

Latest research reveals that UK football fans are increasingly uneasy about fossil fuel investment into their favourite clubs

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- Half of football fans uneasy about fossil fuel investment into UK clubs
- 76% of Gen Z want football clubs supported by fossil fuel investment to do more to offset it
- Almost a quarter of fans listed making football stadiums solar powered as priority for clubs in the next 5 years

[28th March 2025, London, UK] Football fans are demanding that clubs being funded by fossil fuel investments need to do more to offset the damage. Nearly half (47%) of fans say they would feel 'uneasy', 'sad' or 'frustrated' if their football club partnered or received sponsorship from a fossil fuel company. In light of growing concerns around 'sports washing', and football receiving nearly 1 billion in fossil fuel investment last year, 38% of people think clubs need to be doing more.

Gen Z is the most passionate about fossil fuel investment in football, with 76% agreeing larger clubs benefiting from fossil fuel wealth need to step up, compared to 72% of Millennials and just under half of Boomers (48%).

As Brits become increasingly aware of the importance of living more sustainably, only 11% of fans think that football clubs are going above and beyond with their sustainable measures. Boomers and Gen X felt this the most, with just under half (48% and 42% respectively) feeling that clubs should adopt more sustainable practices compared to 32% of Gen Z and 34% of Millennials.

Club spending was one thing all generations agreed on. With 64% stating sustainability programmes and stadium upgrades as the most important aspects their clubs need to be investing in for the future. They also requested that less money is spent on players' salaries (37%), player transfers (29%) and executive staff salaries (27%).

Making their voices heard on key issues is also important to fans, with almost half (48%) asking for more say over how their club is run.

The research, commissioned by [clean energy experts egg](#), also reveals that the top three things people would like to do if they were a football club owner for a day are reduce ticket prices (53%), put more money behind youth academies (36%), and offer free tickets to those who can't afford them (32%).

When asked about the future of football, nearly a quarter of fans (22%) listed making football stadiums solar powered as one of the top five changes they would like their club to make by 2030, along with better recycling facilities, and more sustainable travel for players.

Chris Houghton, CEO, egg says: 'With fans demanding clubs to rethink their spending to prioritise people and planet, the future is looking green.'

Ends.

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