

YouGov Survey Results

Sample Size: 2013 adults in GB
Fieldwork: 24th - 25th July 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2013	362	517	185	217	106	707	719	974	1039	211	831	497	473	1147	866	1741	97	175	477	330	244	690
Unweighted Sample	2013	376	549	205	235	115	816	749	892	1121	126	743	551	593	1249	764	1741	106	166	493	339	180	729
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, are you in football?

Very interested	18	19	22	10	20	15	21	19	30	6	8	21	19	16	18	17	17	23	20	16	14	23	18
Fairly interested	17	22	16	16	18	21	17	20	19	15	11	15	19	20	18	16	18	14	11	19	16	23	15
TOTAL INTERESTED	35	41	38	26	38	36	38	39	49	21	19	36	38	36	36	33	35	37	31	35	30	46	33
Not very interested	18	18	18	19	14	16	17	17	14	22	32	18	15	16	18	17	19	13	15	15	21	21	19
Not interested at all	46	40	44	52	47	48	44	44	36	56	43	45	46	49	44	49	46	50	49	49	48	32	47
TOTAL NOT INTERESTED	64	58	62	71	61	64	61	61	50	78	75	63	61	65	62	66	65	63	64	64	69	53	66
Don't know	1	1	1	2	1	0	1	0	1	1	5	1	1	0	1	1	1	0	4	1	1	1	1

How interested, if at all, are you in women's football?

Very interested	6	10	5	7	7	3	6	8	6	6	1	4	8	10	6	6	7	3	1	4	8	7	8
Fairly interested	19	22	21	20	16	23	22	20	20	19	20	17	20	23	22	17	21	10	7	21	16	30	20
TOTAL INTERESTED	25	32	26	27	23	26	28	28	26	25	21	21	28	33	28	23	28	13	8	25	24	37	28
Not very interested	24	23	29	21	20	30	27	21	27	21	27	27	21	20	25	22	23	30	25	20	25	22	25
Not interested at all	50	44	44	49	57	43	44	51	45	54	46	51	51	48	46	54	48	54	62	54	50	40	46
TOTAL NOT INTERESTED	74	67	73	70	77	73	71	72	72	75	73	78	72	68	71	76	71	84	87	74	75	62	71
Don't know	1	1	1	2	1	1	1	0	2	1	6	1	0	0	1	1	1	3	4	1	1	1	1

How much, if any, of the Women's Euro 2025 football tournament have you followed so far?

A great deal	5	8	7	6	4	5	5	8	7	4	1	4	8	7	6	5	6	4	1	4	7	6	6
A fair amount	15	19	18	19	12	15	18	16	15	15	13	13	15	20	17	14	17	9	6	18	14	24	15
TOTAL A GREAT DEAL / FAIR AMOUNT	20	27	25	25	16	20	23	24	22	19	14	17	23	27	23	19	23	13	7	22	21	30	21
Not very much	24	29	26	21	23	27	27	24	28	20	22	25	24	24	26	21	24	25	20	21	25	26	27
Not at all	54	43	49	52	61	54	49	52	49	59	58	56	53	50	50	59	52	62	69	57	53	44	51
TOTAL NOT VERY MUCH / NOT AT ALL	78	72	75	73	84	81	76	76	77	79	80	81	77	74	76	80	76	87	89	78	78	70	78
Don't know	1	0	1	2	0	0	1	0	2	1	6	1	0	0	1	1	1	0	4	1	2	1	1

The England women's football team has made it through to the final of the Women's Euro 2025 tournament. Do you intend to watch the final live?

Yes, I do	30	35	35	35	27	35	35	32	32	29	26	29	32	33	33	27	33	16	10	30	34	40	33
No, I do not	58	52	50	56	63	57	54	56	54	61	57	59	57	56	55	60	54	73	80	59	54	44	55
Don't know	12	13	15	9	10	7	11	12	14	10	17	13	11	10	12	13	12	11	10	11	12	16	12

YouGov Survey Results

Sample Size: 2013 adults in GB

Fieldwork: 24th - 25th July 2025

		How much, if any, of the Women's Euro 2025 football tournament have you followed so far?					
	Total	A great deal	A fair amount	TOTAL A GREAT DEAL / FAIR AMOUNT	Not very much	Not at all	TOTAL NOT VERY MUCH / NOT AT ALL
Weighted Sample	2013	108	310	417	484	1088	1573
Unweighted Sample	2013	124	332	456	510	1033	1543
	%	%	%	%	%	%	%

How interested, if at all, are you in football?

