

# **GWI SPORTS | Q4 2020**

## **Questionnaire**

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## Sport Interest

### Interest in sports

How interested are you in sports?

- Not interested at all
- Not particularly interested
- Quite interested
- Very interested
- Extremely interested

### Sports Followed

#### Sports / Sporting Activities Watched / Followed

Which of these sports do you watch, follow, or have an interest in?

- American Football/Football
- Badminton
- Baseball
- Basketball
- Cricket
- Soccer/Football
- Golf
- Handball
- Ice Hockey
- Lacrosse
- Rugby
- Snooker / Pool
- Softball
- Squash
- Table tennis
- Tennis
- Volleyball
- Water polo

Which of these sporting activities do you watch, follow, or have an interest in?

- Archery
- Athletics
- Track & field
- BMX-ing
- Boxing
- Cheerleading
- Climbing
- Crossfit
- Cycling
- Extreme sports
- Fencing
- Fishing
- Gymnastics
- Horse-riding / Equestrian
- Ice skating
- Judo
- Long-distance / Cross-country running
- Mixed martial arts (e.g. UFC)
- Motor sports
- Mountain biking
- Petanque
- Rowing
- Sailing
- Skateboarding
- Skiing
- Snowboarding
- Surfing
- Swimming
- Triathlon
- Weightlifting
- Wrestling

### National Teams / Sports Followed

Do you follow your country's national team / representatives in any of these sports?

- Badminton
- Basketball
- Cricket
- Golf
- Handball
- Ice Hockey
- Rugby
- Soccer/Football

- Other sport

## Sport Viewership & Attendance

### Sports Viewing Frequency

How frequently do you **watch sports matches / activities on TV or online?**

- Every day
- 4-5 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month
- Never

### Sports Attendance Frequency

How frequently do you attend sports games / activities in person?

- Every month
- Every 2-3 months
- Every 6 months
- Every year
- Less often
- Never

### Sports Events Attendance

How often do you attend professional sports games / matches?

- Weekly
- Monthly
- Every 2-3 months
- Every 6 months
- Once a year
- Less often

## Frequency of Viewing Sports

### Watching Sports on TV

How often do you watch professional sports games / matches on TV?

- More than once a day
- Daily
- Weekly

- Monthly
- Less often

### Watching Highlights on TV

How often do you watch highlights / recaps of professional sports on TV?

- More than once a day
- Daily
- Weekly
- Monthly
- Less often

### Watching Sports Online

How often do you watch professional sports games / matches online?

- More than once a day
- Daily
- Weekly
- Monthly
- Less often

### Watching Highlights Online

How often do you watch highlights / recaps of professional sports online?

- More than once a day
- Daily
- Weekly
- Monthly
- Less often

### Viewing Behaviors

#### Types of Sports Engagement

Which of these do you do?

- Attend professional sports games / matches
- Play in a fantasy league
- Watch professional sports games / matches on TV/online
- Watch highlights / recaps about professional sports on TV/online

### Sports Following Behaviors

In which ways do you follow / keep up with sports?

- Follow professional sports leagues (including its teams or players) on social media
- Follow professional sports through apps (not including social media apps)
- Follow professional sports through websites (not including social media websites)
- Follow professional sports through newspapers / magazines
- Listen to sports radio / podcasts
- Talk about professional sports with friends or family

### Sports Viewing Locations

In which place(s) do you typically watch sports games, matches, or coverage?

- At a bar
- At a family member's house
- At a friend's house
- At home
- In my office / workplace / school
- On the move (e.g. on mobile)
- Other location

### Sports Viewing Companions

Who do you typically watch sports games / matches / coverage with?

- Children
- Co-workers / classmates
- Friends
- Parents
- Partner
- Siblings
- Other family members
- I typically watch by myself

### Behaviors While Watching Sports

While watching sports, do you do any of these things?

- Bet on sport (*only asked if respondent is 21+*)
- Browse the internet
- Check / write emails
- Message people
- Play games on a mobile device
- Talk on the phone
- Use social media

### Viewing Channels / Subscriptions

#### Paying for Sports Content

How willing are you to pay to access content from your favorite sports / leagues?

- Very unwilling
- Unwilling
- Willing
- Very willing

#### Paying for Sports Subscriptions

Do you pay for a subscription to watch sports content?

- Yes, I pay for a subscription
- No, I don't pay for a subscription

#### OTT Service Subscriptions - Usage

Which of these services/channels do you use to watch sport?

- |                      |              |               |
|----------------------|--------------|---------------|
| • Amazon Prime video | • B/R Live   | • beIN Sports |
| • AT&T TV Now        | • BandSports | • BT Sport    |

- Canal+
- CBS All Access
- DAZN
- Eleven Sports
- EPC Rugby TV
- ESPN
- Eurosport
- Fox Sport
- Fubo TV
- fubo.tv
- GolfTV
- Hulu
- LaLigaSportsTV
- Mediaset
- MLB.TV
- Movistar
- NBA League pass
- NBC
- NFL Game Pass
- NOWTV
- PPTV
- Premier Sports
- Premiere
- RMC Sport
- Sky Sport
- Sky Sport
- Sling
- Sling TV
- SportDigital
- SporTV
- Téléfoot
- The Tennis Channel
- TSN
- Uefa.tv
- UFC Fight Pass
- WWE Network

### OTT Service Subscriptions - Purchase Intention

Would you consider purchasing any of these services within the next 12 months? *(if not selected in previous question)*

- Amazon Prime video
- AT&T TV Now
- B/R Live
- BandSports
- beIN Sports
- BT Sport
- Canal+
- CBS All Access
- DAZN
- Eleven Sports
- EPC Rugby TV
- ESPN
- Eurosport
- Fox Sport
- Fubo TV
- fubo.tv
- GolfTV
- Hulu
- LaLigaSportsTV
- Mediaset
- MLB.TV
- Movistar
- NBA League pass
- NBC
- NFL Game Pass
- NOWTV
- PPTV
- Premier Sports
- Premiere
- RMC Sport
- Sky Sport
- Sky Sport
- Sling
- Sling TV
- SportDigital
- SporTV
- Téléfoot
- The Tennis Channel
- TSN
- Uefa.tv
- UFC Fight Pass
- WWE Network

# Sports & Exercise Participation

## Gym / Exercise Participation Frequency

How frequently do you **go to the gym or do exercise**?

- Every day
- 4-5 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month
- Never

## Main Reason for Sports Participation

What is your main reason for participating in sport?

- Availability of local teams / facilities
- For health / fitness reasons
- For the competition
- For the fun / excitement
- For the social side
- Inspired by famous players
- Playing sports I did at school
- To learn / develop skills
- Other

## Participation Among Children

Are any of these sports regularly played by **your child(ren)**? (*asked to those who have responded saying they have one or more children*)

- |                              |                   |                  |
|------------------------------|-------------------|------------------|
| • American football/Football | • Soccer/Football | • Snooker / pool |
| • Badminton                  | • Handball        | • Softball       |
| • Baseball                   | • Ice Hockey      | • Squash         |
| • Basketball                 | • Lacrosse        | • Table tennis   |
| • Cricket                    | • Rugby           | • Tennis         |

## Sports Participation

### Team Sport Participation Frequency

How frequently do you **play team sports (e.g. football, basketball, etc)**?

- Every day
- 4-5 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month
- Never

### Individual Sport Participation Frequency

How frequently do you **take part in individual sporting activities (e.g. swimming, fishing, golf etc.)**?

- Every day
- 4-5 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month
- Never

### Sports: Participation

Which of these sports do you play?

- |                              |                  |
|------------------------------|------------------|
| • American Football/Football | • Lacrosse       |
| • Badminton                  | • Rugby          |
| • Baseball                   | • Snooker / Pool |
| • Basketball                 | • Softball       |
| • Cricket                    | • Squash         |
| • Soccer/Football            | • Table tennis   |
| • Golf                       | • Tennis         |
| • Handball                   | • Volleyball     |
| • Ice Hockey                 | • Water polo     |

### Sporting Activities: Participation

Which of these sporting activities do you take part in?

- |                  |                                 |                 |
|------------------|---------------------------------|-----------------|
| • Archery        | • Gymnastics                    | • Sailing       |
| • Athletics      | • Horse-riding / Equestrian     | • Skateboarding |
| • BMX-ing        | • Ice skating                   | • Skiing        |
| • Boxing         | • Judo                          | • Snowboarding  |
| • Cheerleading   | • Mixed martial arts (e.g. UFC) | • Surfing       |
| • Climbing       | • Motor sports                  | • Swimming      |
| • Crossfit       | • Mountain biking               | • Triathlon     |
| • Cycling        | • Petanque                      | • Weightlifting |
| • Extreme sports | • Rowing                        | • Wrestling     |
| • Fencing        | • Running / Jogging             |                 |
| • Fishing        |                                 |                 |

# Sports Behavior & Attitudes

## Sportswear Purchases

How frequently do you **purchase sportswear**?

- Every day
- 4-5 times a week
- Once a week
- Once every two weeks
- Once a month

## Fantasy Leagues

Do you play in a fantasy league for any of these sports?

- American Football/ Football
- Auto racing
- Baseball
- Basketball
- Cricket
- esport
- Soccer/ Football
- Golf
- Ice Hockey
- Rugby

## General Attitudes

### Role of Sport in Society

Which of these statements do you agree with?

- My life would be the same with or without sport
- Sport brings people from different backgrounds together
- Sport divides us more than it unites us
- Sport doesn't value fans enough
- Sport is culturally important
- Sport is too male-dominated

### Attitudes Towards Women's Sports

Which of these statements describe your feelings towards women's sports?

- I follow a female athlete or team on social media
- Women shouldn't play contact sports
- Women's sports should get more investment
- Women's sport is exciting to watch
- Women's sports should be highlighted more by the media
- Women's sport is less interesting than men's sport

### Activities Missed During COVID-19

Which of these have you most missed during the COVID-19 pandemic?

- Going to sporting events
- Going to the gym
- Playing outdoor sport
- Going to live music events
- Socializing with friends / family

## Impact of COVID-19 on future events

Has COVID-19 made you more or less likely to want to attend live events (e.g. sports matches, concerts, etc.) in the future?

- Much less likely to want to attend live events
- A little less likely to want to attend live events
- No change
- A little more likely to want to attend live events
- Much more likely to want to attend live events

## Social Media

### Social Media Platforms Used

Which of these platforms do you use to follow sports (e.g. read articles / updates, watch coverage or clips, etc)?

- Facebook
- Instagram
- LINE
- Reddit
- Snapchat
- TikTok
- Tumblr
- Twitch
- Twitter
- WeChat
- WhatsApp
- YouTube

### Accounts Followed on Social Media

Who do you follow on social media?

- Athletes / players
- Coaches
- Leagues
- Sports commentators / experts
- Teams

## Sport Sponsorship

### Impact of Sports Sponsorship

If a brand or product sponsors your favorite sports league or team, which of these are you likely to do?

- Engage with the brand / product
- Purchase the brand / product
- Talk to family / friends about the brand / product
- Think about the brand / product more positively

### Awareness of Sports Sponsorship

Which type(s) of clothing sponsorship do you tend to notice during sports games and events?

- Big screen / jumbotron
- Boardsports equipment (*if respondent is interested in board sports*)
- Branded experiences / pop-up shop at the event
- Contact sports ring (UFC, Boxing etc) (*if respondent is interested in boxing, MMA, or wrestling*)
- Driver helmet (*if respondent is interested in motor sports*)
- Interview backdrop
- Kit manufacturer
- LED boards around pitch / stadium
- Sail sponsors (*if respondent is interested in sailing*)
- Shirt sponsorship
- Sleeve sponsor
- Stadium naming
- Static boards around pitch / stadium
- Training kit
- Vehicle wraps (*if respondent is interested in motor sport*)



# Sports Teams & Competitions

## Sports Leagues & Competitions

Which of these sporting events / competitions do you follow, watch or have any interest in?

- AFL (Australian Football League) (*Australia Only*)
- BWF World Championships
- BWF World Tour
- Challenge EHF Cup
- College Football (*USA Only*)
- US College American Football (*USA Only*)
- European Handball Champions League
- FIS Alpine Ski World Cup
- MLB (Major League Baseball)
- National Women's Hockey League (NWHL)
- NFL (National Football League)
- NHL (National Hockey League)
- NPB (Nippon Professional Baseball) (*Japan Only*)
- Starligue (*France Only*)
- Women's Australian Football League (Women's AFL) (*Australia Only*)
- X-Games

## Leagues & Competitions

### Olympics / Athletics

- Diamond League
- Paralympics
- Summer Olympics
- The CrossFit Games
- Winter Olympics

### Football / Soccer (Non-Domestic)

- AFC Asian Cup
- AFC Women's Asian Cup
- AFC Champions League
- African Cup of Nations
- Africa Women Cup of Nations
- CONCACAF Champions League
- CONCACAF Gold Cup
- CONCACAF Women's Gold Cup
- Copa America
- Copa América Femenina
- Copa Libertadores
- FIFA World Cup
- FIFA Women's World Cup
- Nations League
- UEFA Champions League
- UEFA Women's Champions League
- UEFA Europa League
- UEFA Euros / European Championship
- UEFA Women's Euros/European Championship

### Football / Soccer (Domestic: Europe)

- Bundesliga (Germany)
- 2. Bundesliga (Germany)
- Frauen Bundesliga (Germany)
- English Football League (UK)
- English Premier League (UK)
- Scottish Premiership (UK)
- FA Women's Super League (UK)
- FA Cup (UK)
- LaLiga (Spain)
- Segunda Division (Spain)
- Primera Division for Women (Spain)
- Ligue 1 (France)
- Ligue 2 (France)
- Division 1 Féminine (France)
- Serie A (Italy)
- Serie B (Italy)

### Football / Soccer (Domestic: Americas and APAC)

- A-League (Australia)
- Campeonato Brasileiro Série A (Brazil)
- Chinese Super League (China)
- Indian Super League
- J-League (Japan)
- Liga 1 Indonesia
- Liga MX (Mexico)
- Liga Super Malaysia
- MLS / Major League Soccer (USA)
- National Women's Soccer League (USA)
- Philippines Football League
- Thai League 1

### Basketball

- College Basketball
- US College Basketball
- Euroleague Basketball
- FIBA Basketball World Cup / Qualifiers
- NBA (National Basketball Association)
- NBA G-League

- Philippine Basketball Association

## Motor Sports

- DTM (Deutsche Tourenwagen Masters)
- Formula 1
- Formula E
- IndyCar
- MotoGP
- NASCAR
- Supercars Championship
- WEC (World Endurance Championships)
- WRC (World Rally Championship)

## Golf

- European Tour
- Golf Sixes
- LPGA (Ladies' Professional Golf Association)
- PGA Tour
- PLAYERS Championship
- Presidents Cup
- Ryder Cup
- Solheim Cup
- The Masters Tournament
- The Open Championship
- US Open
- WCG (World Golf Championships)

## Water-Based Sports

- Americas Cup
- FINA Swimming World Cup
- FINA World Aquatics Championship
- SailGP
- World Surf League

## Cycling

- Giro d'Italia
- Tour de France
- UCI Tour cycling races
- Vuelta a Espana

## Cricket

- Caribbean Premier League
- ICC Women's World Cup
- ICC Women's World Twenty20
- ICC World Cup
- ICC World Twenty20
- Indian Premier League (IPL)
- International One Day Cricket
- International Test Match Cricket
- Mzansi Super League
- Pakistan Super League
- The Ashes
- The Hundred
- Twenty20 Big Bash
- Vitality T20 Blast
- Women's Big Bash League (WBBL)
- Women's Cricket Super League
- The Women's Ashes
- Women's One Day International
- Women's International Test Match Cricket
- Women Indian Premier League (WIPL)

## Rugby

- 6 Nations
- Currie Cup (South African Club League)
- European Rugby Champions Cup
- Guinness PRO14 (Club League)
- Major League Rugby (USA Club League)
- NRL (Australian Club League)
- Premiership Rugby (English Club League)
- Rugby World Cup
- Rugby X
- Super League (Northern Hemisphere Club Competition)
- Super Rugby (Southern Hemisphere Club League)
- Top 14 (French Club League)
- Top League (Japanese Club League)
- Women's Rugby World Cup
- World Rugby Sevens
- Rugby Championship
- Women's 6 Nations
- Women's European Championship
- Women's NRL
- Women's Premiership Rugby
- Women Rugby X
- Women's Rugby Super Series
- Women Rugby Sevens
- National Women's Rugby Championship

## Martial Arts, Boxing & Wrestling

- Bellator
- Kunlun Fight
- Max Muay Thai
- ONE Championship

- One Pride
- UFC (Ultimate Fighting Championship)

- WBA / WBC / WBO / IBF Boxing
- WWE

## Tennis

- Australian Open
- Davis Cup
- Fed Cup
- French Open
- Tie Break Tens

- US Open
- ATP Tour
- Wimbledon
- Women's Tennis Association (WTA) Tour
- World TeamTennis

## Soccer

Which of these football / soccer teams are you a fan of?

### Soccer: EPL Teams

- Arsenal
- Aston Villa
- Brighton & Hove Albion
- Burnley
- Chelsea
- Crystal Palace
- Everton
- Fulham
- Leeds
- Leicester City

- Liverpool
- Manchester City
- Manchester United
- Newcastle United
- Sheffield United
- Southampton
- Tottenham Hotspur
- West Bromwich Albion
- West Ham United
- Wolverhampton Wanderers

### Soccer: EFL

- Barnsley
- Birmingham City
- Blackburn Rovers
- Bournemouth
- Brentford
- Bristol City
- Cardiff City
- Coventry City
- Derby County
- Huddersfield Town
- Luton Town
- Middlesbrough

- Millwall
- Norwich City
- Nottingham Forest
- Preston North End
- Queens Park Rangers
- Reading
- Rotherham United
- Sheffield Wednesday
- Stoke City
- Swansea City
- Watford
- Wycombe Wanderers

### Soccer: Ligue 1

- Angers
- Bordeaux
- Brest
- Dijon
- Lens
- Lille
- Lorient
- Lyon
- Marseille
- Metz

- Monaco
- Montpellier
- Nantes
- Nice
- Nîmes
- Paris Saint-Germain
- Reims
- Rennes
- Saint-Étienne
- Strasbourg

### Soccer: Serie A

- Atalanta
- Benevento
- Bologna
- Cagliari
- Crotone
- Fiorentina
- Genoa
- Hellas Verona
- Internazionale
- Juventus

#### Soccer: Bundesliga

- Arminia Bielefeld
- Bayer Leverkusen
- Bayern Munich
- Borussia Dortmund
- Borussia Mönchengladbach
- Eintracht Frankfurt
- FC Augsburg
- FC Köln
- FSV Mainz 05

#### Soccer: La Liga

- Alavés
- Athletic Bilbao
- Atlético Madrid
- Barcelona
- Cadiz
- Celta Vigo
- Eibar
- Elche
- Getafe
- Granada

#### Soccer: SPFL

- Aberdeen
- Celtic
- Dundee United
- Hamilton Academical
- Hibernian
- Kilmarnock

#### Soccer: MLS

- Atlanta United FC
- Chicago Fire FC
- FC Cincinnati
- Columbus Crew SC
- D.C. United
- Inter Miami CF
- Montreal Impact
- New England Revolution
- New York City FC
- New York Red Bulls
- Orlando City SC

- Lazio
- Milan
- Napoli
- Parma
- Roma
- Sampdoria
- Sassuolo
- Spezia
- Torino
- Udinese

- Hertha BSC
- RB Leipzig
- SC Freiburg
- Schalke 04
- TSG 1899 Hoffenheim
- Union Berlin
- VfB Stuttgart
- VfL Wolfsburg
- Werder Bremen

- Huesca
- Levante
- Osasuna
- Real Betis
- Real Madrid
- Real Sociedad
- Sevilla
- Valencia
- Valladolid
- Villarreal

- Livingston
- Motherwell
- Rangers
- Ross County
- St Johnstone
- St Mirren

- Philadelphia Union
- Toronto FC
- Colorado Rapids
- FC Dallas
- Houston Dynamo
- LA Galaxy
- Los Angeles FC
- Minnesota United FC
- Nashville SC
- Portland Timbers
- Real Salt Lake

- San Jose Earthquakes
- Seattle Sounders FC

### Soccer: Liga MX

- America
- Atlas
- Atlético San Luis
- Cruz Azul
- Guadalajara
- Juárez
- León
- Mazatlán
- Monterrey

### Soccer: Campeonato Brasileiro Serie A

- Athletico Paranaense
- Atletico Goianiense
- Atlético Mineiro
- Bahia
- Botafogo
- Ceará
- Corinthians
- Coritiba
- Fortaleza
- Flamengo

### Soccer: Indian Super League

- ATK
- Bengaluru
- Chennaiyin
- Goa
- Hyderabad

### Soccer: Chinese Super League

- Beijing Sinobo Guoan
- Chongqing Dangdai Lifan
- Dalian Professional
- Guangzhou Evergrande Taobao
- Guangzhou R&F
- Hebei CFFC
- Henan Jianye
- Jiangsu Suning

### Soccer: A-League

- Adelaide United
- Brisbane Roar
- Central Coast Mariners
- Macarthur FC
- Melbourne City
- Melbourne Victory

### Soccer: J-League

- Cerezo Osaka
- Consadole Sapporo
- FC Tokyo
- Gamba Osaka

- Sporting Kansas City
- Vancouver Whitecaps FC

- Necaxa
- Pachuca
- Puebla
- Querétaro
- Santos Laguna
- Tijuana
- Toluca
- UANL
- UNAM

- Fluminense
- Grêmio
- Goiás
- Internacional
- Palmeiras
- Red Bull Bragantino
- Santos
- São Paulo
- Sport Club do Recife
- Vasco da Gama
- Jamshedpur
- Kerala Blasters
- Mumbai City
- NorthEast United
- Odisha

- Qingdao Huanghai
- Shandong Luneng Taishan
- Shanghai Greenland Shenhua
- Shanghai SIPG
- Shenzhen F.C.
- Shijiazhuang Ever Bright
- Tianjin Teda
- Wuhan Zall

- Newcastle Jets
- Perth Glory
- Sydney FC
- Wellington Phoenix
- Western Sydney Wanderers
- Western United

- Kashima Antlers
- Kashiwa Reysol
- Kawasaki Frontale
- Nagoya Grampus

- Oita Trinita
- Sagan Tosu
- Sanfrecce Hiroshima
- Shimizu S-Pulse
- Shonan Bellmare

#### Soccer: Thai League 1

- Bangkok United
- BG Pathum United
- Buriram United
- Chiangrai United
- Chonburi
- Muangthong United
- Nakhon Ratchasima
- Police Tero

#### Soccer: Philippines League 1

- Azkals Development Team
- Ceres–Negros
- Global

#### Soccer: Liga I

- Arema
- Bali United
- Barito Putera
- Bhayangkara
- Borneo
- Madura United
- Persebaya
- Persela
- Persib

- Urawa Red Diamonds
- Vegalta Sendai
- Vissel Kobe
- Yokohama F. Marinos
- Yokohama FC

- Port
- PT Prachuap
- Ratchaburi Mitr Phol
- Rayong
- Samut Prakan City
- Sukhothai
- Suphanburi
- Trat

- Kaya–Iloilo
- Mendiola 1991
- Stallion Laguna

- Persija
- Persib
- Persibabo 1973
- Persipura
- Persiraja
- Persita
- PSIS
- PSM
- PSS

## Rugby

Which of these rugby teams are you a fan of?

