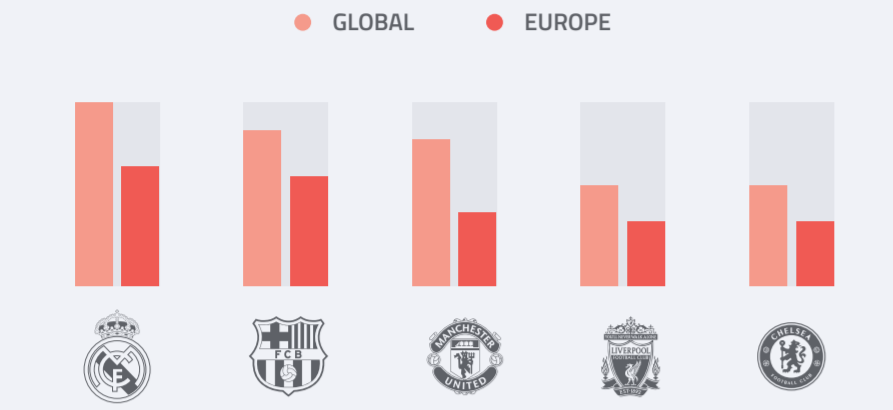


# Manchester United Fans

## MANCHESTER UNITED'S POPULARITY AROUND THE WORLD

### Top 5 European Football/Soccer Clubs

% of internet users who say they support these teams as their main or secondary clubs



Club	GLOBAL	EUROPE
Real Madrid	20%	13%
FC Barcelona	17%	12%
Manchester United	16%	8%
Liverpool	11%	7%
Chelsea	11%	7%

Manchester United's reach among digital consumers in Asia and MEA is massive but it faces strong competition in Europe

### Top 10 Markets

% of internet users who say they support Manchester United as their main or secondary club

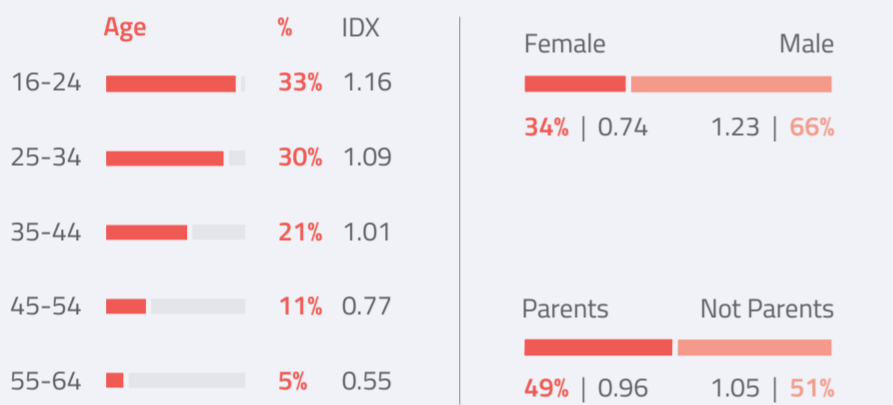
VIETNAM	39%	THAILAND	26%	ASIA PACIFIC	21%
INDONESIA	31%	UAE	26%	EUROPE	8%
INDIA	30%	HONG KONG	23%	LATIN AMERICA	16%
SOUTH AFRICA	28%	MEXICO	23%	MIDDLE EAST & AFRICA	21%
MALAYSIA	27%	PORTUGAL	20%	NORTH AMERICA	6%

% of internet users who say they support Manchester United as their main or secondary club

Manchester United Fans are defined as internet users aged 16-64 who say they support Manchester United as their main or secondary club. All figures are taken from our Q2 2017 wave of online research with a global sample size of 89,029 across 40 markets (with 72,529 surveys completed on PC/laptop/tablet and 16,500 surveys completed on mobile). Among this cohort, there were 4,189 Manchester United Fans – defined as those who support Manchester United as their main or secondary club. Note that China is excluded from percentages relating to specific/named social networks and apps.

## PROFILING MANCHESTER UNITED FANS

% of Manchester United Fans who are...