Very interested	18	66	30	39	25	7	12
Fairly interested	17	28	43	39	23	6	11
TOTAL INTERESTED	35	94	73	78	48	13	23
Not very interested	18	5	20	17	28	14	19
Not interested at all	46	1	6	5	24	73	58
TOTAL NOT INTERESTED	64	6	26	22	52	87	77
Don't know	1	1	0	0	0	0	0

How interested, if at all, are you in women's football?

Very interested	6	63	15	28	1	0	0
Fairly interested	19	34	70	61	25	1	9
TOTAL INTERESTED	25	97	85	89	26	1	9
Not very interested	24	3	12	10	54	16	28
Not interested at all	50	0	3	2	19	83	63
TOTAL NOT INTERESTED	74	3	15	12	73	99	91
Don't know	1	0	0	0	1	0	0

How much, if any, of the Women's Euro 2025 football tournament have you followed so far?

A great deal	5	100	0	26	0	0	0
A fair amount	15	0	100	74	0	0	0
TOTAL A GREAT DEAL / FAIR AMOUNT	20	100	100	100	0	0	0
Not very much	24	0	0	0	100	0	31
Not at all	54	0	0	0	0	100	69
TOTAL NOT VERY MUCH / NOT AT ALL	78	0	0	0	100	100	100
Don't know	1	0	0	0	0	0	0

The England women's football team has made it through to the final of the Women's Euro 2025 tournament. Do you intend to watch the final live?

Yes, I do	30	97	89	91	39	4	15
No, I do not	58	1	7	5	38	88	72
Don't know	12	1	5	4	23	9	13

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Fieldwork: 24th - 25th July 2025

2023																							
	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2013	362	517	185	217	106	707	719	974	1039	211	831	497	473	1147	866	1741	97	175	477	330	244	690
Unweighted Sample	2013	376	549	205	235	115	816	749	892	1121	126	743	551	593	1249	764	1741	106	166	493	339	180	729

How pleased, if at all, would you be if the
England women's football team win the
Women's Euro 2025 final?

Very pleased	34	49	35	38	34	34	36	40	33	35	19	28	38	46	36	30	38	12	7	37	39	39	37
Fairly pleased	24	23	29	24	19	26	28	20	24	25	33	25	22	20	25	22	25	16	16	24	21	32	26
TOTAL PLEASSED	58	72	64	62	53	60	64	60	57	60	52	53	60	66	61	52	63	28	23	61	60	71	63
Indifferent	35	26	32	35	41	31	32	35	37	34	33	40	34	29	33	38	32	57	55	34	34	22	34
Fairly displeased	1	0	1	0	1	2	1	1	1	1	2	1	1	1	1	1	0	3	4	1	0	1	0
Very displeased	2	1	1	0	3	1	2	2	3	1	1	1	3	3	1	3	1	6	11	1	1	0	1
TOTAL DISPLEASED	3	1	2	0	4	3	3	3	4	2	3	2	4	4	2	4	1	9	15	2	1	1	1
Don't know	4	2	2	3	2	6	2	2	3	5	11	4	2	2	3	5	3	6	8	3	5	6	2

Who do you think will win the Women's Euro
2025 football tournament final on Sunday?

England	32	35	35	31	22	31	32	32	31	34	41	34	28	30	34	29	35	14	11	35	36	42	33
Spain	22	21	24	19	26	22	25	22	29	16	14	24	26	18	23	21	20	35	37	18	17	21	23
Don't know	46	44	41	51	53	47	43	46	41	50	45	42	46	53	43	49	45	51	52	47	47	37	45

Do you have a favourable or unfavourable
opinion of the following?
The men's England football team

