



Gearing Up for 2020-21

Harris Interactive conducted a Toluna QuickSurveys study with a representative sample of 1,626 UK-based football fans aged 18+ between July 10-15, 2020.



Fan profiling



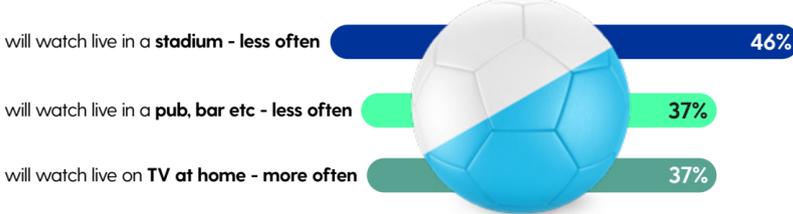
In 'normal' times, the overseas leagues most watched live on TV are



Barcelona, Real Madrid and Bayern Munich are the most popular teams from these leagues.

Impact of COVID-19

Many football fans who usually watch live matches 'out-of-home' may well switch to 'in-home' next season



Football gets a big tick for how it has performed during lockdown:

There are major concerns about the potential impact of COVID-19 on professional clubs:



At the very least, there is a clear perception that the COVID-19 pandemic will act as a 'wake-up' call to clubs:

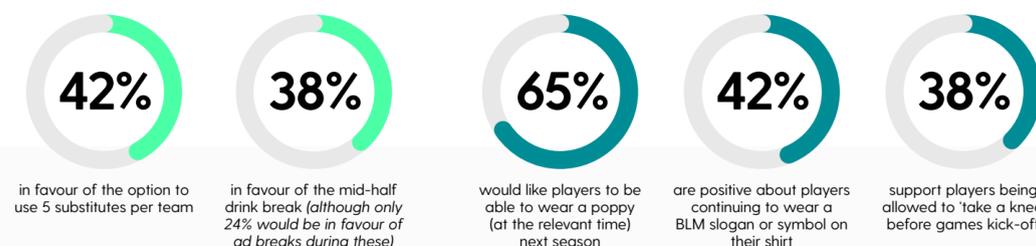


But it's not all doom and gloom:



Fans are very much open to retaining the new rules brought in to facilitate the end of the 2019-20 season:

Fans are in favour of footballers being able to support a wide range of causes whilst playing:

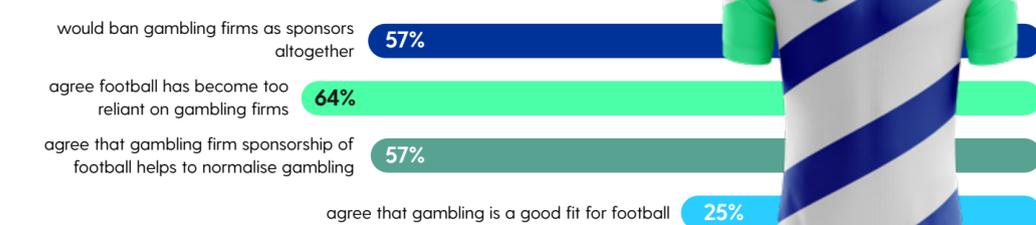


Sponsorship

Fans recognise the financial importance of sponsorship to football clubs:



And fans are very much aligned with a recent House of Lords recommendation to phase out gambling firm sponsorship of football clubs over the next few years:



Football fans are also concerned about the relatively recent increase in visibility of energy drinks brands when they watch football:



The most popular industries for football clubs sponsorship are:

