

Intention for savings measures in sports due to inflationary developments and rising energy prices

Reduce stadium visits/attendance at sporting events.

52%

Refrain from purchasing fan merchandise.

51%

Cancel sports pay-TV offers (DAZN, Sky, etc.).

31%

Reduce/cancel purchase of sports magazines/ePaper (kicker, Sport-Bild, etc.).

30%

Cancel paid (sports) apps (BildPlus, etc.).

28%

Cancel/suspend club memberships.

20%

Other cost-cutting measures in sports.

11%

Source: ONE8Y

Survey date: 29.09.2022

Survey country: Germany

Sample: n=565 interested in sports

Question: Due to inflationary trends and rising energy prices, will you be taking cost-cutting measures in the sports sector?
(aided answers)