Very favourable	9	13	8	5	9	12	9	10	11	8	7	11	8	9	10	9	10	2	3	9	12	14	9
Somewhat favourable	26	26	30	30	23	29	28	25	28	23	30	26	27	22	29	21	28	13	13	25	26	30	29
TOTAL FAVOURABLE	35	39	38	35	32	41	37	35	39	31	37	37	35	31	39	30	38	15	16	34	38	44	38
Neither favourable nor unfavourable	35	36	39	34	36	34	36	36	31	38	28	33	37	38	35	34	33	47	40	34	35	29	34
Somewhat unfavourable	10	11	8	9	14	9	11	12	11	9	10	10	10	10	10	10	10	12	11	11	8	10	10
Very unfavourable	7	6	4	7	7	4	7	8	9	6	6	8	8	7	6	9	6	14	18	6	4	9	7
TOTAL UNFAVOURABLE	17	17	12	16	21	13	18	20	20	15	16	18	18	17	16	19	16	26	29	17	12	19	17
Don't know	13	9	10	16	11	12	9	10	9	16	19	12	11	12	10	16	13	12	15	15	15	10	11
NET FAVOURABILITY	18	22	26	19	11	28	19	15	19	16	21	19	17	14	23	11	22	-11	-13	17	26	25	21

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		How much, if any, of the Women's Euro 2025 football tournament have you followed so far?						
		Total	A great deal	A fair amount	TOTAL A GREAT DEAL / FAIR AMOUNT	Not very much	Not at all	TOTAL NOT VERY MUCH / NOT AT ALL
Weighted Sample	2013	108	310	417	484	1088	1573	
Unweighted Sample	2013	124	332	456	510	1033	1543	

How pleased, if at all, would you be if the
England women's football team win the
Women's Euro 2025 final?

Very pleased	34	96	78	83	38	14	21
Fairly pleased	24	4	17	14	40	21	27
TOTAL PLEASSED	58	100	95	97	78	35	48
Indifferent	35	0	2	1	20	56	45
Fairly displeased	1	0	2	1	1	1	1
Very displeased	2	0	1	1	1	3	2
TOTAL DISPLEASED	3	0	3	2	2	4	3
Don't know	4	0	0	0	0	6	4

Who do you think will win the Women's Euro
2025 football tournament final on Sunday?

England	32	71	57	61	40	18	25
Spain	22	23	29	27	31	16	21
Don't know	46	6	14	12	28	66	54

Do you have a favourable or unfavourable
opinion of the following?
The men's England football team

Very favourable	9	32	15	19	11	5	7
Somewhat favourable	26	43	47	46	35	14	21
TOTAL FAVOURABLE	35	75	62	65	46	19	28
Neither favourable nor unfavourable	35	16	21	20	31	43	39
Somewhat unfavourable	10	8	11	10	12	9	10
Very unfavourable	7	1	6	5	5	10	8
TOTAL UNFAVOURABLE	17	9	17	15	17	19	18
Don't know	13	0	1	1	5	19	15
NET FAVOURABILITY	18	66	45	50	29	0	10

