

WHEN IT'S MATCH DAY FOR ROMANIA, FOOTBALL BELONGS TO EVERYONE.

QUANTITATIVE RESEARCH ON A REPRESENTATIVE SAMPLE OF THE ADULT ROMANIAN POPULATION
DATA COLLECTED DURING: 11.06-16.06.2026



DATAiINTELLIGENCE



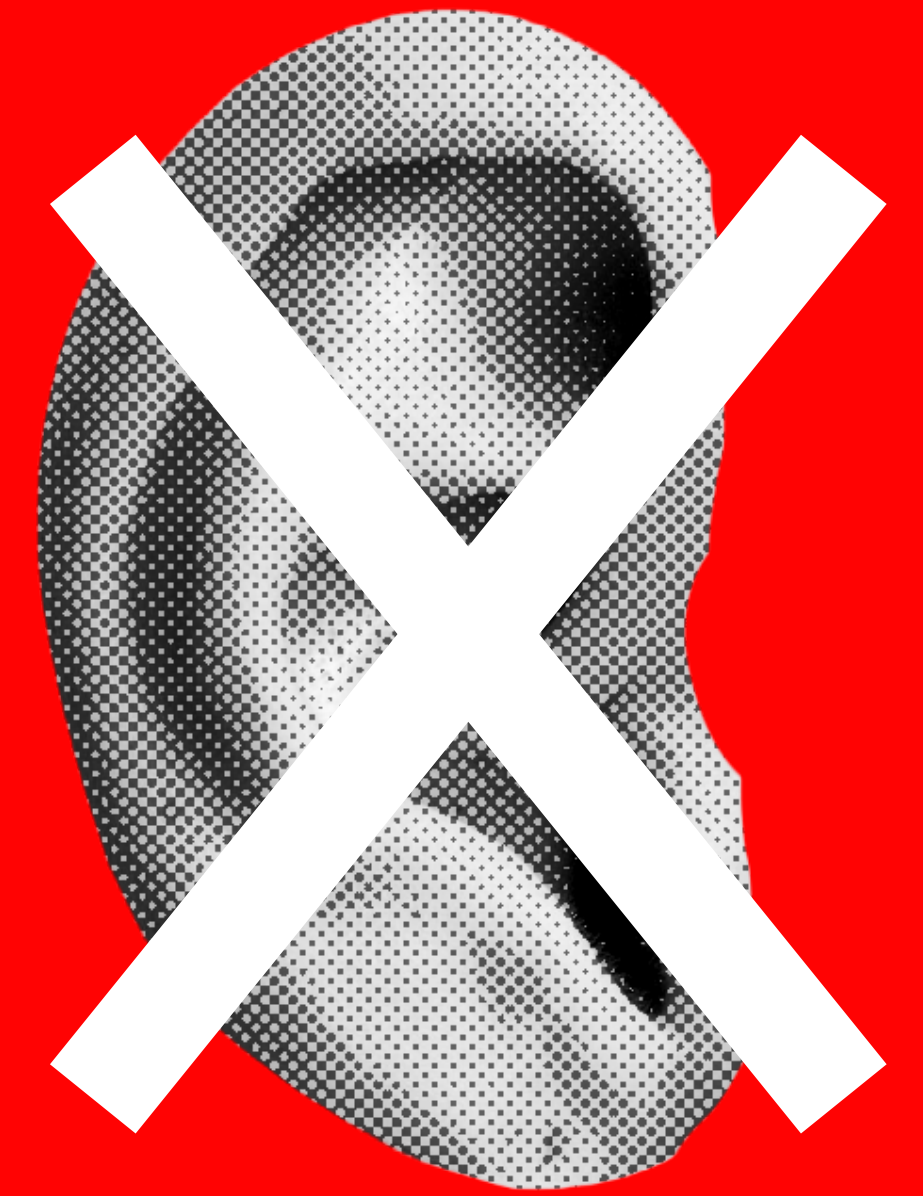
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PUBLICIS
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The National Team reaches 3 out of 4 Romanians.

76%

follow the National Team in some way – either through
match results, news or highlights



JUST
24%

SAY THEY
DON'T FOLLOW
THE TEAM
AT ALL

50%

think that on
Romania's
match day



fans should
wear and display
the national team's
symbols.



33%

regard the national football
team as a symbol of
national pride
and identity.



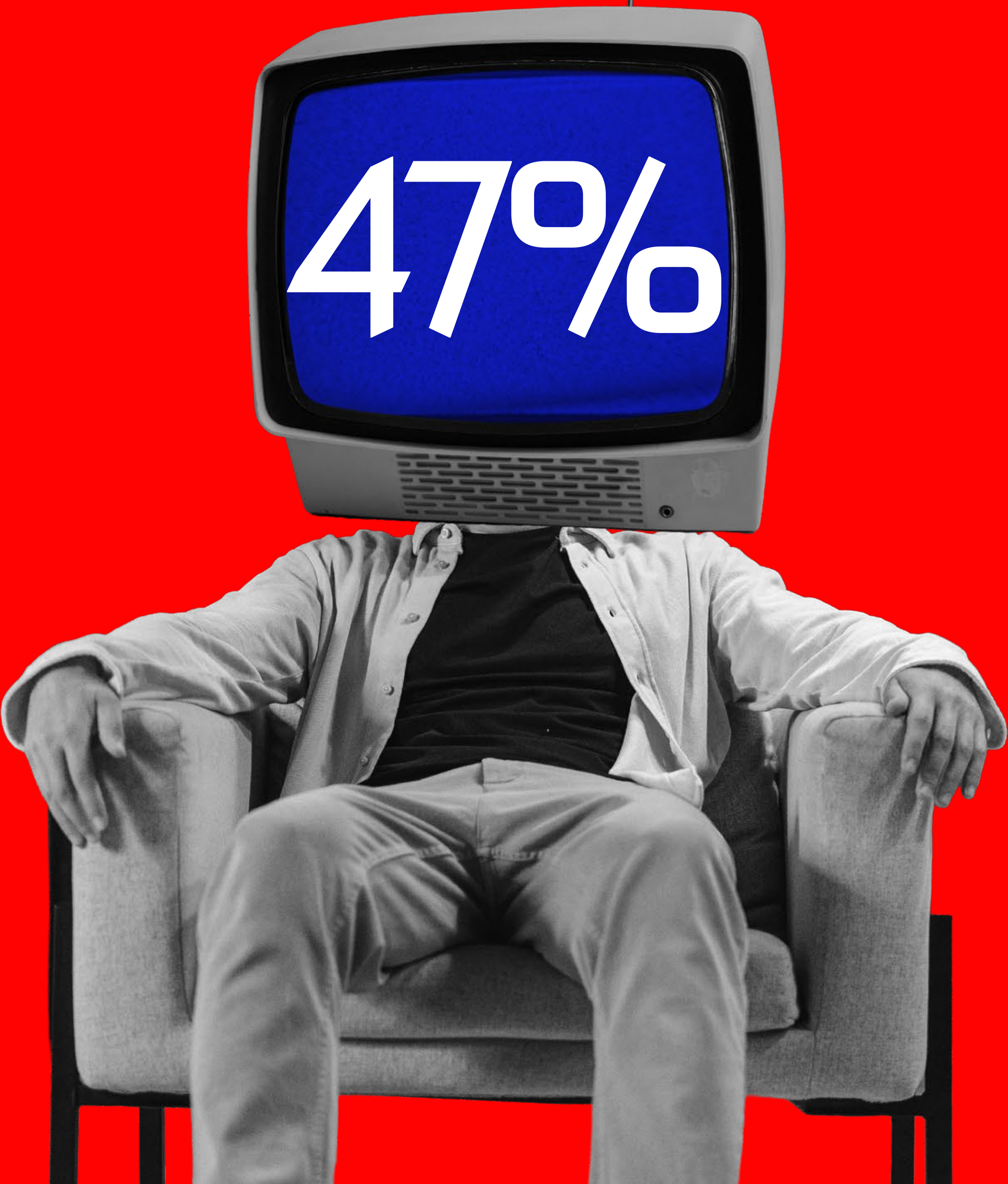
IT'S
HOPE
PRIDE
AMBITION
JOY

are among the words spontaneously associated by Romanians with the national team.

55%

SAY THEY ALSO WATCH
WHEN PEOPLE AROUND
THEM ARE WATCHING
ROMANIA'S MATCHES.



A person is sitting in a grey armchair, wearing a black t-shirt and a light grey cardigan. Instead of a head, they have a vintage-style television set. The screen of the television is blue and displays the text '47%' in large white font. The background is a solid red color with a white diagonal stripe running from the top right towards the bottom right.

47%

Romanians say
they watch

EVERY
MATCH

of the Romanian Team.



Almost
1 in 3 adults*
in Romania

keeps up with
football news
almost every day.



*30%

5 WAYS IN WHICH ROMANIANS ENGAGE WITH FOOTBALL

THE PURISTS

15% of the adult population

They love the game itself. They follow competitions, watch the tactics and are up to date with transfers and statistics. Football on the pitch in its purest form is their paramount interest.

THE DEDICATED

19% of the adult population

Football is part of their very identity. They go to matches, wear the team's colors and are active members of fans community.

THE PASSIONATES

26% of the adult population

Football is one of their most important hobbies. They constantly watch matches, talk about matches and sometimes watch them at the stadium.

THE EVENT-DRAWN SUPPORTERS

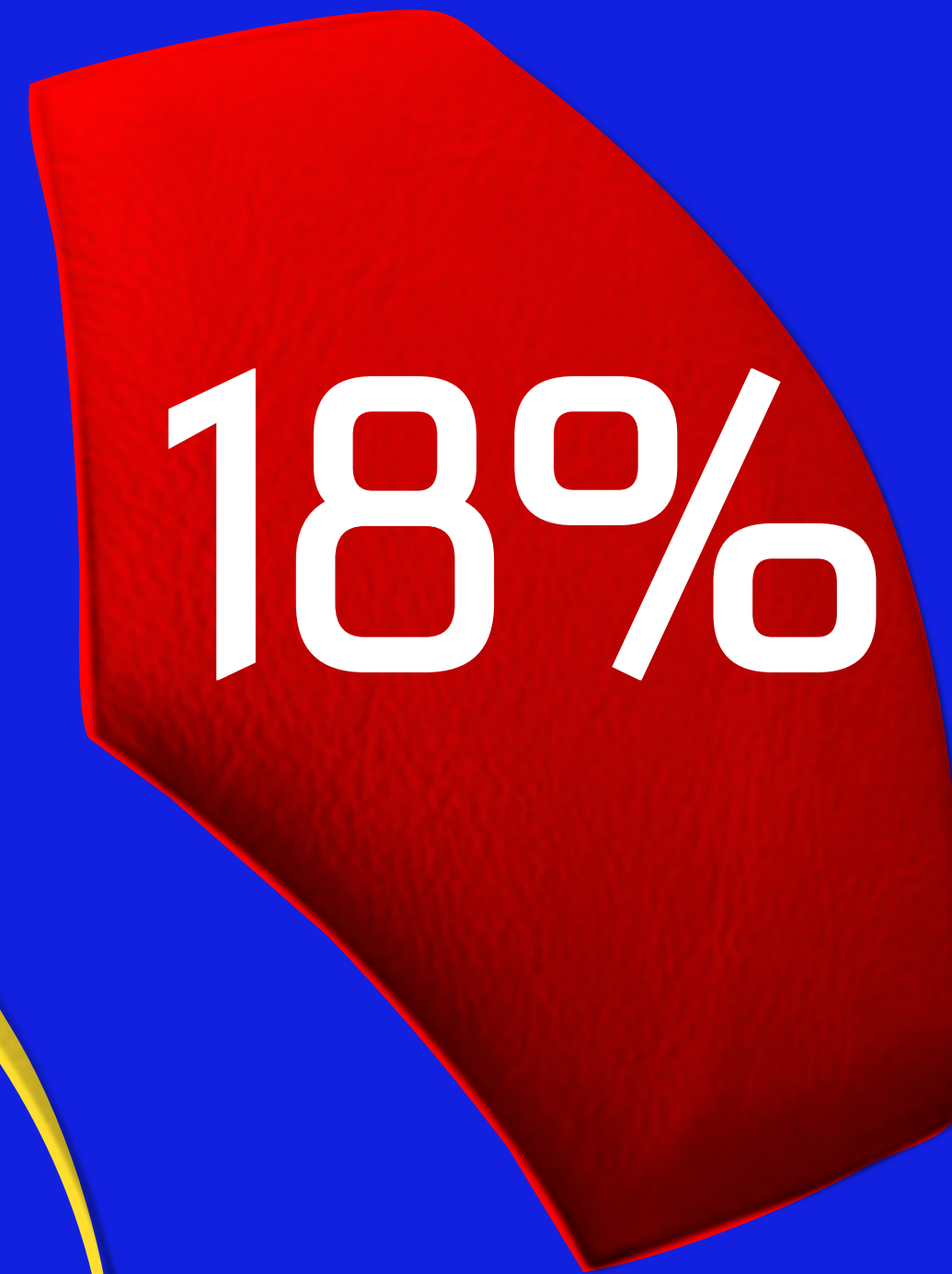
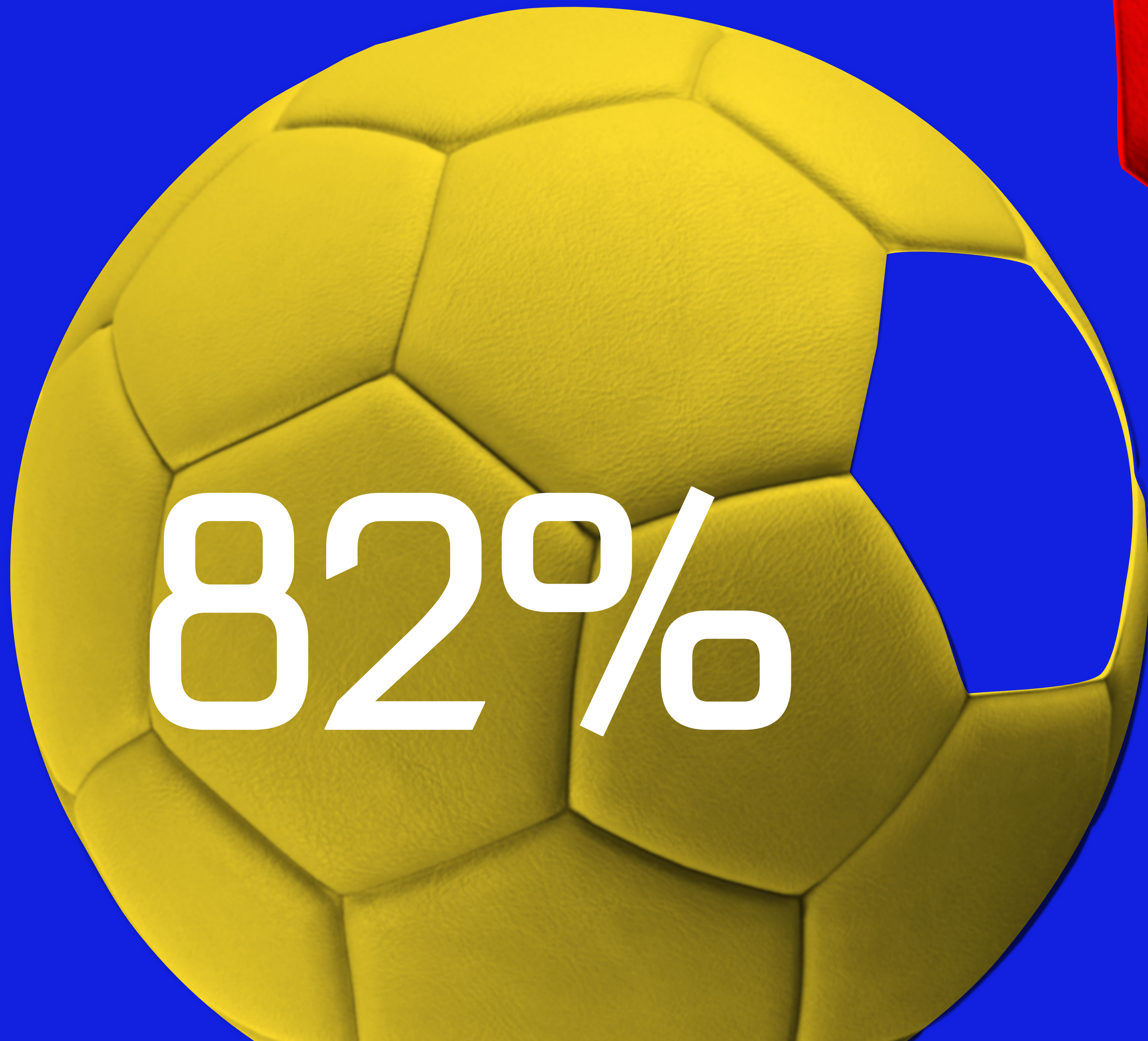
15% of the adult population

