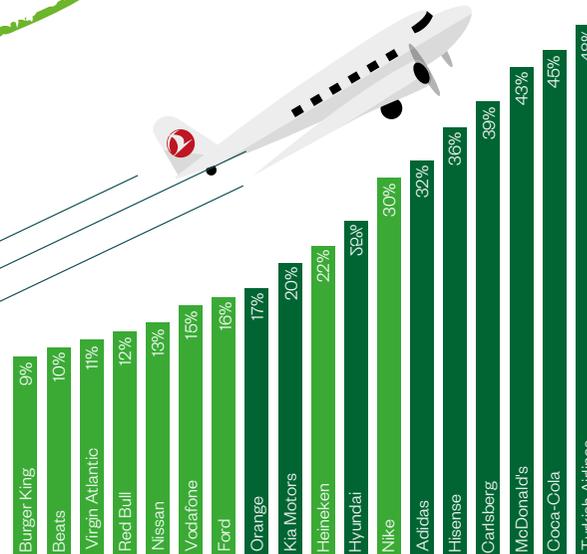


Turkish Airlines **28%** British Airways **0%**  
 Hisense **26%** Sony **4%**  
 McDonald's **17%** Burger King **8%**  
 Adidas **16%** Nike **10%**  
 Coca-Cola **13%** Pepsi **0%**  
 Orange **13%** Three **0%**  
 Carlsberg **7%** Heineken **3%**



## Favourite Player

By contrast, Wales surpassed most expectations by reaching the semi-finals with the consequence that star player, **Gareth Bale**, topped our poll of favourite players by a clear margin.



## Did fans notice sponsors' on-screen presence during the tournament?

Football fans clearly do notice brands' presence at tournaments whether consciously or sub-consciously. When prompted with a list of brands - 9 sponsors and 9 non-sponsors - the top six mentions are all sponsors with each sponsoring brand ranked above its category benchmark.

\* Harris Interactive polled two matched samples of 1,000+ of GB adults aged 18+ using its **Harris24** service: firstly immediately **before** the opening ceremony in Paris (June 10th) and then on the day **after** the tournament ended (July 11th).