

Current ownership and future usage intentions of mobile providers among soccer fans over time

	Current provider		Intention to conclude a contract	
	05/07/2024	02/26/2025	05/07/2024	02/26/2025
O2 (Telefonica)	<div><div>20%</div></div>	<div><div>24%</div></div>	<div><div>24%</div></div>	<div><div>21%</div></div>
Vodafone	<div><div>18%</div></div>	<div><div>26%</div></div>	<div><div>26%</div></div>	<div><div>26%</div></div>
Deutsche Telekom	<div><div>18%</div></div>	<div><div>29%</div></div>	<div><div>29%</div></div>	<div><div>31%</div></div>
1&1	<div><div>11%</div></div>	<div><div>18%</div></div>	<div><div>18%</div></div>	<div><div>16%</div></div>
Aldi TALK	<div><div>10%</div></div>	<div><div>14%</div></div>	<div><div>14%</div></div>	<div><div>11%</div></div>
congstar	<div><div>7%</div></div>	<div><div>14%</div></div>	<div><div>14%</div></div>	<div><div>14%</div></div>
Freenet	<div><div>3%</div></div>	<div><div>5%</div></div>	<div><div>5%</div></div>	<div><div>8%</div></div>
klarmobil.de	<div><div>3%</div></div>	<div><div>6%</div></div>	<div><div>6%</div></div>	<div><div>8%</div></div>
Blau (Simyo)	<div><div>3%</div></div>	<div><div>4%</div></div>	<div><div>4%</div></div>	<div><div>5%</div></div>
LIDL connect	<div><div>3%</div></div>	<div><div>6%</div></div>	<div><div>6%</div></div>	<div><div>7%</div></div>
mobilcom debitel	<div><div>2%</div></div>	<div><div>5%</div></div>	<div><div>5%</div></div>	<div><div>6%</div></div>
sim.de	<div><div>1%</div></div>	<div><div>4%</div></div>	<div><div>4%</div></div>	<div><div>5%</div></div>
yourfone	<div><div>1%</div></div>	<div><div>3%</div></div>	<div><div>3%</div></div>	<div><div>4%</div></div>
SIMon mobile	<div><div>0%</div></div>	<div><div>5%</div></div>	<div><div>5%</div></div>	<div><div>6%</div></div>
Regional mobile provider (z.B. EWE TEL, M-Net, NetCologne)	<div><div>0%</div></div>	<div><div>2%</div></div>	<div><div>2%</div></div>	<div><div>3%</div></div>
Other provider	<div><div>5%</div></div>	<div><div>4%</div></div>	<div><div>4%</div></div>	<div><div>5%</div></div>

Source: ONE8Y

Survey date: 05/07/2024 to 02/26/2025

Survey country: Germany

Sample: n=1,561 people interested in soccer (top 2 on 4-point scale), on which on 05/07/2024 (n=821) and on 02/26/2025 (n=740)

Question: Which mobile phone provider do you currently have a contract with? (aided answers); And which of the following mobile phone providers could you imagine taking out your next contract with? (multiple answers possible; aided answers)