#### Rugby: English Premiership

- Bath
- Bristol Bears
- Exeter Chiefs
- Gloucester
- Harlequins
- Leicester Tigers
- London Irish
- Northampton Saints
- Sale Sharks
- Saracens
- Wasps
- Worcester Warriors

#### Rugby: Top 14

- ASM Clermont Auvergne
- Aviron Bayonnais
- Castres Olympique
- Club Athlétique Brive
- Lyon Olympique Universitaire
- Montpellier Hérault Rugby
- Racing 92
- RC Toulonnais
- Section Paloise
- Sporting Union Agen
- Stade Français
- Stade Rochelais
- Stade Toulousain
- Union Bordeaux Bègles

#### Rugby: Major League Rugby

- Austin Gilgronis
- Colorado Raptors
- Houston SaberCats
- New Orleans Gold

- Old Glory DC
- Rugby ATL
- Rugby United New York
- San Diego Legion

- Seattle Seawolves
- Toronto Arrows
- Utah Warriors

#### Rugby: PRO14

- Benetton
- Cardiff Blues
- Cheetahs
- Connacht
- Dragons
- Edinburgh
- Glasgow Warriors

- Leinster
- Munster
- Ospreys
- Scarlets
- Southern Kings
- Ulster
- Zebre

#### Rugby: Currie Cup

- Blue Bulls
- Boland Cavaliers
- Border Bulldogs
- Eastern Province Kings
- Falcons
- Free State Cheetahs
- Golden Lions

- Griffons
- Griquas
- Leopards
- Pumas
- Sharks
- SWD Eagles
- Western Province

#### Rugby: Super Rugby

- Blues
- Brumbies
- Bulls
- Chiefs
- Crusaders
- Highlanders
- Hurricanes

- Jaguares
- Lions
- Rebels
- Reds
- Sharks
- Stormers
- Waratahs

#### Rugby: Top League

- Hino Red Dolphins
- Honda Heat
- Kintetsu Liners
- Kobelco Steelers
- Mitsubishi Dynaboars
- Munakata Sanix Blues
- NEC Green Rockets
- NTT Communications Shining Arcs

- NTT DoCoMo Red Hurricanes
- Ricoh Black Rams
- Sanyo Wild Knights
- Suntory Sungoliath
- Toshiba Brave Lupus
- Toyota Industries Shuttles
- Toyota Verblitz
- Yamaha Jubilo

## Cricket

Which of these rugby teams are you a fan of?

#### Cricket: Indian Premier League

- Chennai Super Kings
- Delhi Capitals
- Kings XI Punjab
- Kolkata Knight Riders

- Mumbai Indians
- Rajasthan Royals
- Royal Challengers Bangalore
- Sunrisers Hyderabad

#### Cricket: T20 Blast

- Derbyshire
- Durham

- Lancashire
- Leicestershire

- Northamptonshire
- Nottinghamshire
- Warwickshire
- Worcestershire
- Yorkshire
- Essex
- Glamorgan

#### Cricket: Pakistan Super League

- Islamabad United
- Karachi Kings
- Lahore Qalandars

#### Cricket: Caribbean Premier League

- Barbados Tridents
- Guyana Amazon Warriors
- Jamaica Tallawahs

- Gloucestershire
- Hampshire
- Kent
- Middlesex
- Somerset
- Surrey
- Sussex

- Multan Sultans
- Peshawar Zalmi
- Quetta Gladiators

- St Kitts & Nevis Patriots
- St Lucia Zouks
- Trinbago Knight Riders

## NFL

- Arizona Cardinals
- Atlanta Falcons
- Baltimore Ravens
- Buffalo Bills
- Carolina Panthers
- Chicago Bears
- Cincinnati Bengals
- Cleveland Browns
- Dallas Cowboys
- Denver Broncos
- Detroit Lions
- Green Bay Packers
- Houston Texans
- Indianapolis Colts
- Jacksonville Jaguars
- Kansas City Chiefs

- Los Angeles Rams
- Miami Dolphins
- Minnesota Vikings
- New England Patriots
- New Orleans Saints
- New York Giants
- New York Jets
- Las Vegas Raiders
- Philadelphia Eagles
- Pittsburgh Steelers
- Los Angeles Chargers
- San Francisco 49ers
- Seattle Seahawks
- Tampa Bay Buccaneers
- Tennessee Titans
- Washington Football Team

## Basketball

### Basketball: NBA

- Atlanta Hawks
- Boston Celtics
- Brooklyn Nets
- Charlotte Hornets
- Chicago Bulls
- Cleveland Cavaliers
- Dallas Mavericks
- Denver Nuggets
- Detroit Pistons
- Golden State Warriors
- Houston Rockets

- Indiana Pacers
- LA Clippers
- Los Angeles Lakers
- Memphis Grizzlies
- Miami Heat
- Milwaukee Bucks
- Minnesota Timberwolves
- New Orleans Pelicans
- New York Knicks
- Oklahoma City Thunder
- Orlando Magic

- Philadelphia Sixers
- Phoenix Suns
- Portland Trail Blazers
- Sacramento Kings

- San Antonio Spurs
- Toronto Raptors
- Utah Jazz
- Washington Wizards

### Basketball: Euro League

- ALBA Berlin
- Anadolu Efes
- AIX Armani Exchange Milan
- Barcelona
- Bayern Munich
- Crvena zvezda mts
- CSKA Moscow
- Fenerbahçe Beko
- Khimki

- Kirolbet Baskonia
- LDLC ASVEL
- Maccabi FOX Tel Aviv
- Olympiacos
- Panathinaikos OPAP
- Real Madrid
- Valencia Basket
- Zalgiris
- Zenit Saint Petersburg

### Baseball: MLB

- Arizona Diamondbacks
- Atlanta Braves
- Baltimore Orioles
- Boston Red Sox
- Chicago Cubs
- Chicago White Sox
- Cincinnati Reds
- Cleveland Indians
- Colorado Rockies
- Detroit Tigers
- Houston Astros
- Kansas City Royals
- Los Angeles Angels
- Los Angeles Dodgers
- Miami Marlins

- Milwaukee Brewers
- Minnesota Twins
- New York Mets
- New York Yankees
- Oakland Athletics
- Philadelphia Phillies
- Pittsburgh Pirates
- San Diego Padres
- San Francisco Giants
- Seattle Mariners
- St. Louis Cardinals
- Tampa Bay Rays
- Texas Rangers
- Toronto Blue Jays
- Washington Nationals

### Ice Hockey: NHL

- Anaheim Ducks
- Arizona Coyotes
- Boston Bruins
- Buffalo Sabres
- Calgary Flames
- Carolina Hurricanes
- Chicago Blackhawks
- Colorado Avalanche
- Columbus Blue Jackets
- Dallas Stars
- Detroit Red Wings
- Edmonton Oilers
- Florida Panthers
- Los Angeles Kings
- Minnesota Wild

- Montreal Canadiens
- Nashville Predators
- New Jersey Devils
- New York Islanders
- New York Rangers
- Ottawa Senators
- Philadelphia Flyers
- Pittsburgh Penguins
- San Jose Sharks
- St. Louis Blues
- Tampa Bay Lightning
- Toronto Maple Leafs
- Vancouver Canucks
- Vegas Golden Knights
- Washington Capitals

- Winnipeg Jets

## Motor Sports

### Motor Sports: F1

- Alfa Romeo
- AlphaTauri
- Ferrari
- Haas
- McLaren
- Mercedes
- Racing Point
- Red Bull
- Renault
- Williams

### Motor Sports: Formula E

- AG Heuer Porsche
- Audi Sport ABT Schaeffler
- BMW i Andretti Motorsport
- DS Techeetah
- Envision Virgin Racing
- GEOX Dragon
- Mahindra Racing
- Mercedes-Benz EQ
- NIO 333
- Nissan e.dams
- Panasonic Jaguar Racing
- ROKiT Venturi Racing

### Sports Teams: Major Fandom

Which of these teams are you a major fan of? *(all teams selected previously will be shown)*



# Esports

## Esports Watching Frequency

How frequently do you watch esports?

- Every day
- 4-5 times a week
- 2-3 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month
- Never

## Interest in Esports

How interested are you in esports?

- Extremely interested
- Very interested
- Quite interested
- Not particularly interested
- Not interested at all

## Source of Interest in Esports

What first got you interested in esports?

- Family members
- Friends
- Promotion / partnership by a brand
- Promotion / partnership by a famous person or internet personality
- Social media
- TV

## Esports Following on Social Media

Do you follow any of these people on social media?

- esports bloggers / bloggers / experts
- esports players
- esports teams

## Leagues & Events

### Interest in Esports Leagues & Events

Which of these esports leagues / events do you watch, follow, or have an interest in?

- Blizzcon
- Call of Duty World League
- Counter-Strike Global Offensive Major Championship
- DreamHack
- eFormula one
- eLaLiga
- E-League
- ePremier League
- ESL CS:GO Pro League
- Evolution Championship Series
- FIFA Interactive World Cup
- Fortnite World Cup
- Halo Championship Series
- Heartstone World Championship
- Intel Extreme Masters
- League of Legends Championship Series
- ONE Esports

- Overwatch League
- Paris Games Week
- PUBG Global Championship
- Rocket League Championship Series
- The International DOTA 2 Championships

## Teams

### Interests in Esports Teams

Which of these esports teams do you watch, follow, or have an interest in?

- 100 Thieves
- Astralis
- Cloud 9 / Astralis
- ENCE
- Evil Geniuses
- Excel Esports
- FaZe Clan
- Fnatic
- G2 Esports
- Luminosity Gaming
- Misfits Gaming
- Mousesports
- Natus Vincere
- Ninjas in Pyjamas
- NRG Esports
- OG
- OpTic Gaming
- PSG.LGD
- Rogue
- SK Telecom T1
- Team Envy
- Team Nigma
- Team Secret
- Team Solomid
- Team Liquid
- Team Vitality

## Sponsorship

### Attitudes to Sponsorship of Esports

How do you feel about sponsorship of esports?

