



04/06/2024

REPORT

Euro 2024: The Social Significance of the Beautiful Game



AUDIENCE

Demographics

United Kingdom

Advanced Screening

What sports do you regularly participate in?

Custom Screening

Do you plan to watch Euro 2024?

OBJECTIVE

To delve into the anticipation and expectations of football fans for Euro 2024, identifying key matches, teams, and players generating the most excitement. The research will also assess the cultural and social impact of the tournament, fans' engagement plans via different media and technologies, their tournament outcome predictions, and their perspective on event-related activities and promotions.

BURNING QUESTION

How do you plan to engage with Euro 2024 (TV, online streaming, social media, etc.) and participate in event-related activities and promotions?



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CHAT GUIDE

1. Can you tell me a bit about your interest in football? How often do you watch or play?
2. What excites you the most about the upcoming Euro 2024?
3. Which teams are you looking forward to watching in Euro 2024 and why?
4. Are there any specific players you are eager to see perform in Euro 2024?
5. What are your expectations from your favourite team and players in Euro 2024?
6. How do you usually watch football matches? Do you prefer TV, online streaming, or social media?
7. Are you planning to follow Euro 2024 on social media? If yes, which platforms do you plan to use?
8. Do you participate in any event-related activities during football tournaments like Euro 2024? If yes, what kind of activities?
9. Are you interested in any promotions related to Euro 2024? If yes, what kind of promotions catch your attention?
10. If Euro 2024 was a person, how would you describe its personality?
11. Imagine you are a sports journalist, how would you report the anticipation and excitement around Euro 2024?
12. On a scale of 1-10, how excited are you about engaging with Euro 2024 through TV, online streaming, and social media?
13. What are your predictions for the outcome of Euro 2024? Which team do you think will win?
14. What impact do you think Euro 2024 will have on the cultural and social scene in your community?
15. How do you think Euro 2024 will be different from the previous tournaments?
16. What would make Euro 2024 the most memorable tournament for you?
17. What is your favourite memory from a previous football tournament and why?
18. As we wrap up, is there anything else you would like to share about your anticipation for Euro 2024?



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AI SUMMARY

The anticipation for Euro 2024 among UK football fans is palpable, with many planning to engage with the tournament through traditional TV viewing, online streaming, and social media platforms such as Facebook, Twitter, TikTok, and Instagram. Fans are particularly excited about the prospects of the England team, with high hopes for a strong performance and even a win, fueled by the talents of players like Harry Kane, Phil Foden, Bukayo Saka, and Jude Bellingham. There's a sense of national pride and community spirit that is expected to manifest in widespread displays of English flags and increased social gatherings, especially in pubs and during live viewings.

Event-related activities such as fantasy football leagues, sweepstakes, and themed parties are also on the agenda for many. Promotions related to the tournament, especially those offering food, drinks, and merchandise, are of interest, with some fans looking for beer and food deals in supermarkets or betting promotions. The cultural and social impact of Euro 2024 is anticipated to be significant, with the event expected to bring people together, boost local economies, and create a lively, welcoming atmosphere. The use of social media is predicted to enhance the excitement, allowing for a more global and interactive experience. Overall, fans are gearing up for a summer of football that promises to be memorable, with the hope that England can finally clinch a major tournament victory.





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KEY INSIGHTS

Anticipation for Team and Player Performances:

- **High Expectations for Home Nations:** Respondents are particularly excited to see their home teams, such as England and France, with hopes of strong performances and even winning the tournament.
- **Interest in Star Players:** Key players like Harry Kane, Cristiano Ronaldo, and Kylian Mbappé are eagerly anticipated to perform, with fans looking forward to seeing their impact on the games.

Cultural and Social Impact of Euro 2024:

- **Community and National Pride:** The tournament is expected to foster a sense of community and national pride, with respondents predicting widespread display of flags and public support.
- **Social Gatherings and Celebrations:** Euro 2024 is seen as an opportunity for social gatherings, with fans planning to watch games together, enhancing the cultural and social fabric of their communities.

Promotions and Event-Related Activities:

- **Interest in Merchandise and Betting Promotions:** Fans show interest in merchandise and betting promotions related to Euro 2024, indicating that targeted promotions could be effective in engaging them.
- **Participation in Fantasy Football and Sweepstakes:** Activities like Euro fantasy football and workplace sweepstakes are popular among respondents, suggesting that interactive and competitive elements are attractive.

Predictions and Expectations for Tournament Outcomes:

- **Optimism for Underdog and Favorite Teams:** While some fans hope for underdog victories, others predict that strong teams like France will win, reflecting a mix of hopeful and realistic expectations.
- **Impact of Previous Tournaments on Predictions:** Past performances and outcomes, such as England's recent nearwin, influence fans' predictions and the perceived potential of their teams.

Memorable Tournament Experiences and Desires:

- **Desire for Memorable Moments and Victories:** Respondents express a desire for their teams to win and create memorable moments, highlighting the emotional investment in the tournament's outcome.
- **Fond Memories of Past Tournaments:** Previous experiences, such as watching games with family or celebrating victories, shape fans' expectations and excitement for Euro 2024.





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PROJECTIVE ANALYSIS

If Euro 2024 was a person, how would you describe its personality?:

Analysis of the responses to this projective question reveals that respondents generally perceive Euro 2024 as a person with positive and vibrant characteristics. Descriptions such as "fun," "exciting," "young," "sporty," "fit," "unpredictable," "bright and bubbly," and "charismatic" suggest that respondents view the tournament as an embodiment of youthful energy, enthusiasm, and the potential for unexpected outcomes. The analogy of Euro 2024 being like a "pretty girl at prom" indicates that some respondents see the tournament as highly desirable and competitive, with teams vying for the ultimate prize. Overall, the personification of Euro 2024 reflects a sense of anticipation, joy, and the communal spirit associated with major sporting events.





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PROJECTIVE ANALYSIS

Imagine you are a sports journalist, how would you report the anticipation and excitement around Euro 2024?: The analysis of responses to this projective question indicates that respondents would focus on the communal and emotional aspects of the tournament when reporting as sports journalists. They would emphasize the electric atmosphere, the build-up to the games, the public opinion, and the sense of unity and support among fans. Respondents would likely highlight the strengths and weaknesses of teams, player achievements, and provide commentary on the games. They would also consider the impact of the tournament on social scenes and communities, reporting on the increased patriotism and social gatherings. The approach would be to create a narrative that captures the thrill of the competition, the passion of the fans, and the overall celebration of football. Some respondents would also focus on the potential for underdog victories and the excitement of seeing top players perform.





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HUMAN KEY QUOTES

"Yes, I think the player I'm most excited to see is Jude Bellingham because he's has a lot of talent and could really help the England midfield keep possession of the ball and play some good attacking football. I'm also a little excited to see Kobbie Mainoo because my uncle supports Manchester United and has talked a lot about his potential"

Age 17, Male

"I feel like the euros is the best continental football cup that tests the best nations against each other. It can be filled with so many emotions and brings the country together in terms of support "

Age 27, Male

"I will follow x for sure, otherwise i will just check info on sport websites"

Age 40, Female

"Yes, I plan to use Twitter (X) to follow the Euros because I find the information there is up to date and I can also see others' opinions on the Euros"

Age 17, Male

"Yeah I'll be very much active on apps like Instagram checking the latest gossip on Twitter and seeing any videos on Tik tok "

Age 27, Male

"If im talking with my heart then I would say that England will make it to the finals and win it but if I'm being somewhat realistic if we face maybe France or Belgium then I wouldn't mind a semi finals exit as long as we give it our all. I don't think Southgate is the man really to lead us to success but I could be wrong "

Age 27, Male





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HUMAN KEY QUOTES

"Ronaldo has he still got it. Can mbappe live up to the expectation? Phil Foden is the English player that excites me most "

Age 65, Male

"I think that people will get behind the team and show their love and support for their homeland"

Age 65, Male

"I went to a live screening with my partner which was hosted and sponsored by kfc so we were supplied with free chicken and beers. We had the best time "

Age 29, Female

"I like Cristiano ronaldo and im interested in his performance and what he will show in euro. Im interested in robert lewandowski as well "

Age 40, Female

"There are different eliminations. It changed something but now everyone s just waiting for june start of euro"

Age 40, Female

"I expect England to wow the crowds and actually win this time around!!!! And i expect Harry Kane to perform as the captain he is and for Kylian Mbappé to get better and better"

Age 20, Female





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HUMAN KEY QUOTES

"I would talk about the unfinished business at the last Euros! The love and admiration of young fans (or otherwise) over players and the team and community pride and excitement over national football teams!"

Age 20, Female

"I think because i live in the UK it will definitely have a strong impact on both cultural and social scenes. People will get together more to watch their favourite teams and celebrate or be sad about the outcomes together. It will be a summer full of drinks and watching football!"

Age 20, Female

"My approach would be to speak to excited fans arriving in germany for their countries participating"

Age 30, Male

"People from all over the world will be able to tune into 2024 by the use of social media which makes it very exciting"

Age 30, Male

"I think its going to be a brilliant tournament and i am very exited looking forward to it"

Age 30, Male

"I think it will be better as players have trained a lot. Previous tournament have been thrilling and this will be more exciting because of the craze "

Age 24, Female





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HUMAN KEY QUOTES

"Well of course I'll be supporting my home nation which is England I want them to win the Euros and I believe we have the strongest side to compete in years, we came short in the last euros so it's time to build on that and try and win the whole competition "

Age 27, Male

"Well since I'm an Arsenal fan I'll be cheering on players such as Bukayo Saka and Declan Rice in the England team but I'm also interested to see how Jude Bellingham fares in the competition. He seems to have all the hype after his success with Real Madrid this season so I would like to see how he performs in the euros with England and of course Harry Kane"

Age 27, Male

"I hope that England is able to win the Euros but I think that it's unlikely under Southgate because he plays too defensively and allows other teams to attack us when we should be the ones attacking with the talented players in the squad"

Age 17, Male

"Exciting with a lot of potential. It's exciting because there are many great teams participating with strong squads and there will be a lot of memorable games. The Euros also have lots of potential because theoretically any team could win and cause a large upset which would make it very interesting "

Age 17, Male

"I think it will be different because the quality of football has improved since the last couple of Euros, teams are becoming more competitive and looking for the win. I also think a lot more people are interested this year since after lockdowns, people are more interested in outdoors activities and participating in events"

Age 17, Male





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HUMAN KEY QUOTES

"Spain in the finals as I had large amounts of money on them to win, and Zidane in early 00's was great memories for me as a young kid watching. It introduced me to the game of world football"

Age 25, Male

"I believe Hungary are a dark horse, England will get to the semifinals but lose to France. Italy will make it to the final. France will win it all. Mbappe will get the golden boot."

Age 25, Male





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SAVED SEARCHES

Who do people think will win? Were there any underdogs/dark horses mentioned?

People have various predictions for the winner of Euro 2024. Several respondents believe that England has a strong chance of winning due to their talented squad and recent performances. France is also frequently mentioned as a favorite to win the tournament, with their strong team being a significant factor. Additionally, some respondents mentioned that they hope or think that less favored teams like Poland and Hungary could be dark horses in the tournament.

Respondent 5 expects Hungary to be a dark horse, while Respondent 2 believes France will take the cup. Respondent 10 has faith in France due to their strong team and a sense of revenge from previous tournaments. Respondent 6 thinks either England, France, or Italy could win, with Italy's chances being bolstered by their performance in the last Euros. Respondent 7 believes Switzerland, France, or the Netherlands have a strong chance due to their outstanding players and team performance. Respondent 9 feels that England or France will win because they appear to have the strongest squads. Respondent 13 predicts France will win, citing their strength and the possibility of Belgium finally securing a victory.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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