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GW Sports Q2 2023

Questionnaire

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Cycling

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Basketball

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Basketball: Euro League

Cricket

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Cricket: T20 Blast

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Motor Sports: Formula E

Rugby

Rugby: English Premiership

Rugby: Top 14

Rugby: United Rugby Championship

Rugby: Currie Cup

Rugby: Super Rugby

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Soccer: EPL Teams

Soccer: EFL

Soccer: Ligue 1

Soccer: Serie A

Soccer: Bundesliga

- Soccer: La Liga
- Soccer: SPFL
- Soccer: MLS
- Soccer: Liga MX
- Soccer: Campeonato Brasileiro Serie A
- Soccer: Chinese Super League
- Soccer: A-League
- Soccer: J1 League
- Soccer: K League 1
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Sport Interest

Sport & League / Competition Interest Drivers

Sports Followed / Sports Participation

Sports / Sporting Activities Watched / Followed
Sporting Activities: Participation

Viewing Channels / Subscriptions

OTT Service Subscriptions – Usage
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Sports Behavior & Attitudes

Fan Engagement Types

Leagues & Competitions

Olympics / Athletics
Basketball
Motor Sports
Cycling
Cricket
Racket Sports

Teams

Soccer: MLS
Soccer: Campeonato Brasileiro Serie A
Soccer: Chinese Super League
Soccer: J1 League
Soccer: K League 1
Soccer: Other Leagues
Rugby: Currie Cup
Motor Sports: Formula E
UCI Cycling Teams

Esports

Gaming Franchises

Following of Esports Games Franchises

Leagues & Events

Following of Esports Leagues / Events

Teams

Esports Team Following

Sponsorship

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Esports Fan Engagement Types

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Sports Followed / Sports Participation

Sports / Sporting Activities Watched / Followed
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Viewing Channels / Subscriptions

OTT Service Subscriptions – Usage
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Leagues & Competitions

Cricket

Teams

Soccer: Campeonato Brasileiro Serie A
Soccer: Chinese Super League
Soccer: J1 League
Soccer: K League 1
Rugby: English Premiership
Motor Sports: Formula E
UCI Cycling Teams

Esports

Leagues & Events

League & Events Awareness
Interest in Esports Leagues & Events

Teams

Team Awareness

Interests in Esports Teams

Sponsorship

Attitudes to Sponsorship of Esports

Methodology

Sample composition and size

GWI Sports is an online survey completed by sports fans aged 16–64 who use the internet.

GWI Sports is a recontact of GWI Core, meaning respondents who've taken both the main GWI Core survey and the Brand & Media module and said that they're interested in a sports league, are invited to take part. This means that the questions listed in this document can be used alongside most GWI core questions. These GWI Core questions are appended to GWI Sports and are usable only directly from the GWI Sports taxonomy in our platform.

More details about the sample sizes, markets and methodology of GWI Sports can be found in [this help center article](#).

Demographics

Country

Australia	India	Russia
Brazil	Indonesia	South Korea
Canada	Italy	Spain
China	Japan	Thailand
France	Mexico	UK
Germany	Philippines	USA

Note: Respondents are assigned a country of residence when they enter the survey, this is not self selected

Gender

Which of these best describe your gender?

- Male
- Female
- Other Gender *Select Markets Only*

Gender Identity *Select Markets Only*

Do you identify as any of the following?

- Agender / gender-neutral
- Bigender / gender fluid
- Male
- Female
- Non-binary / non-conforming / genderqueer
- Transgender (male)
- Transgender (female)
- Other
- Prefer not to say

Age (Groups)

Which of these age brackets do you fall into?

- 16-24
- 25-34
- 35-44
- 45-54

55-64

Age (Individual)

How old are you?

Individual ages 16 to 64 listed.

Sport Interest

Interest in sports

How interested are you in sports?

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

Sport & League / Competition Interest Drivers

Which of the following would increase your interest in a sport, league or competition?

- Being environmentally friendly (e.g. promoting sustainability / zero carbon)
- Being promoted by a sport or league I already follow (e.g. in a partnership)
- Better awareness of when matches / competitions are taking place
- Broadcasts being included in a subscription I already have
- Celebrities / influencers being included in broadcasts or online content
- Having a different competition format to sports or leagues I already follow
- Having an impact on society (e.g. supporting human rights, diversity & inclusion)
- Having players or teams I relate to (e.g. my nationality, my views)
- Having TV coverage or social media content in my native language
- More accessible TV or online broadcasts (e.g. cost, time of day)
- More content available (e.g. behind the scenes, highlights, news coverage)
- More physically accessible live events (e.g. cheaper tickets, events happening closer to my home)
- None of these

Sports Followed

Sports / Sporting Activities Watched / Followed

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

- | | |
|--|--|
| ● American Football/Football | ● Golf |
| ● Badminton | ● Handball <i>France, Germany & Spain only</i> |
| ● Baseball | ● Ice Hockey |
| ● Basketball | ● Lacrosse |
| ● Beach Volleyball | ● Rugby League |
| ● Cricket | ● Rugby Union |
| ● Field Hockey | ● Soccer/Football |
| ● Futsal | ● Snooker / Pool |
| ● Futsal Beach Soccer <i>Select Markets only</i> | ● Softball |

- Squash
- Table tennis
- Tennis
- Volleyball
- Water polo
- Padel

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

- Australian Rules *Australia only*
- Archery
- Athletics *Select Markets only*
- BMX-ing
- Boxing
- Canoeing/Kayaking *Select Markets only*
- Cheerleading *USA only*
- Climbing
- Crossfit
- Cycling
- Darts *UK & USA only*
- Extreme sports
- Fencing
- Fishing
- Futsal
- Futsal Beach Soccer *Select Markets only*
- Gymnastics
- Horse racing
- Horse-riding / Equestrian
- Ice skating
- Judo
- Jiu Jitsu
- Karate
- Kickboxing
- Long-distance / Cross-country running
- Mixed martial arts (e.g. UFC)
- Motor sports
- Mountain biking
- Muay Thai
- Padel *Spain only*
- Petanque *France, Germany & UK only*
- Rowing
- Sailing
- Skateboarding
- Skiing
- Snowboarding
- Surfing
- Swimming
- Track & field *USA only*
- Triathlon
- Wakeboarding
- Weightlifting
- Wrestling

National Teams / Sports Followed

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

- Badminton
- Basketball
- Cricket
- Field Hockey
- Golf
- Handball *France, Germany & Spain only*
- Ice Hockey
- Rugby
- Soccer/Football
- Squash
- Table Tennis
- Tennis
- Other sport

Number of Sports Followed

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

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- 11-12
- 13-14
- 15+

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?

By this, we mean being a spectator in a crowd at a sporting event

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

Frequency of Viewing Sports

Watching Sports Events on TV

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

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

Watching Sports 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 Events Online

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

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

Watching Sports 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 highlights / recaps about professional sports on TV/online
- Watch professional sports games / matches 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 (asked to those aged 21+)
- Browse the internet
- Check / write emails
- Drink alcohol (asked to those aged 18+ and 21+ in USA)
- Drink soft drinks
- Eat snacks
- Message people
- Order food
- Play games on a mobile device
- Talk on the phone
- Use social media

Viewing Improvements

Which of the following features would make your live event experience more exciting?

- More cameras / choice of camera
- More microphones / hearing referees or players
- More interviews
- More behind the scenes images
- Social media feed on the screen
- More stats visible on screen in real time (e.g. manager mode)
- Augmented reality features (e.g. flames, fireworks, etc.)
- Live-betting features (e.g. live odds on screen)
- Feature to watch the game online with your friends
- Interactive timeline to go back to key moments I want
- None of these

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
- Apple TV *Canada, Mexico & USA only*
- B/R Live *USA only*
- BandSports *Brazil only*
- beIN Sports *Select Markets only*
- BT Sport *UK only*
- Canal+ *France only*
- Paramount+ *Select Markets only*
- DAZN
- DirecTV Stream *USA only*
- Eleven Sports *Italy, Japan & UK only*
- EPC Rugby TV *Select Markets only*
- ESPN
- ESPN 4 *Brazil only*
- Eurosport
- FI TV
- FITE TV
- Fox Sports *Select Markets only*
- Fubo TV *Canada, Spain & USA only*
- Hulu *USA only*
- ICC.tv
- iQiyi
- LaLigaSportsTV
- Mediaset *Italy only*
- MLB.TV
- Migu
- Movistar *Italy only*
- NBA League pass
- NBC *USA only*
- NFL+ *USA only*
- NFL Game Pass *Select Markets only*
- NOWTV *Italy & UK only*
- Optus Sport *Australia only*
- PPTV *China only*
- Red Bull TV
- RMC Sport *France only*
- RugbyPass *Select Markets only*
- Sky Sports *Germany, Italy & UK only*
- Sling TV *USA only*
- Sony Ten *India only*
- SportDigital *Germany only*
- SporTV *Brazil only*
- Tencent Sports App
- The Tennis Channel *USA only*
- TSN *Canada only*
- Uefa.tv
- UFC Fight Pass
- Usee TV *Indonesia only*

- Viaplay Sports (previously Premier Sports)
UK only
- Volleyball World TV *Select Markets only*
- WWE Network
- Zhibio.tv *China only*

Number of OTT Platforms Used

How many of these services/channels do you use to watch Sport?