- Brands are usually well suited to the esports events sponsor
- It's OK for brands not related to esports to sponsor teams or events
- Sponsors of esports events are critical to their success
- There is too much advertising at esports events

### Impact of Esports Sponsorship

Which of these statements about sponsorship apply to you?

- I am more likely to purchase brands worn by my favorite players / teams
- I have discovered new brands for the first time from their sponsorship of esports events
- I notice the brands worn by teams / players during events
- I try to support brands that sponsor my favorite teams / players (e.g. buy their products, follow them on social)

## Viewing

### Average Weekly Viewing Time

On average, how much time do you spend watching esports in a regular week?

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4-5 hours
- 5-6 hours
- More than 6 hours

### Devices Used to Watch Esports

Which devices do you use to watch esports?

- Games Console
- Laptop / PC
- Smartphone
- Tablet
- Television

### Channels Used to Watch Esports

How do you watch esports?

- Broadcast TV
- Live video streaming
- Social media
- Video-sharing sites such as YouTube or Twitch
- Other websites

## Betting & Gambling *(shown to respondents 21+)*

### Types of Betting & Gambling

Which type(s) of gambling / betting have you done before? / Which type(s) of gambling or betting do you most prefer?

- Accumulator
- Betting on horse racing
- Betting on live esports events
- Betting on live sports events
- Betting on non-sporting events
- Casino
- Exchange betting
- Fixed-odds betting terminal
- Games machines
- Online gaming (casino, poker)
- Request-a-bet
- Sports stock markets (e.g. Football Index)

### Interest & Frequency

#### Interest in Betting / Gambling

How interested are you in betting / gambling?

- Not interested at all
- Not particularly interested
- Quite interested
- Very interested
- Extremely interested

#### Betting / Gambling Frequency

How frequently do you gamble or place bets?

- Every day
- 4-5 times a week
- 2-3 times a week
- Once a week
- Once every two weeks
- Once a month

- Less than once a month
- Never

## Brands

### Betting Brand Awareness

#### Betting Brand Usage

Which of these betting / gambling brands have you heard of? / Which of these betting / gambling brands do you use?

- |                  |                  |                |                        |
|------------------|------------------|----------------|------------------------|
| • 888            | • caliente       | • JOA Online   | • Royal Panda          |
| • 1xBet          | • Campobet       | • JRA          | • RWWA                 |
| • 22bet          | • Casino Club    | • KTO          | • SBO Bet              |
| • 32Red          | • Casumo         | • Ladbrokes    | • Sisal                |
| • 5Dimes         | • Ceasars        | • LeoVegas     | • Sks365               |
| • Admiral        | • Cherry Casino  | • Lotto Quebec | • Sky Betting & Gaming |
| • Apostas Online | • Codere         | • Lottomatica  | • Snai                 |
| • BCLC           | • ComeOn         | • Luckia       | • Sportingbet          |
| • bet3000        | • Coral          | • M88          | • Sportium             |
| • bet365         | • DafaBet        | • Marathonbet  | • Sportsbet            |
| • betaland       | • Draftkings     | • Marca        | • sportsinteraction    |
| • BetAmerica     | • Eurobet        | • Mecca        | • Stanleybet           |
| • BetAndYou      | • Fanduel        | • Melbet       | • StarGames            |
| • Bet-at-home    | • FDJ            | • Mr. Green    | • Sugar House          |
| • Betboo         | • Foxbet         | • Mybet        | • Sunmaker             |
| • Betclac        | • Fun88          | • MyBookie     | • TAB                  |
| • Betcris        | • Gala           | • Neds         | • Tipico               |
| • Betfair        | • Gamenet        | • OLG          | • tombola              |
| • Betfred        | • Gioco Digitale | • PaddyPower   | • TVG                  |
| • BetGold        | • Goldbet        | • PartyPoker   | • Unibet               |
| • Betonline      | • Golden Nugget  | • Pinnacle     | • Vera&John            |
| • Betsson        | • Grosvenor      | • PlayCity     | • Virgin Games         |
| • BetVictor      | • HPIbet         | • PlayMGM      | • William Hill         |
| • Betway         | • IBOsport       | • PMU          | • winamax              |
| • Betwinner      | • Intertops      | • Pointsbet    | • Winner               |
| • bookmaker      | • Interwetten    | • Pokerstars   | • YoBingo              |
| • botemania      | • JackpotCity    | • Rabona       | • Zeturf               |
| • Bovada         | • JackpotJoy     | • Retabet      |                        |
| • Bwin           | • Jeugo Online   | • Rivalo       |                        |

### Drivers of Brand Switching

Which of these would lead you to switching betting companies?

- Better odds
- Better promotional offers
- Easier-to-use app
- Loyalty scheme
- Store / shop in a more convenient location
- Wider range of events

## Attitudes

### Attitudes Towards Betting & Gambling

Which of these statements do you agree with?

- Betting and gambling adds excitement to sports events
- Betting is a big issue in society
- Betting is a good way for me to make money
- I enjoy the social aspect of betting and gambling