

*“opinionway* pour **A22**

# Football fans and the creation of the European Super League

February 2024



**ESOMAR**<sup>24</sup>  
Corporate





# Methodology



# “ Methodology



Survey of **6458 football fans** in France, Germany, Spain, Italy, the UK, the Netherlands, Belgium and Portugal. Each national sample was drawn from a representative sample of people aged 15 or over living in these countries (a total of 10 443 interviews were carried out)

*Football fans are defined as people reporting to be fairly or very interested in football.*

The overall/global results reported are population size weighted averages.



OpinionWay conducted this survey in accordance with the procedures and rules of the ISO 20252 standard.



Margins of error for total sample: 0.5 to 1.2 points  
Margins of error for national samples: 1.5 to 3.5 points



Respondents were using a CAWI (Computer Assisted Web Interview) **self-administered online** questionnaire.



The fieldwork took place from the **1st to the 8th of February 2024**



*Any publication, in whole or in part, must use the following full wording:  
**"OpinionWay survey for A22"**.  
and no reproduction of the survey may be dissociated from this title.*



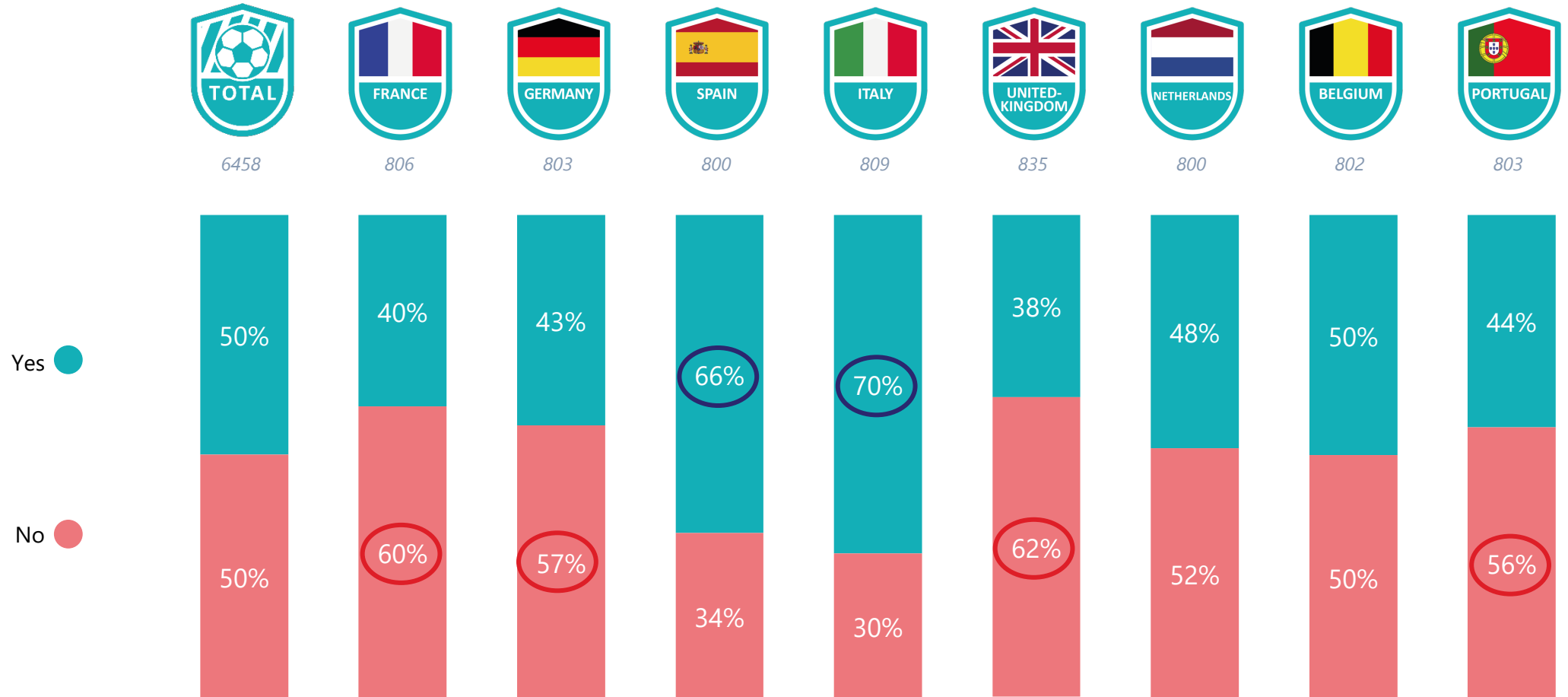
# Results





# Awareness of the end of UEFA's monopoly on the organisation of European football competitions

Q. On December 21th, the Court of Justice of the European Union ended UEFA's monopoly on the organisation of club football competitions at European level. Have you heard about this decision?

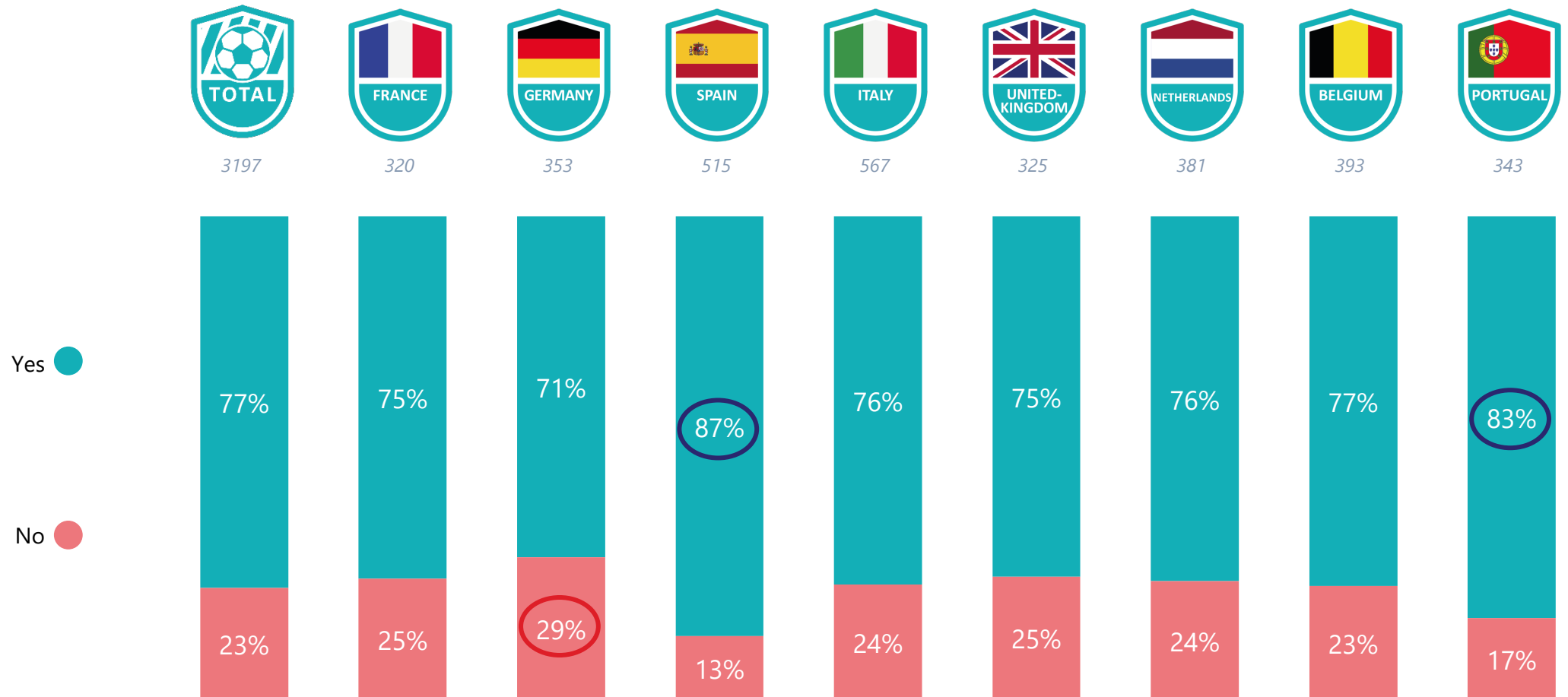




# Support for the end of UEFA's monopoly

Q. Do you agree with the decision of the Court of Justice of the European Union?

*Question asked only of those with knowledge of the decision*



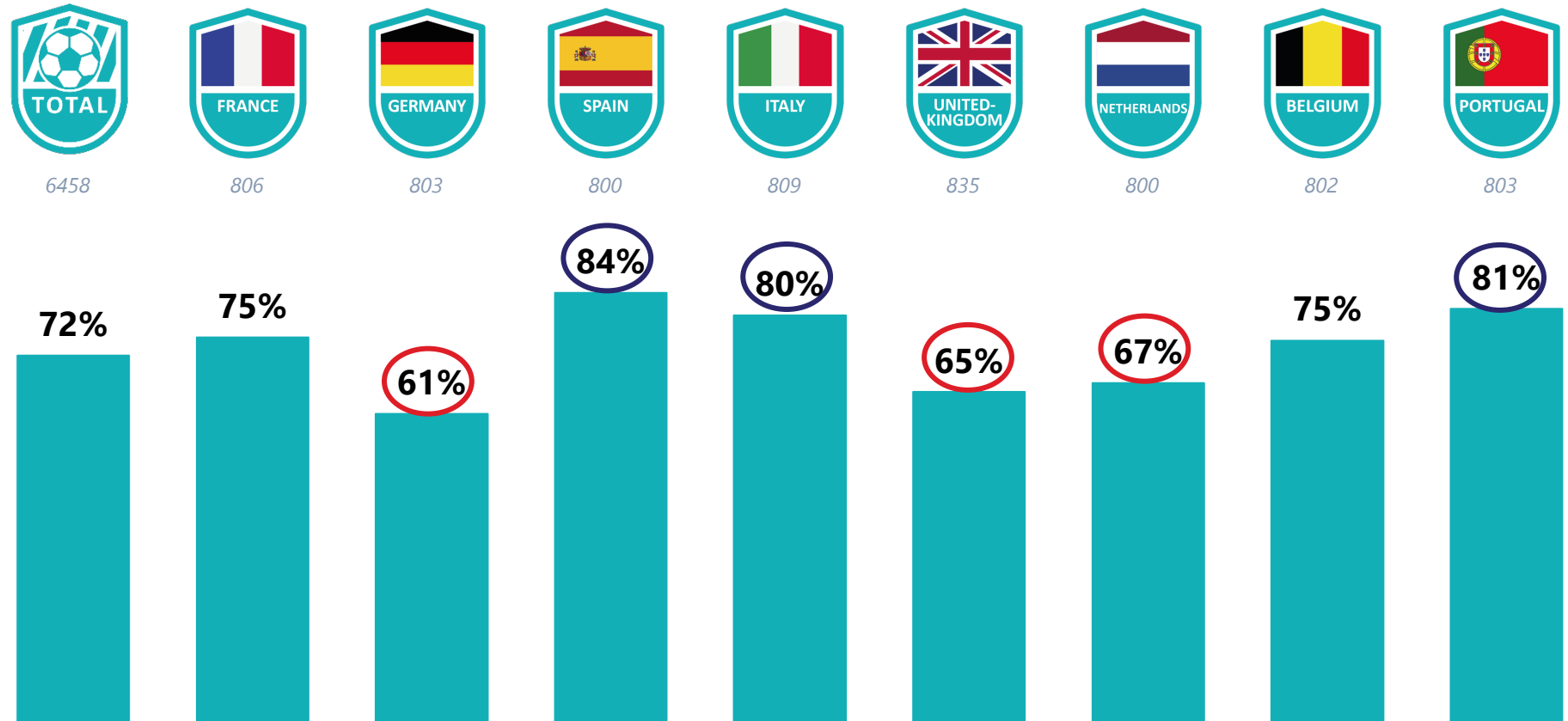
# Support for the creation of a European Super League

We will now show you a video explaining the format of a new football competition.

## ***A22 - EUROPEAN SUPER LEAGUE*** *FORMAT PROPOSAL*

# “ Support for the creation of a European Super League


Q. Are you very much in favour, somewhat in favour, somewhat against or very against the creation of this European Super League?

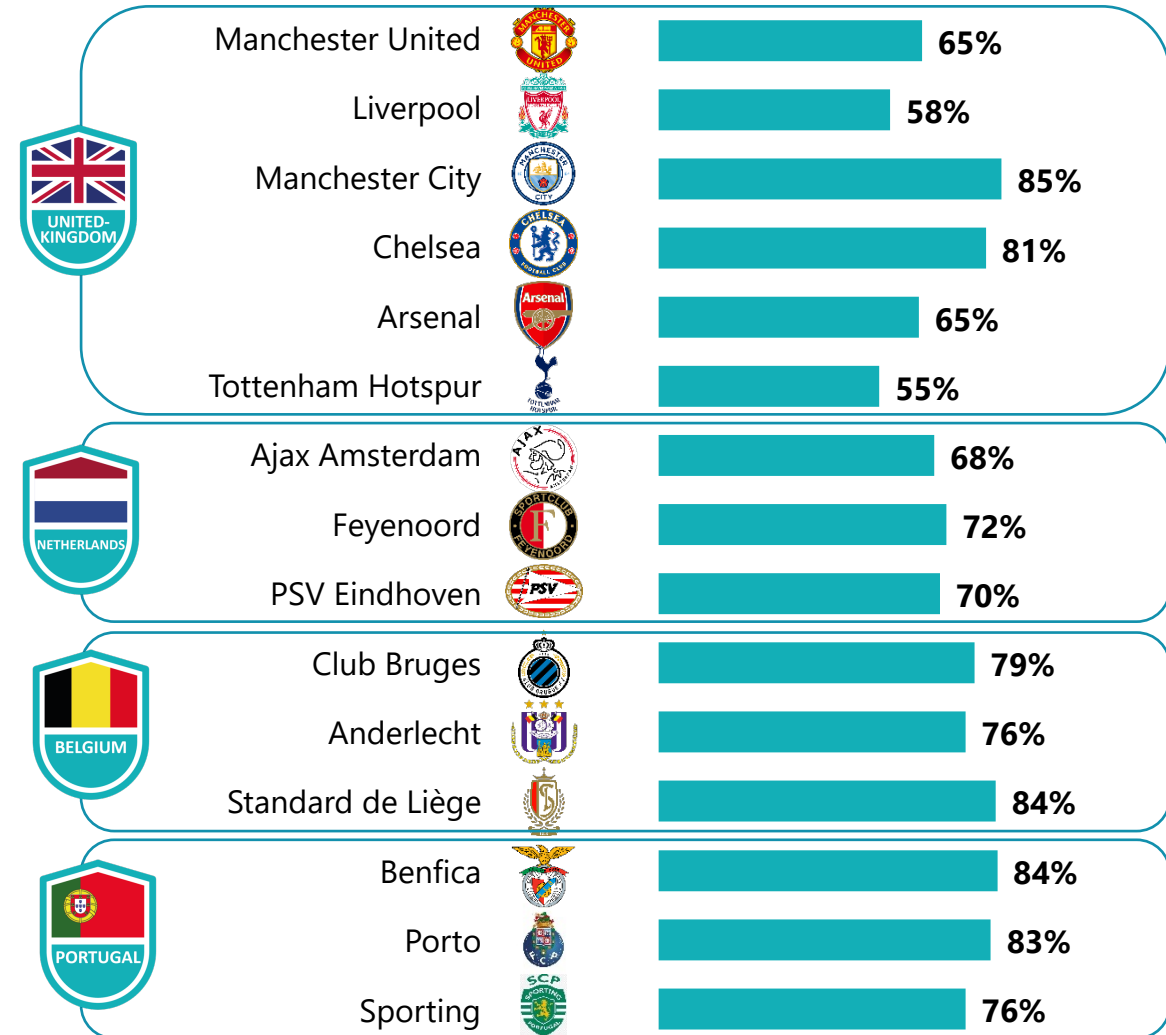
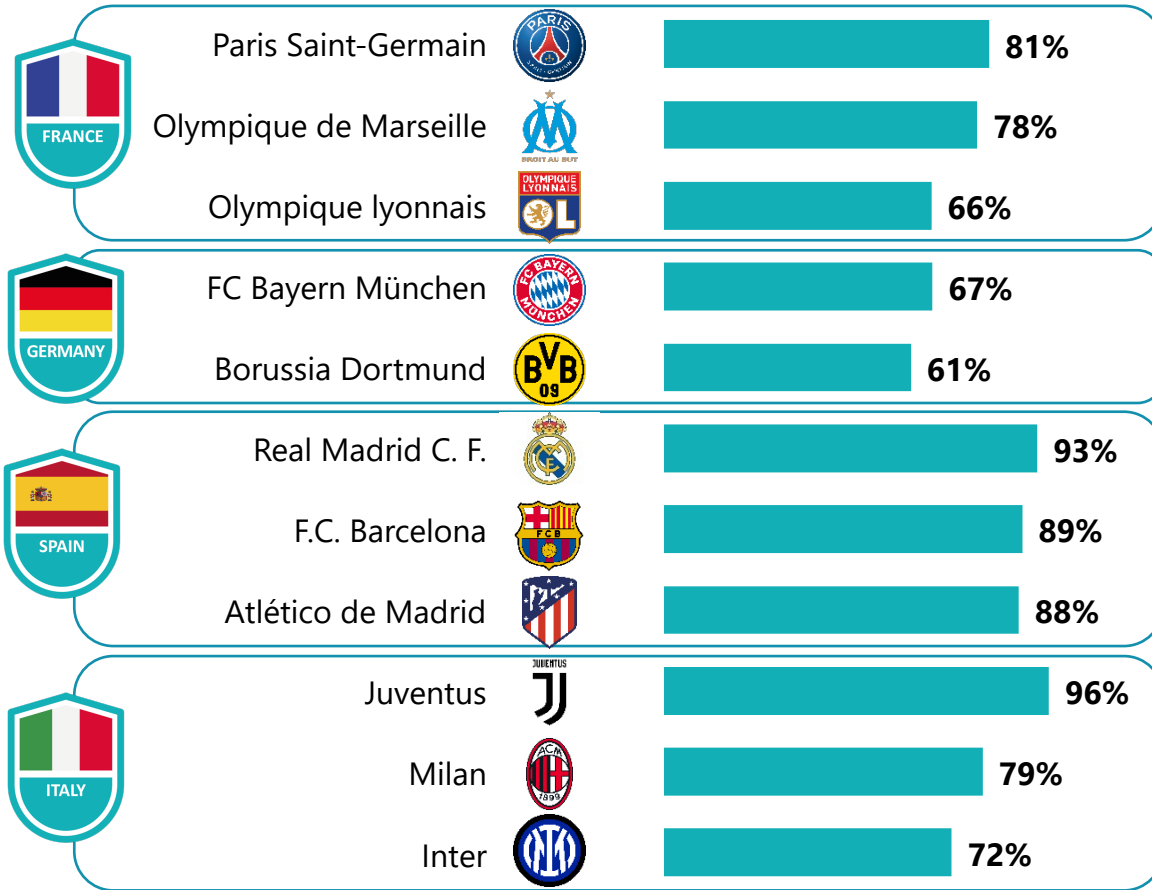