- 0
- 1-2
- 3-4
- 5+

OTT Service Subscriptions – Purchase Intention

Would you consider purchasing any of these services within the next 12 months?

- Amazon Prime Video
- Apple TV *Canada, Mexico & USA only*
- B/R Live *USA only*
- BandSports *Brazil only*
- beIN Sports *Select Markets only*
- BT Sport *UK only*
- Canal+ *France only*
- Paramount+ *Select Markets only*
- DAZN
- DirecTV Stream *USA only*
- Eleven Sports *Italy, Japan & UK only*
- EPC Rugby TV *Select Markets only*
- ESPN
- ESPN 4 *Brazil only*
- Eurosport
- FI TV
- FITE TV
- Fox Sports *Select Markets only*
- Fubo TV *Canada, Spain & USA only*
- Hulu *USA only*
- ICC.tv
- iQiyi
- LaLigaSportsTV
- Mediaset *Italy only*
- MLB.TV
- Migu
- Movistar *Italy only*
- NBA League pass
- NBC *USA only*
- NFL+ *USA only*
- NFL Game Pass *Select Markets only*
- NOWTV *Italy & UK only*
- Optus Sport *Australia only*
- PPTV *China only*
- Red Bull TV
- RMC Sport *France only*
- RugbyPass *Select Markets only*
- Sky Sports *Germany, Italy & UK only*
- Sling TV *USA only*
- Sony Ten *India only*
- SportDigital *Germany only*
- SporTV *Brazil only*
- Tencent Sports App
- The Tennis Channel *USA only*
- TSN *Canada only*
- Uefa.tv
- UFC Fight Pass
- Usee TV *Indonesia only*
- Viaplay Sports (previously Premier Sports)
UK only
- Volleyball World TV *Select Markets only*
- WWE Network
- Zhibio.tv *China only*

Note: Answer code only shown to Respondent if not selected in previous question

Average monthly spend on OTT

Average monthly spend on OTT

In an average month, how much do you spend to watch sports content? (currency displayed is dependent on market)

- Less than \$15
- \$16-\$35
- \$36 -\$60
- \$61-\$100
- More than \$100

Note: Displayed in relevant currency dependent of market

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)?

- American football/Football
- Badminton
- Baseball
- Basketball
- Cricket
- Field Hockey
- Handball *France, Germany & Spain Only*
- Ice Hockey
- Lacrosse
- Rugby
- Soccer/Football
- Snooker / pool
- Softball
- Squash
- Table tennis
- Tennis

Note: Asked to those who have responded to say they have one or more children

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 | ● Rugby |
| ● Badminton | ● Snooker / Pool |
| ● Baseball | ● Soccer/Football |
| ● Basketball | ● Softball |
| ● Cricket | ● Squash |
| ● Field Hockey | ● Table tennis |
| ● Golf | ● Tennis |
| ● Handball <i>France Germany, & Spain Only</i> | ● Volleyball |
| ● Ice Hockey | ● Water polo |
| ● Lacrosse | ● Beach Volleyball |

Sporting Activities: Participation

Which of these sporting activities do you take part in?

- | | |
|--|--|
| ● Archery | ● Boxing |
| ● Athletics <i>Select Markets Only</i> | ● Canoeing/Kayaking <i>Select Markets Only</i> |
| ● Australian Rules <i>Australia Only</i> | ● Cheerleading <i>USA Only</i> |
| ● BMX-ing | ● Climbing |

- Crossfit
- Cycling
- Darts *UK and USA Only*
- Extreme sports
- Fencing
- Fishing
- Futsal
- Futsal beach soccer *Select Markets Only*
- Gymnastics
- Horse racing
- Horse-riding / Equestrian
- Ice skating
- Judo
- Jiu Jitsu
- Karate
- Kickboxing
- Mixed martial arts (e.g. UFC)
- Motor sports
- Mountain biking
- Muay Thai
- Padel *Spain Only*
- Petanque *France, Germany & UK Only*
- Rowing
- Running / Jogging
- Sailing
- Skateboarding
- Skiing
- Snowboarding
- Surfing
- Swimming
- Triathlon
- Wakeboarding
- Weightlifting
- Wrestling

Number of Sports Participated in

How many of these sports do you play?

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- 11+

Sports Behavior & Attitudes

Fantasy Leagues

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

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

Fan Engagement Types

Which of these do you do?

- Purchase cryptocurrencies / fan tokens (e.g. Socios)
- Purchase digital collectibles (e.g. Non-Fungible Tokens / NFTs)
- Purchase official sports merchandise
- Purchase sports collectibles
- Sign up to receive emails from sports organizations
- Visit fan zones (e.g. public viewing areas for your team's matches)
- Visit experiential spaces (e.g. playing a sport / sports game in venues)
- Watch official content (e.g. clubs/events' official channels)
- Watch fan content
- Watch sports documentaries
- Watch sport via pay-per-view (e.g. pay on the day for a broadcast event)

Merchandising

What types of sports team / sports brand merchandise have you purchased in the last 6 months?

- Casualwear / leisure clothing (e.g for everyday use)
- Sportswear / technical clothing (e.g for the gym / training)
- Official jerseys
- Accessories (e.g caps / hats, scarfs, bags)
- Souvenirs (e.g cups / mugs, key-rings, stationery, toys)
- Other

General Attitudes

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

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
- Sports organisations and athletes should support local communities
- Sports organisations and athletes should take a stand against social issue
- Sports organisations should act in a sustainable way
- Sports organisations should be diverse and inclusive

Social Media

Social Media Platforms Used To Follow Sports

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

- | | |
|------------------------------|-------------------------------------|
| ● Douyin <i>China only</i> | ● Twitter |
| ● Facebook | ● WeChat <i>Select Markets only</i> |
| ● Hupu <i>China only</i> | ● Weibo <i>China only</i> |
| ● Instagram | ● Weixin <i>China only</i> |
| ● Kuaishou <i>China only</i> | ● WhatsApp |
| ● LINE | ● YouTube |
| ● Reddit | ● Tencent QQ <i>China only</i> |
| ● Snapchat | ● Little Red Book |
| ● TikTok | ● Huomao |
| ● Tumblr | ● Xigua |
| ● Twitch | |

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?

- Consider the brand / product more than their competitors
- Engage with the brand / product
- Purchase the brand / product
- Research the brand / product
- See the brand / product as integral to the development of my favorite sports league / team
- Talk to family / friends about the brand / product
- Think about the brand / product more positively

Awareness of Sports Sponsorship

Which other type(s) of 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)

Benefits preference

Which of these benefits would make you more likely to buy or use a competition / team partner's product or service?

- Chance to win event / team-related prizes (e.g. tickets, signed merchandise)
- Chance to win event / team-related experience (e.g. meet & greet with players, private event tour, hospitality packages)
- Event / team-related giveaways or discount codes for shop / merchandise
- Exclusive offers and deals of the partner's product / service
- Other
- None of these

Sports Teams & Competition

Leagues & Competitions

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

Women's Leagues & Competitions

- AFC Women's Asian Cup
- Africa Women Cup of Nations
- Billie Jean King Cup
- CONCACAF Women's Gold Cup
- Copa América Femenina
- Division 1 Féminine *France Only*
- FA Women's Super League *UK Only*
- FIFA Women's World Cup
- Frauen Bundesliga *Germany Only*
- ICC Women's World Cup
- ICC Women's World Twenty20
- LPGA (Ladies' Professional Golf Association)
- National Women's Hockey League (NHL) *Canada, Russia & USA Only*
- National Women's Rugby Championship
- National Women's Soccer League *USA Only*
- Primera Division for Women *Spain Only*
- Serie A Women
- Solheim Cup
- The Women's Ashes
- UEFA Women's Champions League
- UEFA Women's Euros/European Championship
- Women Indian Premier League (WIPL)
- Women Rugby Seven's
- Women Rugby X
- Women's 6 Nations
- Women's Australian Football League (Women's AFL) *Australia Only*
- Women's Big Bash League (WBBL)
- Women's Cricket Super League
- Women's European Championship
- Women's International Test Match Cricket
- Women's National Basketball Association (WNBA)
- Women's NRL
- Women's One Day International
- Women's Premiership Rugby
- Women's Rugby Super Series
- Women's Rugby World Cup
- Women's Tennis Association (WTA) Tour
- W Series

Non-Annual Leagues & Competitions

- AFC Asian Cup
- AFC Women's Asian Cup
- African Cup of Nations
- Africa Women Cup of Nations
- Americas Cup
- Asian Games
- Asian Table Tennis Championships
- British and Irish Lions Tours
- Commonwealth Games
- CONCACAF Gold Cup
- CONCACAF Women's Gold Cup
- Copa America
- Copa América Femenina
- European Championships *Select Markets Only*
- Eurovolley *Select Markets Only*
- FIBA Basketball World Cup / Qualifiers
- FIFA Women's World Cup
- FIFA World Cup
- FINA World Aquatics Championship
- ICC Women's World Cup
- ICC Women's World Twenty20
- ICC World Cup
- ICC World Twenty20
- ITTF World Table Tennis Championships
- Nations League
- Paralympics

- Presidents Cup
- Rugby World Cup
- Ryder Cup
- Solheim Cup
- Special Olympics
- Summer Olympics
- The Ashes
- The Ocean Race
- The Women's Ashes

- UEFA Euros / European Championship
- UEFA Women's Euros/European Championship
- Vendée Globe
- Volleyball World Championships
- Winter Olympics
- Women's European Championship
- Women's Rugby World Cup
- World Athletics Championships

Olympics / Athletics

- Asian Games *Select Markets Only*
- Commonwealth Games *Select Markets Only*
- European Championships *Select Markets Only*
- Ironman
- Paralympics
- Professional Triathletes Organisation (PTO) Tour

- Special Olympics
- Summer Olympics
- Super League Triathlon
- Winter Olympics
- World Athletic Championships

Football / Soccer (Global Competitions)

- AFC Asian Cup *Select Markets Only*
- AFC Champions League *Select Markets Only*
- AFC Women's Asian Cup *Select Markets Only*
- African Women Cup of Nations *Select Markets Only*
- African Cup of Nations *Select Markets Only*
- CONCACAF Champions League *Select Markets Only*
- CONCACAF Gold Cup *Select Markets Only*
- CONCACAF Women's Gold Cup
- Copa America *Brazil & Mexico Only*

- Copa América Femenina *Brazil & Mexico Only*
- Copa Libertadores *Brazil & Mexico Only*
- FIFA Women's World Cup
- FIFA World Cup
- Nations League *Select Markets Only*
- UEFA Champions League
- UEFA Europa League
- UEFA Euros / European Championship
- UEFA Women's Champions League
- UEFA Women's Euros/European Championship
- UEFA Europa Conference League

Football / Soccer (National Leagues: Europe)

- Bundesliga *Germany Only*
- 2. Bundesliga *Germany Only*
- Frauen Bundesliga *Germany Only*
- English Football League *UK Only*
- English Premier League *UK Only*
- Scottish Premiership *UK Only*
- FA Women's Super League *UK Only*
- FA Cup *UK Only*
- LaLiga *Spain Only*
- Segunda Division *Spain Only*

- Primera Division for Women *Spain Only*
- Ligue 1 *France Only*
- Ligue 2 *France Only*
- Division 1 Féminine *France Only*
- Serie A *Italy Only*
- Serie B *Italy Only*
- Eredivisie *Select Markets Only*
- Jupiler Pro League
- The Süper Lig
- Russian Premier League

- Ukrainian Premier League
- *Primeira Liga Portugal Only*
- Serie A Women

Football / Soccer (National Leagues: Americas and APAC)

- A-League Australia Only
- Campeonato Brasileiro Série A Brazil Only
- Chinese Super League China Only
- Indian Super League
- J1 League Japan Only
- K League 1
- Liga 1 Indonesia
- Liga MX Mexico Only
- Liga Super Malaysia Only
- MLS / Major League Soccer USA Only
- National Women's Soccer League USA Only
- Philippines Football League
- Thai League 1

Basketball

- Chinese Basketball Association (CBA)
- College Basketball
- Euroleague Basketball
- FIBA Basketball World Cup / Qualifiers
- FIBA Champions League
- NBA (National Basketball Association)
- NBA G-League
- Philippine Basketball Association Philippines Only
- Women's National Basketball Association (WNBA)

Motor Sports

- Dakar Rally
- DTM (Deutsche Tourenwagen Masters) Select Markets Only
- Extreme E Select Markets Only
- FIM EWC (Endurance World Championship)
- FIM Speedway GP
- Formula 1
- Formula E
- IndyCar Select Markets Only
- MotoGP
- NASCAR
- Supercars Championship Select Markets Only
- W Series
- WEC (World Endurance Championships)
- WRC (World Rally Championship)

Golf

- DP World Tour
- LIV Golf
- LPGA (Ladies' Professional Golf Association)
- PGA Tour
- PLAYERS Championship
- Presidents Cup
- Ryder Cup
- Solheim Cup
- The CJ Cup Select Markets Only
- The Masters Tournament
- The Open Championship
- US Open
- WCG (World Golf Championships)
- ZOZO Championship Select Markets Only

Water-Based Sports

- Americas Cup
- FINA Swimming World Cup
- FINA World Aquatics Championship
- SailGP
- World Surf League
- The Ocean Race
- Vendee Globe France and UK Only

Cycling

- Cyclocross *Select Markets Only*
- Enduro Racing *Select Markets Only*
- Giro d'Italia
- Spring Classics (e.g. Milan–San Remo, Paris–Roubaix)
- Tour de France
- UCI MTB World Series
- UCI Tour cycling races
- Vuelta a Espana
- UCI Track Champions League

Cricket

- Big Bash League *Australia Only*
- 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
- The Ashes
- The Hundred
- Twenty20 Big Bash
- Vitality T20 Blast
- Women's Big Bash League (WBBL) *Australia Only*
- Women's Cricket Super League *UK Only*
- The Women's Ashes *Australia & UK Only*
- Women's One Day International
- Women's International Test Match Cricket
- Women Indian Premier League (WIPL)

Rugby

- 6 Nations *Select Markets Only*
- Autumn Nations Cup *Select Markets Only*
- British and Irish Lions Tours *Select Markets Only*
- Currie Cup (South African Club League) *Select Markets Only*
- European Rugby Champions Cup *Select Markets Only*
- Major League Rugby (USA Club League) *Select Markets Only*
- National Women's Rugby Championship *Select Markets Only*
- NRL (Australian Club League) *Select Markets Only*
- Premiership Rugby (English Club League) *Select Markets Only*
- United Rugby Championship *Select Markets Only*
- Rugby Championship *Select Markets Only*
- Rugby World Cup
- Rugby X
- Super League (Northern Hemisphere Club Competition) *Select Markets Only*
- Super Rugby (Southern Hemisphere Club League) *Select Markets Only*
- Top 14 (French Club League) *Select Markets Only*
- Top League (Japanese Club League) *Select Markets Only*
- Women Rugby Seven's
- Women Rugby X *Select Markets Only*
- Women's 6 Nations *Select Markets Only*
- Women's European Championship *Select Markets Only*
- Women's NRL *Select Markets Only*
- Women's Premiership Rugby *Select Markets Only*
- Women's Rugby Super Series *Select Markets Only*
- Women's Rugby World Cup *UK Only*
- World Rugby Sevens *Select Markets Only*

