

Over 70% of adults in Spain watch soccer on TV at least once a month

Article

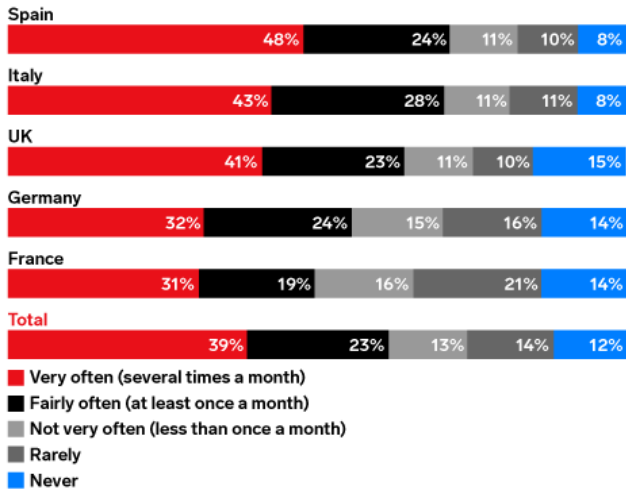
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Advertisers, take note: Traditional TV is alive and well in most of Western Europe when it comes to watching sports. **More than 40%** of adults in Spain, Italy, and the UK watch soccer

matches on TV several times a month, while **closer to 30%** watch with the same regularity in Germany and France.

Frequency with Which Adults in Western Europe Watch Soccer Matches on TV, by Country, April 2021

% of respondents



Note: ages 18-65

Source: Ipsos Digital, April 21, 2021

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