# Support for the creation of a European Super League

## Results by supported club

Q. Are you very much in favour, somewhat in favour, somewhat against or very against the creation of this European Super League?

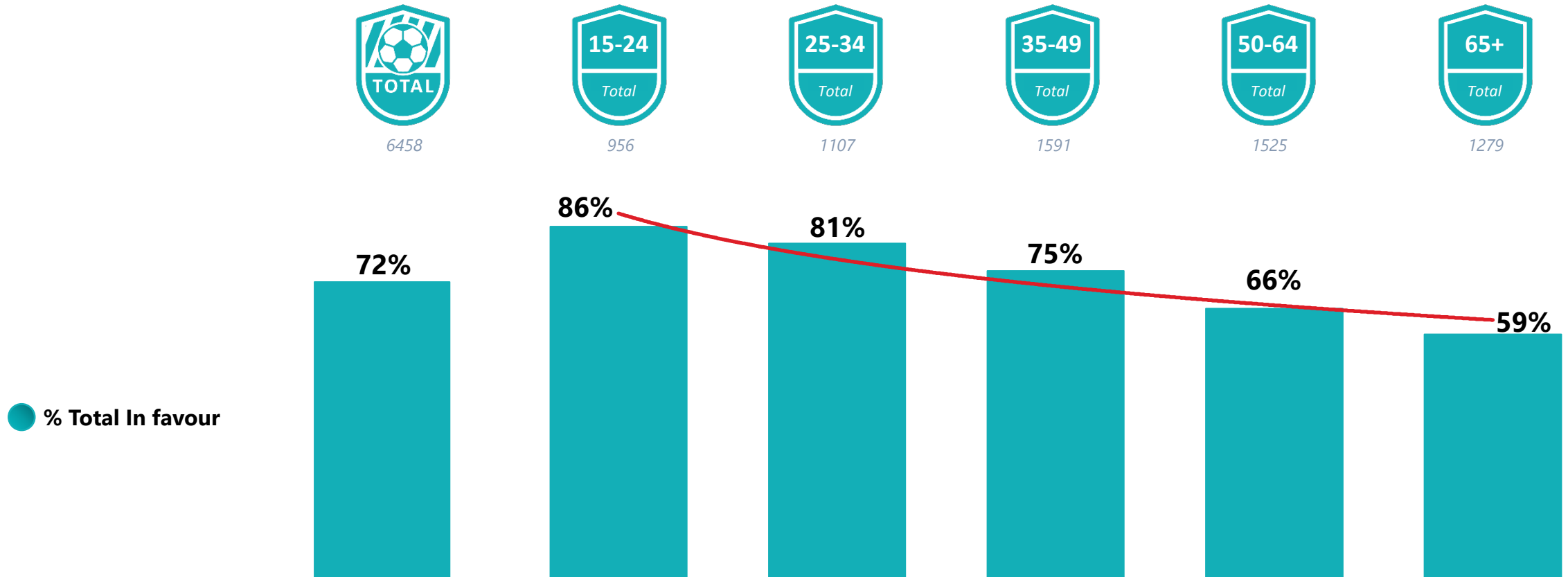
 % Total In favour



# Support for the creation of a European Super League

## Results by age of respondent

Q. Are you very much in favour, somewhat in favour, somewhat against or very against the creation of this European Super League?













# Support for the creation of a European Super League

## Results by age of respondent

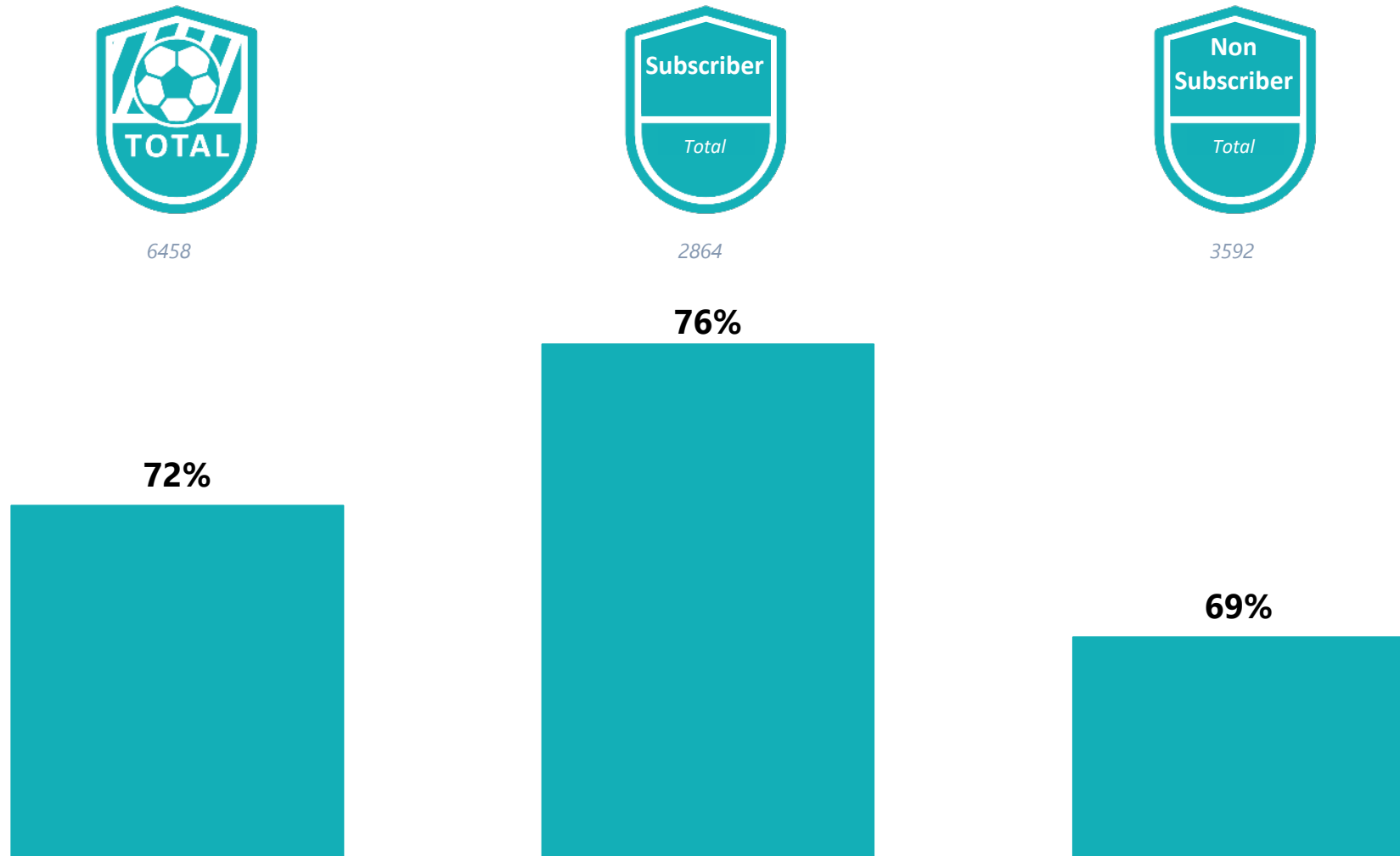
Q. Are you very much in favour, somewhat in favour, somewhat against or very against the creation of this European Super League?

	Age					
% Total In favour	18-24 years old	25-34 years old	35-49 years old	50-64 years old	65 and over years old	
 FRANCE	75%	88%	80%	78%	74%	63%
 GERMANY	61%	83%	68%	64%	56%	43%
 SPAIN	84%	93%	88%	84%	81%	77%
 ITALY	80%	89%	93%	83%	76%	69%
 UNITED KINGDOM	65%	80%	85%	66%	49%	46%
 NETHERLANDS	67%	77%	78%	72%	58%	55%
 BELGIUM	75%	84%	82%	82%	70%	60%
 PORTUGAL	81%	84%	73%	84%	80%	82%

# Support for the creation of a European Super League

## Results by TV subscription to watch the Champions League

Q. Are you very much in favour, somewhat in favour, somewhat against or very against the creation of this European Super League?





# Reasons to support the European Super League

Can you tell me the reasons why you are in favour of this new competition?