Marathons

- London Marathon *UK Only*
- Boston Marathon *USA Only*
- New York *USA Only*

- Berlin Marathon *Germany Only*
- Paris Marathon *France Only*

- Tokyo Marathon *Japan Only*

Martial Arts, Boxing & Wrestling

- Bare Knuckle Fighting Championship (BKFC)
- Bellator
- Combate *Brazil, Mexico & USA Only*
- Kunlun Fight *Select Markets Only*
- Max Muay Thai *Select Markets Only*
- ONE Championship
- One Pride *Indonesia Only*

- Professional Fighters League (PFL) *USA Only*
- Rizin *Japan & USA Only*
- UFC (Ultimate Fighting Championship)
- WBA / WBC / WBO / IBF Boxing
- Wu Lin Feng *China Only*
- WWE

Volleyball / Beach Volleyball

- Volleyball Nations League
- Volleyball World Championships
- Beach Pro Tour
- Beach Pro World Championships

- Chinese Volleyball Super League *China Only*
- Eurovolley *Select Markets Only*
- Italian Superlega *Select Markets Only*

American Football

- College Football *Canada & USA Only*

- NFL (National Football League)

Australian Football

- AFL (Australian Football League) *Australia Only*

- Women's Australian Football League (Women's AFL) *Australia Only*

Baseball

- MLB (Major League Baseball) *Select Markets Only*

- NPB (Nippon Professional Baseball) *Japan Only*

Extreme Sports

- Drone Racing League *Select Markets Only*
- Professional Bull Riders *Select Markets Only*

- X-Games

Handball

- European Handball Champions League *France, Germany & Spain Only*

- Starligue *France Only*

Racket Sports

- Asian Table Tennis Championships *Select Markets Only*
- ATP Tour
- Australian Open
- Billie Jean King Cup
- BWF World Championships *Select Markets Only*
- BWF World Tour *Select Markets Only*
- Davis Cup
- European Table Tennis Championships *Select Markets Only*
- French Open
- ITTF World Table Tennis Championships *Select Markets Only*
- Major League Pickleball *USA Only*
- Padel Tour *Spain Only*
- Tie Break Tens
- US Open (tennis)
- Wimbledon
- Women's Tennis Association (WTA) Tour
- World Championships of Ping Pong *Select Markets Only*
- World Team Tennis *USA Only*
- WTT Grand Smash *Select Markets Only*
- WTT Series (formerly ITTF World Tour) *Select Markets Only*

Winter Sports

- FIS Alpine Ski World Cup *Select Markets Only*
- IBU World Cup *Select Markets Only*
- National Women's Hockey League (NWHL) *Canada, Russia & USA Only*
- NHL (National Hockey League) *Canada, Russia & USA Only*

Number of Competitions / Leagues followed

How many Competitions / Leagues do you follow?

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- 11+

Teams

Basketball

Basketball: NBA

Which of these NBA teams do you follow, support or have an interest in?

- 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

Which of these Euroleague teams do you follow, support or have an interest in?

- EA7 Emporio Armani Milan
- ALBA Berlin
- Anadolu Efes Istanbul
- AS Monaco
- FC Barcelona (Euroleague)
- FC Bayern Munich (Euroleague)
- Cazoo Baskonia Vitoria-Gasteiz
- Crvena Zvezda mts Belgrade
- Fenerbahçe Beko Istanbul

- LDLC ASVEL Villeurbanne
- Maccabi Playtika Tel Aviv
- Olympiacos Piraeus
- Panathinaikos Athens
- Partizan Mozart Bet Belgrade
- Real Madrid (Euroleague)
- Valencia Basket
- Virtus Segafredo Bologna
- Zalgiris Kaunas

Cricket

Cricket: Indian Premier League

Which of these IPL cricket teams do you follow, support or have an interest in?

- Chennai Super Kings
- Delhi Capitals
- Gujarat Titans
- Punjab Kings
- Kolkata Knight Riders

- Lucknow Super Giants
- Mumbai Indians
- Rajasthan Royals
- Royal Challengers Bangalore
- Sunrisers Hyderabad

Cricket: T20 Blast

Which of these T20 Blast cricket teams do you follow, support or have an interest in?

- Derbyshire Falcons
- Durham
- Essex Eagles
- Glamorgan
- Gloucestershire
- Hampshire Hawks
- Kent Spitfires
- Lancashire Lightning

- Leicestershire Foxes
- Middlesex
- Northamptonshire Steelbacks
- Nottinghamshire (Notts Outlaws)
- Somerset
- Surrey
- Sussex Sharks
- Warwickshire (Birmingham Bears)

- Worcestershire Rapids

- Yorkshire Vikings

Motor Sports

Motor Sports: F1

Which of these F1 teams do you follow, support or have an interest in?

- Alfa Romeo
- AlphaTauri
- Alpine F1 Team
- Aston Martin
- Ferrari
- Haas
- McLaren
- Mercedes
- Red Bull
- Williams

Motor Sports: Formula E

Which of these Formula E teams do you follow, support or have an interest in?

- ABT CUPRA Formula E Team
- Avalanche Andretti
- DS Penske
- Envision Racing
- Jaguar TCS Racing
- Mahindra Racing
- Maserati MSG Racing
- NEOM McLaren Formula E Team
- NIO 333 Racing
- Nissan Formula E Team
- TAG Heuer Porsche Formula E Team

Rugby

Rugby: English Premiership

Which of these English Premiership rugby teams do you follow, support or have an interest in?

- Bath
- Bristol Bears
- Exeter Chiefs
- Gloucester
- Harlequins
- Leicester Tigers
- London Irish
- Newcastle Falcons
- Northampton Saints
- Sale Sharks
- Saracens

Rugby: Top 14

Which of these Top 14 rugby teams do you follow, support or have an interest in?

- ASM Clermont Auvergne
- Aviron Bayonnais
- Castres Olympique
- Club Athlétique Brive
- Lyon Olympique Universitaire
- Montpellier Hérault Rugby
- Racing 92
- RC Toulonnais
- Section Paloise
- Stade Français

- Stade Rochelais
- Stade Toulousain
- Union Bordeaux Bègles
- Union Sportive des Arlequins Perpignonnais

Rugby: United Rugby Championship

Which of these United Rugby Championship teams do you follow, support or have an interest in?

- | | |
|--------------------|--------------------------------------|
| ● Benetton | ● Lions |
| ● Bulls | ● Munster |
| ● Cardiff Blues | ● Ospreys |
| ● Connacht | ● Scarlets |
| ● Dragons | ● Sharks (United Rugby Championship) |
| ● Edinburgh | ● Stormers |
| ● Glasgow Warriors | ● Ulster |
| ● Leinster | ● Zebre |

Rugby: Currie Cup

Which of these Currie Cup rugby teams do you follow, support or have an interest in?

- | | |
|-----------------------|-----------------------|
| ● Blue Bulls | ● Pumas |
| ● Free State Cheetahs | ● Sharks (Currie Cup) |
| ● Golden Lions | ● Western Province |
| ● Griffons | |
| ● Griquas | |

Rugby: Super Rugby

Which of these Super Rugby teams do you follow, support or have an interest in?

- | | |
|---------------|------------------|
| ● Blues | ● Hurricanes |
| ● Brumbies | ● Moana Pasifika |
| ● Chiefs | ● Rebels |
| ● Crusaders | ● Reds |
| ● Fijian Drua | ● Waratahs |
| ● Highlanders | ● Western Force |

Soccer

Soccer: EPL Teams

Which of these EPL football teams do you follow, support or have an interest in?

- | | |
|--------------------------|------------------|
| ● Arsenal | ● Chelsea |
| ● Aston Villa | ● Crystal Palace |
| ● Bournemouth | ● Fulham |
| ● Brentford F.C | ● Everton |
| ● Brighton & Hove Albion | ● Leeds |

- Leicester City
- Liverpool
- Manchester City
- Manchester United
- Newcastle United
- Nottingham Forest
- Southampton
- Tottenham Hotspur
- West Ham United
- Wolverhampton Wanderers

Soccer: EFL

Which of these EFL Championship teams do you follow, support or have an interest in?

- Birmingham City
- Blackburn Rovers
- Blackpool FC
- Bristol City
- Burnley
- Cardiff City
- Coventry City
- Huddersfield Town
- Hull City
- Luton Town
- Middlesbrough
- Millwall
- Norwich
- Preston North End
- Queens Park Rangers
- Reading
- Rotherham United
- Stoke City
- Sunderland
- Swansea City
- Watford
- Sheffield United
- West Bromwich Albion
- Wigan

Soccer: Ligue 1

Which of these Ligue 1 football teams do you follow, support or have an interest in?

- AJ Auxerre
- Ajaccio
- Angers
- Brest
- Clermont
- Lens
- Lille
- Lorient
- Lyon
- Marseille
- Monaco
- Montpellier
- Nantes
- Nice
- Paris Saint-Germain
- Reims
- Rennes
- Strasbourg
- Toulouse
- Troyes

Soccer: Serie A

Which of these Serie A football teams do you follow, support or have an interest in?

- Atalanta
- AZ Monza
- Bologna
- Cremonese
- Empoli
- Fiorentina
- Hellas Verona
- Internazionale
- Juventus
- Lazio
- Milan
- Napoli

- Roma
- Sampdoria
- Salernitana
- Sassuolo
- Spezia
- Torino
- Udinese
- U.S. Lecce

Soccer: Bundesliga

Which of these Bundesliga football teams do you follow, support or have an interest in?

- Bayer Leverkusen
- Bayern Munich (Bundesliga)
- Borussia Dortmund
- Borussia Mönchengladbach
- Eintracht Frankfurt
- FC Augsburg
- FC Köln
- FSV Mainz 05
- Hertha BSC
- RB Leipzig
- SC Freiburg
- Schalke
- TSG 1899 Hoffenheim
- Union Berlin
- VfB Stuttgart
- VFL Bochum
- VfL Wolfsburg
- Werder Bremen

Soccer: La Liga

Which of these La Liga football teams do you follow, support or have an interest in?

- Athletic Bilbao
- Atlético Madrid
- Barcelona (La Liga)
- Cadiz
- Celta Vigo
- Elche
- Espanyol
- Getafe
- Girona
- Mallorca
- Osasuna
- Rayo Vallencano
- Real Betis
- Real Madrid (La Liga)
- Real Sociedad
- Real Valladolid
- Sevilla
- UD Almeria
- Valencia
- Villarreal

Soccer: SPFL

Which of these Scottish Premiership football teams do you follow, support or have an interest in?

- Aberdeen
- Celtic
- Dundee United
- Heart of Midlothian
- Hibernian
- Kilmarnock
- Livingston
- Motherwell
- Rangers
- Ross County
- St Johnstone
- St Mirren

Soccer: MLS

Which of these MLS football teams do you follow, support or have an interest in?

- Austin FC
- Atlanta United FC
- Chicago Fire FC
- Charlotte FC

- CF Montréal
- FC Cincinnati
- Columbus Crew SC
- D.C. United
- Inter Miami CF
- New England Revolution
- New York City FC
- New York Red Bulls
- Orlando City SC
- 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
- Sporting Kansas City
- St. Louis City
- Vancouver Whitecaps FC

Soccer: Liga MX

Which of these Liga MX football teams do you follow, support or have an interest in?

- | | |
|---------------------|-----------------|
| ● America | ● Necaxa |
| ● Atlas | ● Pachuca |
| ● Atlético San Luis | ● Puebla |
| ● Cruz Azul | ● Querétaro |
| ● Guadalajara | ● Santos Laguna |
| ● Juárez | ● Tijuana |
| ● León | ● Toluca |
| ● Mazatlán | ● UANL |
| ● Monterrey | ● UNAM |

Soccer: Campeonato Brasileiro Serie A

Which of these Campeonato Brasileiro Série A football teams do you follow, support or have an interest in?

- | | |
|------------------------|-----------------------|
| ● America Mineiro | ● Flamengo |
| ● Athletico Paranaense | ● Fluminense |
| ● Atlético Mineiro | ● Goiás |
| ● Bahia | ● Grêmio |
| ● Botafogo | ● Internacional |
| ● Corinthians | ● Palmeiras |
| ● Coritiba | ● Red Bull Bragantino |
| ● Cruzeiro | ● Santos |
| ● Cuiaba | ● São Paulo |
| ● Fortaleza | ● Vasco da Gama |

Soccer: Chinese Super League

Which of these Chinese Super League football teams do you follow, support or have an interest in?

- | | |
|-------------------------|----------------------|
| ● Beijing Sinobo Guoan | ● Changchun Yatai FC |
| ● Cangzhou Mighty Lions | ● Chengdu Rongcheng |

- Dalian Professional Football Club
- Guangzhou City
- Henan Songshan Longmen Football Club
- Kunshan FC
- Meizhou Hakka
- Nantong Zhiyun
- Qingdao Hainiu
- Shandong Luneng Taishan
- Shanghai Greenland Shenhua
- Shanghai Port FC
- Shenzhen F.C.
- Tianjin Jinmen Tiger F.C.
- Wuhan Three Towns
- Zhejiang Professional Football Club

Soccer: A-League

Which of these A-League football teams do you follow, support or have an interest in?

- Adelaide United
- Brisbane Roar
- Central Coast Mariners
- Macarthur FC
- Melbourne City
- Melbourne Victory
- Newcastle Jets
- Perth Glory
- Sydney FC
- Wellington Phoenix
- Western Sydney Wanderers
- Western United

Soccer: J1 League

Which of these J1 League football teams do you follow, support or have an interest in?

- Albirex Niigata
- Avispa Fukuoka
- Cerezo Osaka
- Hokkaido Consadole Sapporo
- FC Tokyo
- Gamba Osaka
- Kashima Antlers
- Kashiwa Reysol
- Kawasaki Frontale
- Kyoto Sanga
- Nagoya Grampus
- Sagan Tosu
- Sanfrecce Hiroshima
- Shonan Bellmare
- Urawa Red Diamonds
- Vissel Kobe
- Yokohama F. Marinos
- Yokohama FC

Soccer: K League 1

Which of these K League 1 teams do you follow, support or have an interest in?

- Daegu FC
- Daejeon Hana Citizen
- FC Seoul
- Gangwon FC
- Gwangju FC
- Incheon United
- Jeju United
- Jeonbuk Hyundai Motors
- Pohang Steelers
- Suwon FC
- Suwon Samsung Bluewings
- Ulsan Hyundai

Soccer: Russian Premier League

Which of these Russian Premier League teams do you follow, support or have an interest in?

- Akhmat Grozny
- CSKA Moscow (Russian Premier League)
- Dynamo Moscow
- Fakel Voronezh
- FC Khimki
- Krasnodar
- Krylia Sovetov Samara
- Lokomotiv Moscow

- Nizhny Novgorod
- Orenburg
- Torpedo Moscow
- Rostov
- Sochi
- Spartak Moscow
- Ural Yekaterinburg
- Zenit Saint Petersburg

Soccer: Other Teams

- Ajax
- Anderlecht
- AZ Alkmaar
- Bengaluru
- Beşiktaş J.K.
- Club Brugge
- FC Twente
- Fenerbahçe S.K.
- Feyenoord
- Galatasaray S.K.
- Gent

- Hyderabad
- Kerala Blasters
- KRC Genk
- Mumbai City FC
- Porto
- PSV
- S.C. Braga
- S.L. Benfica
- Sporting CP
- Standard de Liege

NFL

Which of these NFL teams do you follow, support or have an interest in?

- 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 Commanders

Baseball: MLB

Which of these MLB teams do you follow, support or have an interest in?

- Arizona Diamondbacks
- Atlanta Braves
- Baltimore Orioles
- Boston Red Sox
- Chicago Cubs
- Chicago White Sox
- Cincinnati Reds
- Cleveland Guardians
- 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

Which of these NHL teams do you follow, support or have an interest in?

- 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

UCI Cycling Teams

Which of these UCI Cycling teams do you follow, support or have an interest in?

- AG2R Citroën Team
- Alpecin-Deceuninck
- Arkea Samsic
- Bahrain Victorious
- Bora-Hansgrohe
- Cofidis
- Groupama FDJ
- Ineos Grenadiers
- Intermarché-Circus-Wanty
- Jumbo-Visma
- Movistar Team
- Soudal Quick-Step
- Total Énergie
- UAE Team Emirates

Number of Teams Followed

How many Teams do you follow?

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- 11+

Sports Teams: Major Fandom

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

Note: All Teams selected in the previous question will be shown.

Esports

Interest in esports

How interested are you in esports?

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

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

Esports Fan Engagement Types

Which of these do you do?