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The women's England football team																							
Very favourable	23	27	25	28	17	30	26	23	23	24	26	22	21	27	27	19	26	9	5	24	26	30	26
Somewhat favourable	27	32	33	29	20	36	33	25	28	27	29	27	29	25	29	24	28	18	19	26	25	33	30
TOTAL FAVOURABLE	50	59	58	57	37	66	59	48	51	51	55	49	50	52	56	43	54	27	24	50	51	63	56
Neither favourable nor unfavourable	29	28	30	24	37	21	27	33	29	30	21	30	32	29	29	30	28	44	41	31	29	21	27
Somewhat unfavourable	3	2	2	1	6	1	2	3	3	2	3	3	2	3	2	3	2	3	9	2	2	2	2
Very unfavourable	5	3	2	1	8	2	3	7	8	2	0	6	5	5	3	7	4	13	10	4	4	5	3
TOTAL UNFAVOURABLE	8	5	4	2	14	3	5	10	11	4	3	9	7	8	5	10	6	16	19	6	6	7	5
Don't know	13	8	9	17	11	11	9	9	10	15	21	13	10	12	10	16	12	13	15	14	13	10	12
NET FAVOURABILITY	42	54	54	55	23	63	54	38	40	47	52	40	43	44	51	33	48	11	5	44	45	56	51
Sarina Wiegman																							
Very favourable	16	26	19	19	12	13	22	17	16	17	6	14	18	23	19	12	18	10	3	17	17	20	18
Somewhat favourable	17	20	20	17	15	18	19	20	21	13	12	17	19	18	19	15	18	13	7	14	18	23	20
TOTAL FAVOURABLE	33	46	39	36	27	31	41	37	37	30	18	31	37	41	38	27	36	23	10	31	35	43	38
Neither favourable nor unfavourable	18	17	18	13	20	10	19	18	19	16	14	17	20	18	17	18	16	26	31	17	17	15	15
Somewhat unfavourable	1	1	1	0	3	0	1	1	1	1	0	1	1	1	1	1	1	2	1	0	1	1	1
Very unfavourable	2	1	1	0	4	1	1	3	3	1	0	3	2	2	1	3	2	10	3	1	2	2	2
TOTAL UNFAVOURABLE	3	2	2	0	7	1	2	4	4	2	0	4	3	3	2	4	3	12	4	1	3	3	3
Don't know	46	35	41	52	46	59	38	41	40	52	68	48	41	38	43	50	46	38	56	50	44	39	45
NET FAVOURABILITY	30	44	37	36	20	30	39	33	33	28	18	27	34	38	36	23	33	11	6	30	32	40	35
Thomas Tuchel																							
Very favourable	2	2	4	4	0	3	3	2	3	1	0	3	2	2	2	3	3	0	1	2	3	4	2
Somewhat favourable	11	15	13	8	13	9	15	10	17	6	10	13	10	10	13	10	12	11	9	11	8	18	12
TOTAL FAVOURABLE	13	17	17	12	13	12	18	12	20	7	10	16	12	12	15	13	15	11	10	13	11	22	14
Neither favourable nor unfavourable	24	29	25	20	27	20	26	28	27	22	10	21	32	29	25	24	24	29	25	23	27	23	25
Somewhat unfavourable	4	7	4	2	6	2	4	6	6	3	3	3	4	7	4	5	4	6	4	4	3	6	4
Very unfavourable	2	2	1	1	5	0	1	4	4	1	0	3	2	3	2	3	2	10	2	3	2	1	2
TOTAL UNFAVOURABLE	6	9	5	3	11	2	5	10	10	4	3	6	6	10	6	8	6	16	6	7	5	7	6
Don't know	55	45	53	65	50	66	51	50	42	67	77	56	49	49	55	55	55	44	59	58	58	49	55
NET FAVOURABILITY	7	8	12	9	2	10	13	2	10	3	7	10	6	2	9	5	9	-5	4	6	6	15	8

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		How much, if any, of the Women's Euro 2025 football tournament have you followed so far?					
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Weighted Sample	2013	108	310	417	484	1088	1573
Unweighted Sample	2013	124	332	456	510	1033	1543
The women's England football team							
Very favourable	23	81	56	63	27	7	13
Somewhat favourable	27	19	39	34	41	19	25
TOTAL FAVOURABLE	50	100	95	97	68	26	38
Neither favourable nor unfavourable	29	0	3	2	23	43	37
Somewhat unfavourable	3	0	1	1	4	3	3
Very unfavourable	5	0	1	1	1	8	6
TOTAL UNFAVOURABLE	8	0	2	2	5	11	9
Don't know	13	0	0	0	5	20	15
NET FAVOURABILITY	42	100	93	95	63	15	29
Sarina Wiegman							
Very favourable	16	68	45	51	18	2	7
Somewhat favourable	17	28	30	29	34	5	14
TOTAL FAVOURABLE	33	96	75	80	52	7	21
Neither favourable nor unfavourable	18	3	10	8	16	22	20
Somewhat unfavourable	1	0	1	1	2	1	1
Very unfavourable	2	0	0	0	0	4	3
TOTAL UNFAVOURABLE	3	0	1	1	2	5	4
Don't know	46	1	14	11	29	66	55
NET FAVOURABILITY	30	96	74	79	50	2	17
Thomas Tuchel							
Very favourable	2	15	5	8	2	0	1
Somewhat favourable	11	19	22	21	20	4	9
TOTAL FAVOURABLE	13	34	27	29	22	4	10
Neither favourable nor unfavourable	24	35	30	32	28	21	23
Somewhat unfavourable	4	9	9	9	5	2	3
Very unfavourable	2	4	2	3	2	2	2
TOTAL UNFAVOURABLE	6	13	11	12	7	4	5
Don't know	55	18	31	28	44	70	62
NET FAVOURABILITY	7	21	16	17	15	0	5

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Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
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Which of the following have been your favourite
England players across the Women's Euro 2025
tournament so far? Please select all that apply.