Question asked only of people in favour of this competition / Open question, spontaneous answers



4743



612



487



677



649



540



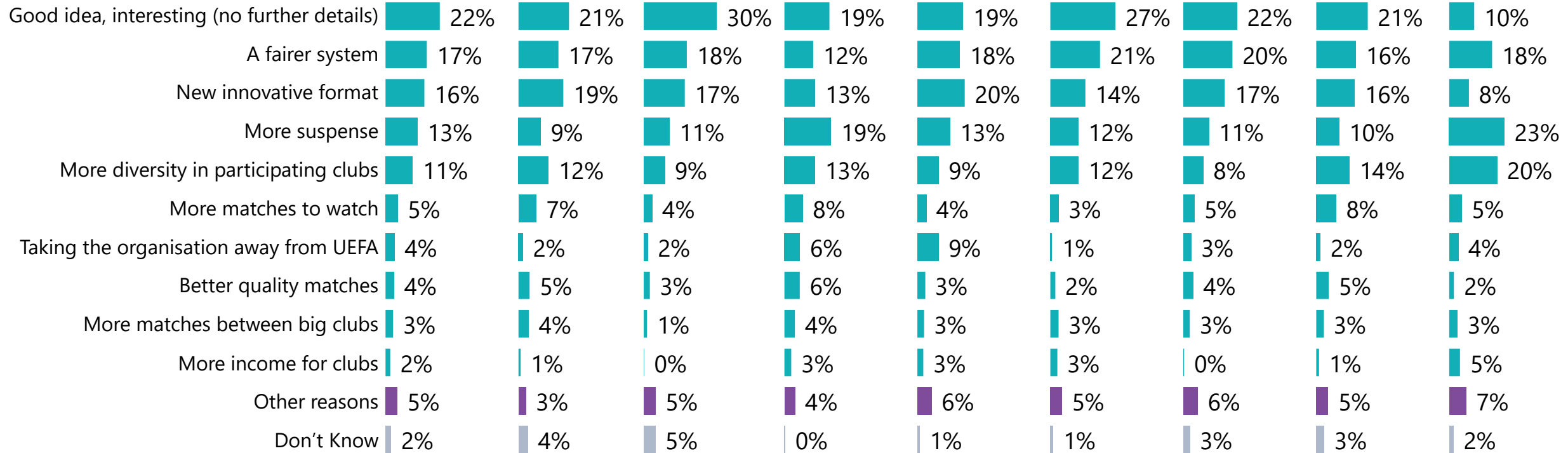
534



599



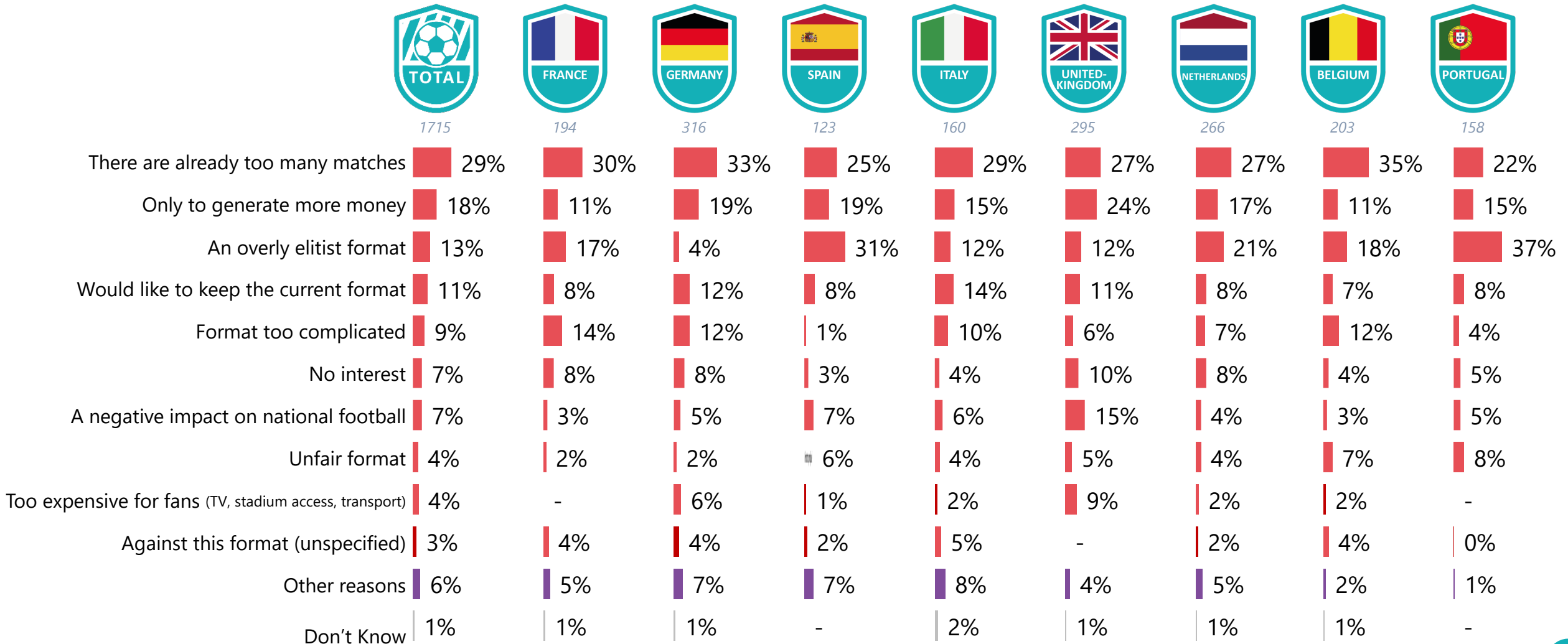
645





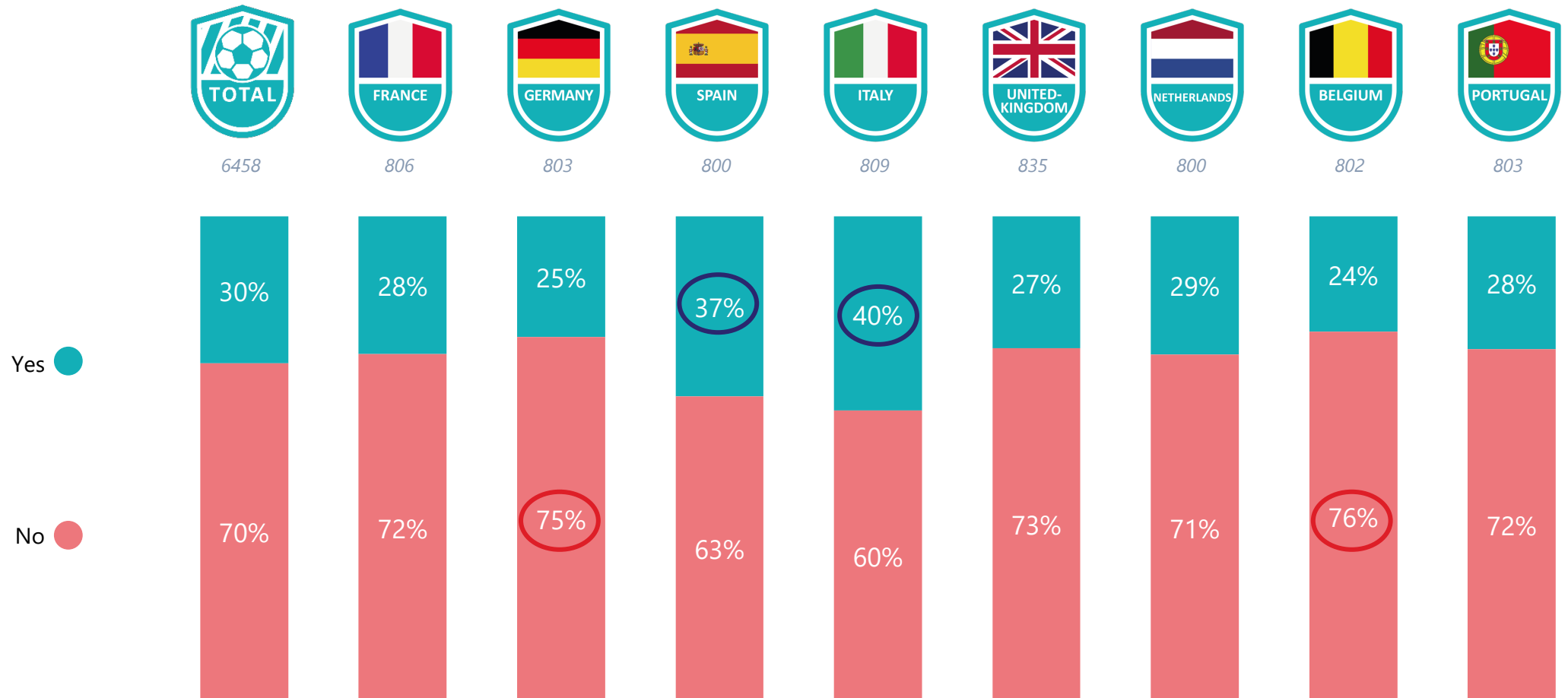
# Reasons to oppose the European Super League

Q. Can you tell me the reasons why you are against this new competition?  