- Purchase official esports merchandise
- Purchase digital collectibles (e.g. Non-Fungible Tokens / NFTs)
- Purchase cryptocurrencies / fan tokens (e.g. Socios)
- Purchase esports collectibles
- Visit experiential spaces (e.g. playing a game in venues)
- Visit fan zones (e.g. public viewing areas for your team's matches)
- Watch official content (e.g. team/league)
- Watch esports documentaries
- Watch fan content
- Sign up to receive emails from esports organizations

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 / experts
- Esports players
- Esports teams

Gaming Franchises

Following of Esports Games Franchises

Do you follow, watch, or have an interest in esports leagues, events or streams for any of these games?

- | | |
|--|------------------------------------|
| ● Apex Legends | ● League of Legends |
| ● Arena of Valor | ● Legends of Runeterra |
| ● Asphalt | ● Madden |
| ● Brawl Stars | ● Mobile Legends |
| ● Call of Duty | ● Mortal Kombat |
| ● Clash of Clans | ● MotoGP |
| ● Clash Royale | ● NBA 2K |
| ● Counter-Strike | ● Overwatch |
| ● Crossfire <i>Select Markets Only</i> | ● PGA 2K |
| ● Diablo | ● PlayerUnknown's Battlegrounds |
| ● DOTA 2 (Defense of the Ancients) | ● Pokémon |
| ● Dragonball Z | ● Pro Evolution Soccer / eFootball |
| ● EA Sports FC (FIFA) | ● PUBG Mobile |
| ● F1 | ● Rocket League |
| ● Final Fantasy | ● Starcraft |
| ● Fortnite | ● Street Fighter |
| ● Free Fire | ● Teamfight Tactics (TFT) |
| ● Gran Turismo | ● Tekken |
| ● Halo | ● Valorant |
| ● Hearthstone | ● Wild Rift |
| ● Honor of Kings <i>China Only</i> | ● World of Warcraft |

Leagues & Events

Following of Esports Leagues / Events

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

- | | |
|-----------------------|---|
| ● Blast Premier | ● Counter-Strike Global Offensive Major Championship |
| ● Blizzcon | ● CrossFire Mobile League (CFML) <i>Select Markets Only</i> |
| ● Call of Duty League | ● CrossFire Pro League (CFPL) <i>Select Markets Only</i> |
| ● Capcom Cup | |
| ● Capcom Pro Tour | |
| ● Clash Royale League | |

- Dota Pro Circuit (DPC)
- Dream League
- E-League
- eChampions League
- eLaliga *Spain Only*
- eLigue 1 *France Only*
- eSerie A *Italy Only*
- ESL CS:GO Pro League
- ESL One
- Evolution Championship Series
- FIFA Nations Series / Nations Cup
- FIFA Online 4 Star League *China, South Korea & Thailand Only*
- FIFAE Club Series / EA Sports Cup
- FIFAE Continental Cup
- FIFAE World Cup
- Formula E: Accelerate
- Formula One Esports Series
- Fortnite World Cup
- Halo Championship Series
- Hearthstone World Championship
- i-League
- Intel Extreme Masters
- King Pro League *China Only*
- League of Legends Champions Korea (LCK)
- League of Legends Championship Series (LCS)
- League of Legends European Championship (LEC)
- League of Legends Mid-Season Invitational (MSI)
- League of Legends Pro League (LPL)
- League of Legends World Championship (Worlds)
- Madden Championship Series
- MotoGP eSport Championship
- MPL Invitational (MPLI)
- Olympic Esports Series
- ONE Esports
- Overwatch League
- Peacekeeper Elite League
- PGA Tour eSeries
- PUBG Champions League (PCL)
- PUBG Global Championship
- Rocket League Championship Series
- Snapdragon Pro Series
- Street Fighter League
- TFT World Championship
- The International DOTA 2 Championships
- Valorant Champions Tour (VCT)
- Wild Rift League (WRL)

Teams

Esports Team Following

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

- 100 Thieves
- Astralis
- beastcoast
- Bilibili Gaming (BLG)
- Bren Esports
- Cloud 9
- Counter Logic Gaming (CLG)
- DetonationN FocusMe (formerly DetonationN Gaming)
- Dignitas
- Dplus KIA (formerly Damwon Gaming/DWG KIA)
- DRX
- Edward Gaming (EDG)
- ENCE
- Evil Geniuses
- EVOS Esports
- Excel Esports
- FaZe Clan
- FlyQuest
- Fnatic
- Fredit BRION
- FunPlus Phoenix (FPX)
- G2 Esports
- Gaimin Gladiators
- Gen.G

- Golden Guardians
- Guild Esports
- Hanwha Life Esports (HLE)
- Immortals
- Invictus Gaming (IG)
- JD Gaming (JDG)
- KOI (formerly Rogue)
- KT Rolster
- Kwangdong Freecs
- Liiv SANDBOX
- Luminosity Gaming
- MAD Lions
- Misfits Gaming
- Mousesports
- Natus Vincere (NAVI)
- Ninjas in Pyjamas (NIP)
- Nongshim RedForce
- NRG Esports
- NYXL/NYFU
- OG
- OpTic Gaming (formerly Team Envy)
- PSG.LGD
- Royal Never Give Up (RNG)
- Sentinels
- SK Gaming
- Soniqs
- T1
- Team Heretics
- Team Liquid
- Team New Age (TNA)
- Team Nigma / Galaxy
- Team Secret
- Team Vitality
- The Guard
- Top Esports (TES)
- TSM
- Tundra Esports
- Victory Five (V5)
- Vision Strikers
- Weibo Gaming (WBG)
- Zeta Division

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 (e.g. Facebook live, Twitch)
- Social media
- Video-sharing sites (e.g. YouTube)
- Other websites

Sponsorship

Attitudes to Sponsorship of Esports

How do you feel about sponsorship of esports?

- Brands that are esports sponsors are often suitable to the esports environment
- 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 event

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)
- Sponsors should create content about esports
- Sponsors should create their own esports teams
- Sponsors should partner with celebrities / well-known individuals (e.g. players, teams, commentators, esports influencers)

Betting & Gambling

Note: Section only shown to respondents aged 21+

Types of Betting & Gambling

Betting & Gambling preferences

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
- 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?

- 188Bet *China Only*
- 1xBet *Select Markets Only*
- 20Bet *South Korea Only*
- 22bet *India, Indonesia & Thailand Only*
- 32Red *Italy & Japan Only*
- 500.com *China Only*
- 5Dimes *Canada & USA Only*
- 888 *Select Markets Only*
- Admiral *Germany Only*
- Apostas Online *Brazil Only*
- BCLC *Canada Only*
- bet3000 *Germany Only*
- bet365 *Select Markets Only*
- betaland *Italy Only*
- BetAmerica *USA Only*
- BetAndYou *Japan Only*
- Bet-at-home *Germany Only*
- Betboo *Brazil Only*
- Betclic *France & Germany Only*
- Betcris *Select Markets Only*
- Betfair *Select Markets Only*
- Betfred *UK Only*
- BetGold *India Only*
- Betonline *China, Mexico & USA Only*
- Betsson *Brazil, Germany & Spain Only*
- BetVictor *Select Markets Only*
- Betway *Select Markets Only*
- Betwinner *China, Germany & India Only*
- Bitcasino.io *South Korea Only*
- BK8 *South Korea Only*
- Bookmaker *USA Only*
- botemania *Spain Only*
- Bovada *Select Markets Only*
- Bwin *Select Markets Only*
- Casinoly Sports *South Korea Only*
- Caliente *Mexico Only*
- Campobet *India Only*
- Casino Club *Germany Only*
- Casumo *India Only*
- Ceasars *USA Only*
- Cherry Casino *Japan Only*
- CobraBet *Russia Only*
- Codere *Mexico & Spain Only*
- ComeOn *Germany & India Only*
- Conquestador *Russia Only*
- Coral *UK Only*
- DafaBet *Select Markets Only*
- Draftkings *USA Only*
- Eurobet *Italy Only*
- ExciteWin *Russia Only*
- Fansbet *Russia Only*
- Fanduel *USA Only*
- FDJ *France Only*
- FortuneJack *Russia Only*
- Foxbet *USA Only*
- France-Pari *France Only*
- Fun88 *Indonesia Only*
- Gala *UK Only*
- Gamenet *Italy Only*
- GG.bet *China Only*
- GGPoker *China Only*
- Gioco Digitale *Italy Only*
- Goldbet *Italy Only*
- Golden Nugget *USA Only*
- Grosvenor *UK Only*
- HPIbet *Canada Only*