They become active when the stakes are high. The National Team, the EURO and the World Cup draw them in front of screens, most times along with their friends.

THE CASUALS

6% of the adult population

Football appears sporadically in their lives. The game is not a part of their routine but big moments can attract them too.



Only 18% of Romanian adults declare they don't watch football at all.

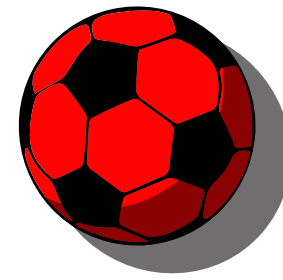
The rest – 82% – watch football in one way or another.



I CAN'T IMAGINE MY LIFE
WITHOUT FOOTBALL

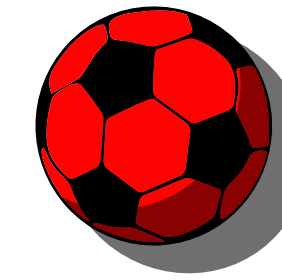
32% of the adult population

FOTBALL PLAYS AN IMPORTANT ROLE IN THEIR LIVES



PURISTS (15%)

THEY LOVE THE GAME ITSELF

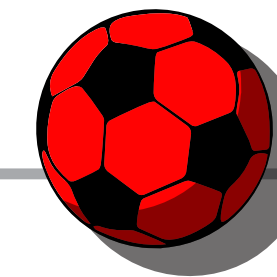


DEDICATED (19%)

THEY EXPERIENCE FOOTBALL AS
THEIR LIFESTYLE

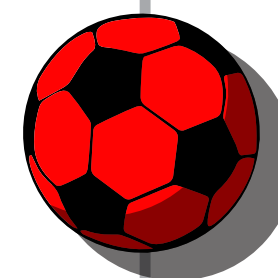
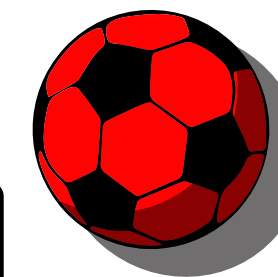
PASSIONATES (26%)

FOTBALL IS AN IMPORTANT HOBBY



**EVENT-DRAWN
SUPPORTERS (15%)**

THEY GET ACTIVE AT
THE BIG FOOTBALL MOMENTS



CASUALS (6%)

THEY HAVE LIMITED CONTACT WITH FOOTBALL

FOTBALL PLAYS A MINOR ROLE IN THEIR LIVES

EXPERIENCING FOOTBALL
THROUGH THE GAME ITSELF

EXPERIENCING FOOTBALL
PERSONALLY AND THROUGH COMMUNITY