Question asked only of people against this competition / Open question, spontaneous answers



# “ Awareness of the new Champions League competition format

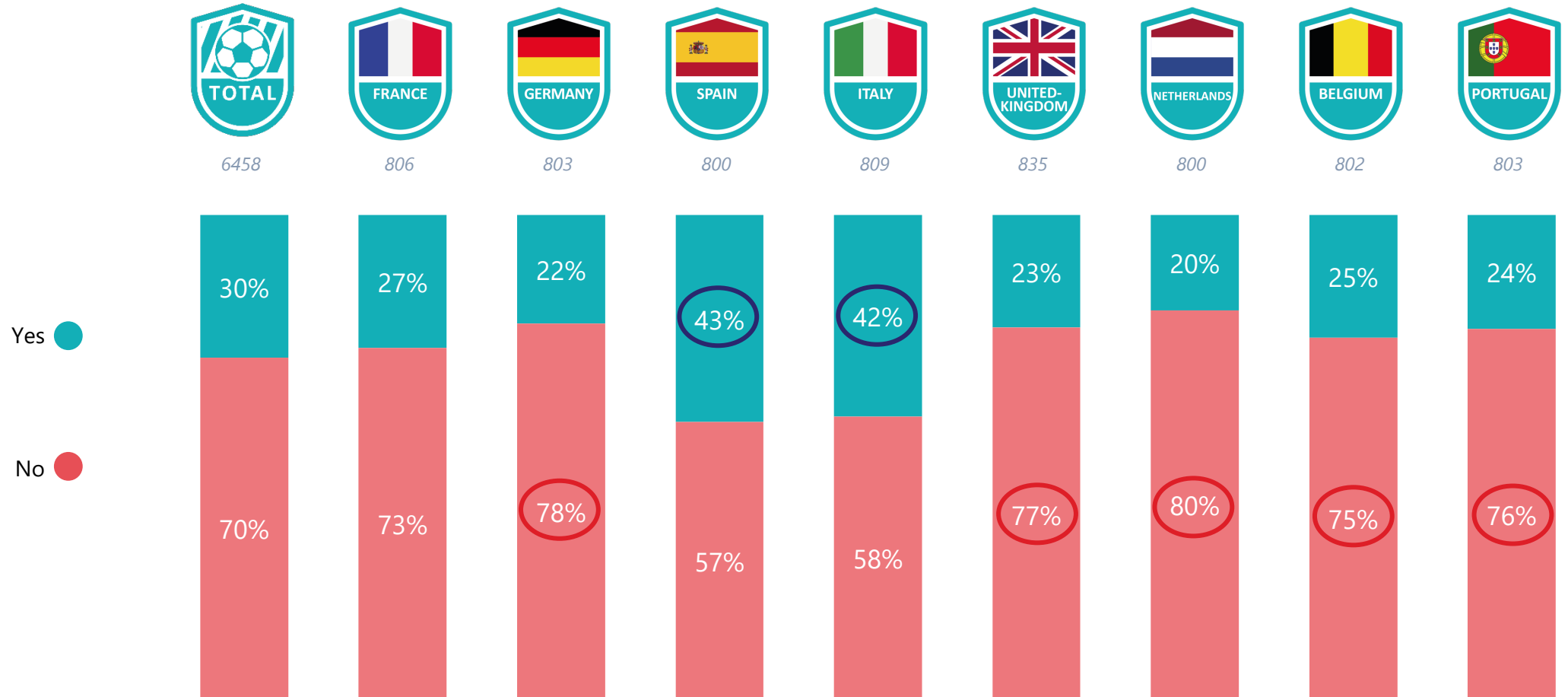
Q. Have you heard about the new Champions League competition format (Swiss model) starting in September 2024?