- IBOsport *Indonesia Only*
- Intertops *Japan Only*
- Interwetten *Germany & Spain Only*
- JackpotCity *Indonesia, Japan & USA Only*
- JackpotJoy *Canada & UK Only*
- Jeugo Online *Spain Only*
- JOA Online *France Only*
- JRA *Japan Only*
- KTO *Australia & Japan Only*
- Ladbrokes *Australia & UK Only*
- LeoVegas *Select Markets Only*
- LiveScore *Select Markets Only*
- Lotto Quebec *Canada Only*
- Lottomatica *Italy Only*
- Luckia *Spain Only*
- M88 *China & Indonesia Only*
- Mansionbet *China Only*
- Marathonbet *China & India Only*
- Marca *Spain Only*
- Mecca *UK Only*
- Melbet *India Only*
- Mostbet *Russia Only*
- Mr. Green *France Only*
- Mybet *Germany Only*
- MyBookie *Japan & USA Only*
- MyStake *Russia Only*
- Neds *Australia Only*
- Netbet *China & France Only*
- OLG *Canada Only*
- PaddyPower *UK Only*
- PartyCasino *Select Markets Only*
- PariMatch *Select Markets Only*
- PartyPoker *Select Markets Only*
- Pin-up *Russia Only*
- Pinnacle *Brazil, Canada & Japan Only*
- PlayCity *Mexico Only*
- PlayMGM *USA Only*
- PMU *France Only*
- Pointsbet *Australia & USA Only*
- Pokerstars *Select Markets Only*
- Rabona *India Only*
- Retabet *Spain Only*
- Rivalo *Brazil Only*
- Royal Panda *Japan Only*
- RWWA *Australia Only*
- SBO Bet *China & Japan Only*
- Sisal *Italy Only*
- Sks365 *Italy Only*
- Sky Betting & Gaming *UK Only*
- Snai *Italy Only*
- Spin Sports *Russia Only*
- Sportbet.one *Russia Only*
- Sportingbet *Select Markets Only*
- Sportium *Mexico & Spain Only*
- Sportbet.io *Brazil & UK Only*
- Sportsbet *Australia Only*
- Sportsinteraction *Canada Only*
- Stake *Russia Only*
- Stanleybet *Italy Only*
- StarGames *Germany Only*
- Sugar House *USA Only*
- Sunmaker *Germany Only*
- TAB *Australia Only*
- Tipico *Germany Only*
- Tombola *Select Markets Only*
- TVG *USA Only*
- Unibet *Select Markets Only*
- Vbet *France & UK Only*
- Vera&John *Japan Only*
- Virgin Games *UK Only*
- William Hill *Select Markets Only*
- Winamax *France & Spain Only*
- Winner *Germany Only*
- YoBingo *Spain Only*
- ZEBet *France Only*
- Zeturf *Australia Only*

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

The Metaverse

Engagement with the Metaverse

Are you aware of the Metaverse? / Have you participated in the Metaverse?

- I'm not aware of the Metaverse
- I'm aware of the Metaverse, but don't know what it is
- I know what the Metaverse is, but I'm not interested in it
- I know what the Metaverse is and I'm somewhat interested in it
- I know what the Metaverse is and I'm very interested in it
- I've participated in the Metaverse

Activities of Interest in the Metaverse

Which of these activities would you be interested in doing in the Metaverse?

- Attending live events (e.g. concert, comedy, speaker)
- Attending work meetings
- Browsing or purchasing in a shop
- Interacting with friends
- Playing games
- Purchasing or selling cryptocurrency
- Purchasing or selling NFTs
- Watching esports events
- Watching sports events

Additions

Demographics

Gender

Which of these best describe your gender?

- Other Gender *Select Markets Only*

Gender Identity *Select Markets Only*

- Agender / gender-neutral
- Bigender / gender fluid
- Male
- Female
- Non-binary / non-conforming / genderqueer
- Transgender (male)
- Transgender (female)
- Other
- Prefer not to say

Sport Interest

Sport & League / Competition Interest Drivers

Which of the following would increase your interest in a sport, league or competition?

- Being environmentally friendly (e.g. promoting sustainability / zero carbon)
- Being promoted by a sport or league I already follow (e.g. in a partnership)
- Better awareness of when matches / competitions are taking place
- Broadcasts being included in a subscription I already have
- Celebrities / influencers being included in broadcasts or online content
- Having a different competition format to sports or leagues I already follow
- Having an impact on society (e.g. supporting human rights, diversity & inclusion)
- Having players or teams I relate to (e.g. my nationality, my views)
- Having TV coverage or social media content in my native language
- More accessible TV or online broadcasts (e.g. cost, time of day)
- More content available (e.g. behind the scenes, highlights, news coverage)
- More physically accessible live events (e.g. cheaper tickets, events happening closer to my home)
- None of these

Sports Followed / Sports Participation

Sports / Sporting Activities Watched / Followed

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

Sporting Activities: Participation

Which of these sporting activities do you take part in?

- Darts *UK and USA Only*

Viewing Channels / Subscriptions

OTT Service Subscriptions – Usage

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

OTT Service Subscriptions – Purchase Intention

Would you consider purchasing any of these services within the next 12 months?

- Apple TV *Canada, Mexico & USA only*
- ESPN 4 *Brazil only*
- DirecTV Stream *USA only*
- Volleyball World TV *Select Markets only*

Sports Behavior & Attitudes

Fan Engagement Types

Which of these do you do?

- Visit fan zones (e.g. public viewing areas for your team's matches)
- Watch sport via pay-per-view (e.g. pay on the day for a broadcast event)
- Visit experiential spaces (e.g. playing a sport / sports game in venues)

Leagues & Competitions

Olympics / Athletics

- Professional Triathletes Organisation (PTO) Tour
- Super League Triathlon

Basketball

- FIBA Champions League

Motor Sports

- Extreme E *Select Markets Only*
- FIM EWC (Endurance World Championship)

- FIM Speedway GP

Cycling

- UCI MTB World Series

Cricket

- Big Bash League *Australia Only*

Racket Sports

- Major League Pickleball *USA Only*

Teams

Soccer: MLS

Which of these MLS football teams do you follow, support or have an interest in?

- Charlotte FC
- St. Louis City

Soccer: Campeonato Brasileiro Serie A

Which of these Campeonato Brasileiro Série A football teams do you follow, support or have an interest in?

- Bahia
- Cruzeiro
- Grêmio
- Vasco da Gama

Soccer: Chinese Super League

Which of these Chinese Super League football teams do you follow, support or have an interest in?

- Kunshan FC
- Qingdao Hainiu
- Nantong Zhiyun

Soccer: J1 League

Which of these J1 League football teams do you follow, support or have an interest in?

- Albirex Niigata
- Yokohama FC

Soccer: K League 1

Which of these K League 1 teams do you follow, support or have an interest in?

- Daejeon Hana Citizen
- Gwangju FC

Soccer: Other Leagues

- AZ Alkmaar
- FC Twente
- Feyenoord

Rugby: Currie Cup

Which of these Currie Cup rugby teams do you follow, support or have an interest in?

- Griffons

Motor Sports: Formula E

Which of these Formula E teams do you follow, support or have an interest in?

- ABT CUPRA Formula E Team
- Nissan Formula E Team
- NEOM McLaren Formula E Team
- Maserati MSG Racing

UCI Cycling Teams

Which of these UCI Cycling teams do you follow, support or have an interest in?

- Bahrain Victorious
- Bora-Hansgrohe
- Intermarché–Circus–Wanty

Esports

Gaming Franchises

Following of Esports Games Franchises

Do you follow, watch, or have an interest in esports leagues, events or streams for any of these games?

