

# European Football Benchmark

List of Brands – Germany & England

August 2018

Brand	Global Consumer Indicator	Category	Countries
<b>11freunde.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>90min.com</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Adidas</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Adidas</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>AIA</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>AIA</b>	<i>Characteristics of the brand AIA</i>	Sponsor	England
<b>AIA</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>AIA</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Aktuelles Sportstudio (ZDF)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Aktuelles Sportstudio (ZDF)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany
<b>American Express</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>American Express</b>	<i>Characteristics of the brand American Express</i>	Sponsor	England
<b>American Express</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>American Express</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>ASICS</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>ASICS</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Barmenia</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Barmenia</b>	<i>Characteristics of the brand Barmenia</i>	Sponsor	Germany
<b>Barmenia</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany

<b>Barmenia</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>BBC Sport</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Bench</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Bench</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Bet365</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Bet365</b>	<i>Characteristics of the brand Bet365</i>	Sponsor	England
<b>Bet365</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Bet365</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Bet-at-home.com</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Bet-at-home.com</b>	<i>Characteristics of the brand Bet-at-home.com</i>	Sponsor	Germany
<b>Bet-at-home.com</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Bet-at-home.com</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Betway</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Betway</b>	<i>Characteristics of the brand Betway</i>	Sponsor	England
<b>Betway</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Betway</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Bild / bild.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Billabong</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Billabong</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Bogner</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Bogner</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>BT Sport Score (BT)</b>	<i>Favorite football show</i>	Football Show	England
<b>BT Sport Score (BT)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>Bundesliga Aktuell (Sport1)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Bundesliga Aktuell (Sport1)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany

<b>Bundesliga Pur (Sport1)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Bundesliga Pur (Sport1)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany
<b>caughtoffside.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Chevrolet</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Chevrolet</b>	<i>Characteristics of the brand Chevrolet</i>	Sponsor	England
<b>Chevrolet</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Chevrolet</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Dafabet</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Dafabet</b>	<i>Characteristics of the brand Dafabet</i>	Sponsor	England
<b>Dafabet</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Dafabet</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Daily Express</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Daily Mail</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Daily Mirror</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Daily Star</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Daily Telegraph</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Deutsche Telekom</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Deutsche Telekom</b>	<i>Characteristics of the brand Deutsche Telekom</i>	Sponsor	Germany
<b>Deutsche Telekom</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Deutsche Telekom</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Doppelpass (Sport1)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Doppelpass (Sport1)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany
<b>Emirates</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Emirates</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England

<b>Emirates</b>	<i>Characteristics of the brand Emirates</i>	Sponsor	Germany
<b>Emirates</b>	<i>Characteristics of the brand Emirates</i>	Sponsor	England
<b>Emirates</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Emirates</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Emirates</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany, England
<b>Erima</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Erima</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>espn.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Etihad Airways</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Etihad Airways</b>	<i>Characteristics of the brand Etihad Airways</i>	Sponsor	England
<b>Etihad Airways</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Etihad Airways</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Eurosport Bundesliga (Eurosport)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Eurosport Bundesliga (Eurosport)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany
<b>Evonik Industries</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Evonik Industries</b>	<i>Characteristics of the brand Evonik Industries</i>	Sponsor	Germany
<b>Evonik Industries</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Evonik Industries</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>FILA</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>FILA</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Final Score (BBC)</b>	<i>Favorite football show</i>	Football Show	England
<b>Final Score (BBC)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>Focus / focus.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Football Focus (BBC)</b>	<i>Favorite football show</i>	Football Show	England

<b>Football Focus (BBC)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>Football on 5 (Channel 5)</b>	<i>Favorite football show</i>	Football Show	England
<b>Football on 5 (Channel 5)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>football.co.uk</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>football365.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>FourFourTwo</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Fun88</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Fun88</b>	<i>Characteristics of the brand Fun88</i>	Sponsor	England
<b>Fun88</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Fun88</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>fupa.net</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>fussballtransfers.com</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>FxPro</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>FxPro</b>	<i>Characteristics of the brand FxPro</i>	Sponsor	England
<b>FxPro</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>FxPro</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Gazprom</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Gazprom</b>	<i>Characteristics of the brand Indeed</i>	Sponsor	Germany
<b>Gazprom</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Gazprom</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>givemesport.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>goal.com</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany, England
<b>Goals on Sunday (Sky)</b>	<i>Favorite football show</i>	Football Show	England
<b>Goals on Sunday (Sky)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>Grosvenor Casinos</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England

<b>Grosvenor Casinos</b>	<i>Characteristics of the brand Grosvenor Casinos</i>	Sponsor	England
<b>Grosvenor Casinos</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Grosvenor Casinos</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Heinz von Heiden</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Heinz von Heiden</b>	<i>Characteristics of the brand Heinz von Heiden</i>	Sponsor	Germany
<b>Heinz von Heiden</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Heinz von Heiden</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Hummel</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Hummel</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Indeed</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Indeed</b>	<i>Characteristics of the brand Indeed</i>	Sponsor	Germany
<b>Indeed</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Indeed</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Jako</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Jako</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Joma</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	England
<b>Joma</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	England
<b>Kappa</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Kappa</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Kicker / kicker.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>King Power</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>King Power</b>	<i>Characteristics of the brand King Power</i>	Sponsor	England
<b>King Power</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>King Power</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Kömmerling</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany

<b>Kömmerling</b>	<i>Characteristics of the brand Kömmerling</i>	Sponsor	Germany
<b>Kömmerling</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Kömmerling</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>laola1.tv</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Letou</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Letou</b>	<i>Characteristics of the brand Letou</i>	Sponsor	England
<b>Letou</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Letou</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>ligainsider.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Lotto Sport Italia</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Lotto Sport Italia</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>M88</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>M88</b>	<i>Characteristics of the brand M88</i>	Sponsor	England
<b>M88</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>M88</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Macron</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	England
<b>Macron</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	England
<b>Malaysia tourist board</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Malaysia tourist board</b>	<i>Characteristics of the brand Malaysia Tourist Board</i>	Sponsor	England
<b>Malaysia tourist board</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Malaysia tourist board</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>ManBetX</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>ManBetX</b>	<i>Characteristics of the brand ManBetX</i>	Sponsor	England
<b>ManBetX</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>ManBetX</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England



<b>Match of the Day (BBC)</b>	<i>Favorite football show</i>	Football Show	England
<b>Match of the Day (BBC)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>Match of the Day 2 (BBC)</b>	<i>Favorite football show</i>	Football Show	England
<b>Match of the Day 2 (BBC)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>Mercedes-Benz-Bank</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Mercedes-Benz-Bank</b>	<i>Characteristics of the brand Mercedes-Benz-Bank</i>	Sponsor	Germany
<b>Mercedes-Benz-Bank</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Mercedes-Benz-Bank</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Monday Night Football (Sky)</b>	<i>Favorite football show</i>	Football Show	England
<b>Monday Night Football (Sky)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>New Balance</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	England
<b>New Balance</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	England
<b>Nike</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Nike</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Nürnberger Versicherung</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Nürnberger Versicherung</b>	<i>Characteristics of the brand Nürnberger Versicherungen</i>	Sponsor	Germany
<b>Nürnberger Versicherung</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Nürnberger Versicherung</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>OPE Sports</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>OPE Sports</b>	<i>Characteristics of the brand OPE Sports</i>	Sponsor	England
<b>OPE Sports</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>OPE Sports</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Orthomol</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany



<b>Orthomol</b>	<i>Characteristics of the brand Orthomol</i>	Sponsor	Germany
<b>Orthomol</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Orthomol</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Palm</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Palm</b>	<i>Characteristics of the brand Palm</i>	Sponsor	England
<b>Palm</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Palm</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Postbank</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Postbank</b>	<i>Characteristics of the brand Postbank</i>	Sponsor	Germany
<b>Postbank</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Postbank</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Puma</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Puma</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Quiksilver</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Quiksilver</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>ran.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Red Bull</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Red Bull</b>	<i>Characteristics of the brand Red Bull</i>	Sponsor	Germany
<b>Red Bull</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Red Bull</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Reebok</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Reebok</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>REWE</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>REWE</b>	<i>Characteristics of the brand REWE</i>	Sponsor	Germany
<b>REWE</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>REWE</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Salomon</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England

<b>Salomon</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>SAP</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>SAP</b>	<i>Characteristics of the brand SAP</i>	Sponsor	Germany
<b>SAP</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>SAP</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Schöffel</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Schöffel</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Schwarzwaldmilch</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Schwarzwaldmilch</b>	<i>Characteristics of the brand Schwarzwaldmilch</i>	Sponsor	Germany
<b>Schwarzwaldmilch</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Schwarzwaldmilch</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Sky Sport Bundesliga (Sky)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Sky Sport Bundesliga (Sky)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany
<b>skysports.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>Soccer Saturday (Sky)</b>	<i>Favorite football show</i>	Football Show	England
<b>Soccer Saturday (Sky)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>soccernews.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>SPIEGEL / spiegel.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>spielverlagerung.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Sport Bild / sportbild.bild.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>sport1.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>sportbuzzer.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Sporting Life</b>	<i>Media brands used to get information about football</i>	Media Brand	England

<b>SportPesa</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>SportPesa</b>	<i>Characteristics of the brand SportPesa</i>	Sponsor	England
<b>SportPesa</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>SportPesa</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Sportschau (ARD)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Sportschau (ARD)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany
<b>sportschau.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>spox.com</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>Standard Chartered</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Standard Chartered</b>	<i>Characteristics of the brand Standard Chartered</i>	Sponsor	England
<b>Standard Chartered</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Standard Chartered</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Süddeutsche / sueddeutsche.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>teamtalk.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>The Guardian</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>The Independent</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>the money shop</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>the money shop</b>	<i>Characteristics of the brand the money shop</i>	Sponsor	England
<b>the money shop</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>the money shop</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>The Premier League Show (BBC)</b>	<i>Favorite football show</i>	Football Show	England
<b>The Premier League Show (BBC)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>The Sun</b>	<i>Media brands used to get information about football</i>	Media Brand	England

<b>The Times</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>t-online.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>toralarm.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>transfermarkt.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>tribalfootball.com</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>UEFA Champions League Magazine (BT)</b>	<i>Favorite football show</i>	Football Show	England
<b>UEFA Champions League Magazine (BT)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	England
<b>Uhlsport</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Uhlsport</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Umbro</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Umbro</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Under Armour</b>	<i>Preferred sportswear brand</i>	Sportswear Brand	Germany, England
<b>Under Armour</b>	<i>Purchased sportswear brands (past 12 months)</i>	Sportswear Brand	Germany, England
<b>Virgin Media</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Virgin Media</b>	<i>Characteristics of the brand Virgin Media</i>	Sponsor	England
<b>Virgin Media</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Virgin Media</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England
<b>Volkswagen</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Volkswagen</b>	<i>Characteristics of the brand Volkswagen</i>	Sponsor	Germany
<b>Volkswagen</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Volkswagen</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany

<b>Welt / welt.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>weltfussball.de</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany
<b>When Saturday Comes</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>whoscored.com</b>	<i>Media brands used to get information about football</i>	Media Brand	Germany, England
<b>Wiesenhof</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>Wiesenhof</b>	<i>Characteristics of the brand Wiesenhof</i>	Sponsor	Germany
<b>Wiesenhof</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>Wiesenhof</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Wontorra - der Fußball Talk (Sky)</b>	<i>Favorite football show</i>	Football Show	Germany
<b>Wontorra - der Fußball Talk (Sky)</b>	<i>Football shows watched (past 12 months)</i>	Football Show	Germany
<b>World Soccer</b>	<i>Media brands used to get information about football</i>	Media Brand	England
<b>WWK Versicherungen</b>	<i>Brand awareness of Bundesliga kit sponsors</i>	Sponsor	Germany
<b>WWK Versicherungen</b>	<i>Characteristics of the brand WWK Versicherungen</i>	Sponsor	Germany
<b>WWK Versicherungen</b>	<i>Preferences for Bundesliga kit sponsors by brand</i>	Sponsor	Germany
<b>WWK Versicherungen</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	Germany
<b>Yokohama Tyres</b>	<i>Brand awareness of Premier League kit sponsors</i>	Sponsor	England
<b>Yokohama Tyres</b>	<i>Characteristics of the brand Yokohama Tyres</i>	Sponsor	England
<b>Yokohama Tyres</b>	<i>Preferences for Premier League kit sponsors by brand</i>	Sponsor	England
<b>Yokohama Tyres</b>	<i>Sponsor-club fit (detailed)</i>	Sponsor	England