# Awareness of the new free streaming platform

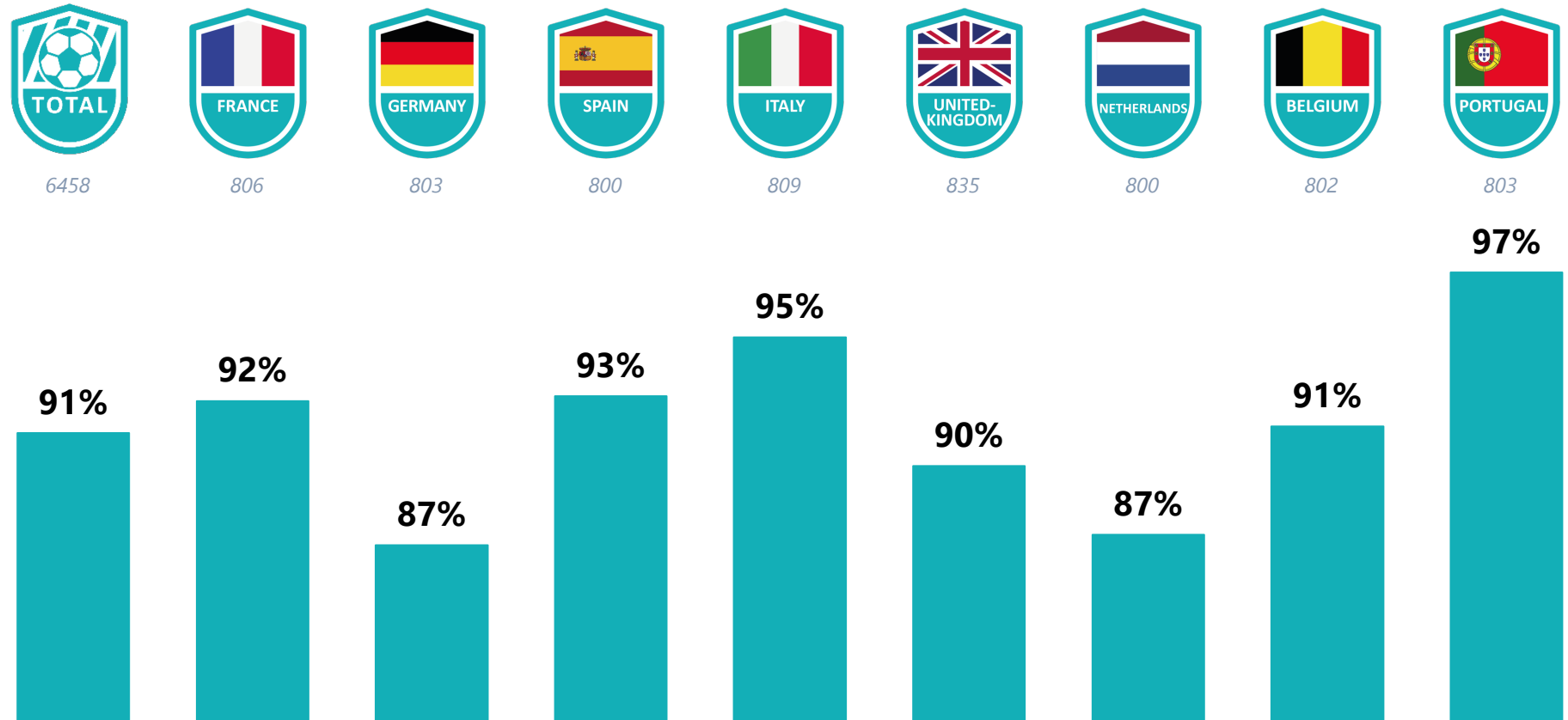
Q. Have you heard about this streaming platform which shall offer free broadcasting of the matches?





# Support for the new free streaming platform

Q. Do you agree with this free streaming platform proposal?



● % Total In favour



## LET'S STAY CONNECTED!

[www.opinion-way.com](http://www.opinion-way.com)



### Let's go further together!

Receive our latest market researches results each week in your mailbox by subscribing to our

[newsletter!](#)

# “*opinion*way

15 place de la République  
75003 Paris

PARIS  
CASABLANCA  
ALGIERS  
WARSAW  
ABIDJAN

Your contact

**Bruno Jeanbart**  
Vice-President

Tel. +33 1 81 81 83 00  
[bjeanbart@opinion-way.com](mailto:bjeanbart@opinion-way.com)