- Apex Legends
- Arena of Valor
- Asphalt
- Brawl Stars
- Call of Duty
- Clash of Clans
- Clash Royale
- Counter-Strike
- Crossfire *Select Markets Only*
- Diablo
- DOTA 2 (Defense of the Ancients)
- Dragonball Z
- EA Sports FC (FIFA)
- F1
- Final Fantasy
- Fortnite
- Free Fire
- Gran Turismo
- Halo
- Hearthstone
- Honor of Kings *China Only*
- League of Legends
- Legends of Runeterra
- Madden

- Mobile Legends
- Mortal Kombat
- MotoGP
- NBA 2K
- Overwatch
- PGA 2K
- PlayerUnknown's Battlegrounds
- Pokémon
- Pro Evolution Soccer / eFootball
- PUBG Mobile
- Rocket League
- Starcraft
- Street Fighter
- Teamfight Tactics (TFT)
- Tekken
- Valorant
- Wild Rift
- World of Warcraft

Leagues & Events

Following of Esports Leagues / Events

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

- Blast Premier
- Blizzcon
- Call of Duty League
- Capcom Cup
- Capcom Pro Tour
- Clash Royale League
- Counter-Strike Global Offensive Major Championship
- CrossFire Mobile League (CFML) *Select Markets Only*
- CrossFire Pro League (CFPL) *Select Markets Only*
- Dota Pro Circuit (DPC)
- Dream League
- E-League
- eChampions League
- eLaliga *Spain Only*
- eLigue 1 *France Only*
- eSerie A *Italy Only*
- ESL CS:GO Pro League
- ESL One
- Evolution Championship Series
- FIFA Nations Series / Nations Cup
- FIFA Online 4 Star League *China, South Korea & Thailand Only*
- FIFAE Club Series / EA Sports Cup
- FIFAE Continental Cup
- FIFAE World Cup
- Formula E: Accelerate
- Formula One Esports Series
- Fortnite World Cup
- Halo Championship Series
- Hearthstone World Championship
- i-League
- Intel Extreme Masters
- King Pro League *China Only*
- League of Legends Champions Korea (LCK)
- League of Legends Championship Series (LCS)
- League of Legends European Championship (LEC)
- League of Legends Mid-Season Invitational (MSI)
- League of Legends Pro League (LPL)
- League of Legends World Championship (Worlds)
- Madden Championship Series
- MotoGP eSport Championship
- MPL Invitational (MPLI)
- Olympic Esports Series
- ONE Esports
- Overwatch League
- Peacekeeper Elite League
- PGA Tour eSeries
- PUBG Champions League (PCL)
- PUBG Global Championship
- Rocket League Championship Series
- Snapdragon Pro Series

- Street Fighter League
- TFT World Championship
- The International DOTA 2 Championships

- Valorant Champions Tour (VCT)
- Wild Rift League (WRL)

Teams

Esports Team Following

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

- | | |
|---|-------------------------------------|
| ● 100 Thieves | ● Luminosity Gaming |
| ● Astralis | ● MAD Lions |
| ● beastcoast | ● Misfits Gaming |
| ● Bilibili Gaming (BLG) | ● Mousesports |
| ● Bren Esports | ● Natus Vincere (NAVI) |
| ● Cloud 9 | ● Ninjas in Pyjamas (NIP) |
| ● Counter Logic Gaming (CLG) | ● Nongshim RedForce |
| ● Detonation FocusMe (formerly Detonation Gaming) | ● NRG Esports |
| ● Dignitas | ● NYXL/NYFU |
| ● Dplus KIA (formerly Damwon Gaming/DWG KIA) | ● OG |
| ● DRX | ● OpTic Gaming (formerly Team Envy) |
| ● Edward Gaming (EDG) | ● PSG.LGD |
| ● ENCE | ● Royal Never Give Up (RNG) |
| ● Evil Geniuses | ● Sentinels |
| ● EVOS Esports | ● SK Gaming |
| ● Excel Esports | ● Soniqs |
| ● FaZe Clan | ● T1 |
| ● FlyQuest | ● Team Heretics |
| ● Fnatic | ● Team Liquid |
| ● Fredit BRION | ● Team New Age (TNA) |
| ● FunPlus Phoenix (FPX) | ● Team Nigma / Galaxy |
| ● G2 Esports | ● Team Secret |
| ● Gaimin Gladiators | ● Team Vitality |
| ● Gen.G | ● The Guard |
| ● Golden Guardians | ● Top Esports (TES) |
| ● Guild Esports | ● TSM |
| ● Hanwha Life Esports (HLE) | ● Tundra Esports |
| ● Immortals | ● Victory Five (V5) |
| ● Invictus Gaming (IG) | ● Vision Strikers |
| ● JD Gaming (JDG) | ● Weibo Gaming (WBG) |
| ● KOI (formerly Rogue) | ● Zeta Division |
| ● KT Rolster | |
| ● Kwangdong Freecs | |
| ● Liiv SANDBOX | |

Sponsorship

Attitudes to Sponsorship of Esports

How do you feel about sponsorship of esports?

- Brands that are esports sponsors are often suitable to the esports environment

Esports Fan Engagement Types

Which of these do you do?

- Purchase esports collectibles
- Visit experiential spaces (e.g. playing a game in venues)
- Visit fan zones (e.g. public viewing areas for your team's matches)
- Watch esports documentaries

Removals

Sports Followed / Sports Participation

Sports / Sporting Activities Watched / Followed

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

Sporting Activities: Participation

Which of these sporting activities do you take part in?

- Bowling *USA Only*

Viewing Channels / Subscriptions

OTT Service Subscriptions – Usage

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

OTT Service Subscriptions – Purchase Intention

Would you consider purchasing any of these services within the next 12 months?

- AT&T TV Now *USA only*
- FloSports *USA only*
- GolfTV

Leagues & Competitions

Cricket

- Mzansi Super League *Australia & India only*

Teams

Soccer: Campeonato Brasileiro Serie A

Which of these Campeonato Brasileiro Série A football teams do you follow, support or have an interest in?

- Atletico Goianiense
- Avaí
- Ceará
- Juventude

Soccer: Chinese Super League

Which of these Chinese Super League football teams do you follow, support or have an interest in?

- Guangzhou
- Hebei CFFC

- Wuhan Yangtze River F.C

Soccer: J1 League

Which of these J1 League football teams do you follow, support or have an interest in?

- Shimizu S-Pulse
- Júbilo Iwata

Soccer: K League 1

Which of these K League 1 teams do you follow, support or have an interest in?

- Gimcheon Sangmu

Rugby: English Premiership

Which of these English Premiership rugby teams do you follow, support or have an interest in?

- Wasps

Motor Sports: Formula E

Which of these Formula E teams do you follow, support or have an interest in?

- DS Techeetah
- Mercedes-EQ Formula E Team
- Nissan e.dams
- ROKiT Venturi Racing

UCI Cycling Teams

Which of these UCI Cycling teams do you follow, support or have an interest in?

- B&B Hotels

Esports

Leagues & Events

League & Events Awareness

Interest in Esports Leagues & Events

Which of these esports leagues / events have you heard of?

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

- Formula E: Accelerate
- Blast Premier
- Blizzcon
- Call of Duty League
- Counter-Strike Global Offensive Major Championship
- Dream League
- E-League
- eChampions League
- eLaLiga
- eLigue 1 France Only
- ePremier League
- ESL CS:GO Pro League
- ESL One
- European eTour Championship
- Evolution Championship Series
- FIFA Interactive World Cup
- FIFA Online 4 Star League
- FIFAE Nations Cup
- Formula One Esports Series
- Fortnite World Cup
- Halo Championship Series
- Hearthstone World Championship
- Intel Extreme Masters
- King Pro League
- League of Legends Championship Series
- LOL Mid-Season Invitational (MSI)
- LOL World Championship (Worlds)
- MotoGP eSport Championship
- MPL Invitational (MPLI)
- ONE Esports
- Overwatch League
- Peacekeeper Elite League
- PGA Tour eSeries
- PUBG Global Championship
- Snapdragon Pro Series
- Rocket League Championship Series
- The International DOTA 2 Championships
- Wild Rift League (WRL)

Teams

Team Awareness

Interests in Esports Teams

Which of these esports teams have you heard of?

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

- 100 Thieves
- Astralis
- Cloud 9
- ENCE
- Evil Geniuses
- Excel Esports
- FaZe Clan
- Fnatic
- G2 Esports
- Guild Esports
- Immortals
- Luminosity Gaming
- Misfits Gaming
- Mousesports
- Natus Vincere
- Ninjas in Pyjamas
- NRG Esports
- OG
- OpTic Gaming
- PSG.LGD
- Rogue
- SK Gaming
- SK Telecom T1
- Team Envy
- Team New Age (TNA)
- 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