Manchester United Fans are more likely than average to be male, young and affluent

More likely than average to be playing soccer and drinking beer

3 in 4 are monthly beer drinkers (29% over-index) – Budweiser is their favorite beer brand

### Playing Football/Soccer

% who say they play/take part in football/soccer

ASIA PACIFIC	23%	1.98
EUROPE	35%	2.70
LATIN AMERICA	52%	1.86
MIDDLE EAST & AFRICA	32%	1.41
NORTH AMERICA	24%	4.32

### Food & Drink

% who regularly\* do the following

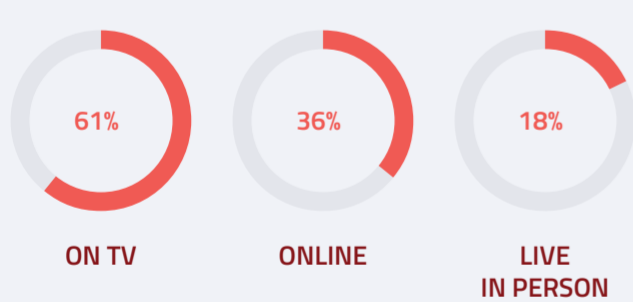
Region	East fast food	Drink alcohol
ASIA PACIFIC	38% 1.41	11% 1.24
EUROPE	32% 2.00	16% 1.12
LATIN AMERICA	39% 1.45	13% 1.09
MIDDLE EAST & AFRICA	39% 1.26	N/A N/A
NORTH AMERICA	44% 1.15	19% 1.16

Indexes are relative to the average internet user in the region

## SPORTS VIEWING BEHAVIORS

### Soccer Viewing

% who watch football/soccer...



Broadcast trumps online, but there's the potential for social media viewing

### The Potential for Social Viewing

% who use social media to watch/follow sports events

TOTAL	36%
16 to 24s	35%
25 to 34s	40%
35 to 44s	32%
45 to 54s	39%
55 to 64s	25%

### Second-Screening

% who second-screen via a...



In the last month...

34% have watched something on Facebook Live and 1 in 4 have commented about a sports event they're watching on Facebook

1 in 10 have tweeted about a sports event on Twitter

44% have watched a sports video on YouTube

They look to connect with other fans and see real-time reactions to matches as they second-screen

% who often do the following as they second-screen

Use social networks	59%	1.28
Chat to or message friends	57%	1.26
Read emails	42%	1.24
Read the news	39%	1.36
Play games	35%	1.23
Search for products to buy	31%	1.34
Search for information related to what they're watching	30%	1.48
Share opinion of a TV show	16%	1.63
Interact with the online content of a TV show	16%	1.68

## BRAND AND SPONSOR ENGAGEMENT

### Top Sources of Brand Discovery

% who find out about new brands or products via the following

Search engines	49%
TV ads	44%
Word-of-mouth	41%
Online ads	39%
Brand/product websites	38%

Traditional channels are the most effective at reaching Man Utd Fans but social is now a big touchpoint

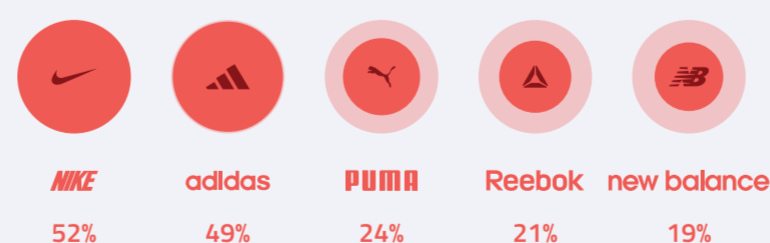
### Brand Interaction

% who have done the following brand-related actions in the last month

Visited a brand's website	70%
Watched a video made by a brand	35%
Visited a brand's social network page	34%
Liked or followed a brand on a social network	33%
Read an email or newsletter from a brand	31%
Used a social networking "share" button	27%
Downloaded or used a branded app	26%
Read a branded blog	23%
Left feedback or a review on a brand's website	23%
Asked a question to a brand on a social network	22%

### Engagement with Sports Brands

% who have bought products from these sports brands in the last 1-2 years



52% are researching brands or products on social networks (37% over-index)

36% follow brands they are thinking of buying something from on social and 3 in 10 would be encouraged to buy something online if it had lots of "likes" on social media

Manchester United Fans are 89% more likely to have used Uber in the last month (1 in 4 have)

## SPONSORSHIP ENGAGEMENT

### Chevrolet

% who have a Chevrolet in their household now or have had one previously

ASIA PACIFIC	9%
EUROPE	5%
LATIN AMERICA	45%
MIDDLE EAST & AFRICA	14%
NORTH AMERICA	30%

### EA

% who have played these games in the last year

Need for Speed	37%	1.89
FIFA	34%	2.06
The Sims	18%	1.55

### Uber

% who have used Uber in the last month by world region

ASIA PACIFIC	27%
EUROPE	8%
LATIN AMERICA	33%
MIDDLE EAST & AFRICA	22%
NORTH AMERICA	19%

Battlefield	16%	1.98
SimCity	16%	1.76
Madden	4%	1.74