[Asked to those who are following the Women's
Euro 2025 football tournament; n=966]

Chloe Kelly	38	42	34	34	42	48	38	40	38	38	35	39	36	40	38	39	40	19	19	44	41	41	38
Michelle Agyemang	38	44	40	44	40	33	44	40	37	40	22	35	45	42	41	35	40	27	18	38	41	45	39
Lucy Bronze	25	32	18	23	27	23	28	28	25	24	9	17	29	36	24	26	26	10	10	24	29	25	26
Alessia Russo	18	21	13	21	23	17	17	21	19	16	11	14	17	25	18	17	18	12	9	14	17	20	21
Hannah Hampton	18	26	14	18	18	15	17	21	19	18	17	14	21	23	19	17	19	14	4	18	20	21	18
Beth Mead	15	21	10	15	16	24	13	21	14	16	11	11	13	25	14	17	16	7	9	20	12	16	15
Ella Toone	13	14	9	15	13	13	11	15	13	13	11	13	13	13	13	13	13	12	9	14	12	12	14
Lauren James	13	15	9	10	13	8	12	14	13	12	14	9	14	17	12	13	13	4	7	10	15	23	10
Lauren Hemp	12	13	10	12	14	5	10	15	13	11	8	8	13	17	12	12	12	6	5	10	10	15	14
Leah Williamson	11	17	10	10	9	10	11	13	11	12	10	11	9	15	12	10	12	7	5	11	11	13	13
Alex Greenwood	8	11	6	3	10	6	6	12	8	8	2	5	7	14	7	9	8	3	4	8	9	8	8
Georgia Stanway	7	9	4	6	10	3	6	10	8	7	6	3	6	14	6	8	8	4	3	6	5	10	9
Jess Carter	7	8	6	5	8	6	6	8	6	8	5	5	7	11	7	7	7	5	5	7	6	9	7
Keira Walsh	6	10	3	4	5	2	5	8	6	5	0	3	5	12	5	6	6	5	0	3	5	7	7
Aggie Beever-Jones	5	8	3	3	6	4	3	9	6	4	2	4	6	8	6	5	5	6	2	4	5	7	6
Esme Morgan	4	6	3	4	6	2	4	5	5	3	4	2	4	8	4	5	4	3	0	3	3	5	6
Grace Clinton	4	8	3	4	4	0	3	6	4	4	0	3	4	7	2	7	4	3	0	3	3	8	4
Jess Park	4	6	4	1	5	0	3	5	4	3	2	3	3	6	3	5	4	3	0	2	3	5	5
Niamh Charles	3	5	2	1	4	0	2	5	3	3	2	2	3	6	2	4	3	3	0	3	1	5	3
None of the above	6	4	4	3	8	8	5	6	8	3	6	6	5	6	5	6	5	9	22	5	5	3	5
Don't know	31	30	30	37	32	26	29	30	29	35	35	32	30	31	30	34	30	51	44	33	28	23	32

*Any percentages calculated on bases fewer than
100 respondents do not represent a wide enough
cross-section of the target population to be
considered statistically reliable. These figures
should not be used.

Sample Size: 2013 adults in GB
Fieldwork: 24th - 25th July 2025

	How much, if any, of the Women's Euro 2025 football tournament have you followed so far?					
	Total	A great deal	A fair amount	TOTAL A GREAT DEAL / FAIR AMOUNT	Not very much	Not at all
Weighted Sample	2013	108	310	417	484	1088
Unweighted Sample	2013	124	332	456	510	1033

Which of the following have been your favourite England players across the Women's Euro 2025 tournament so far? Please select all that apply.

[Asked to those who are following the Women's Euro 2025 football tournament; n=966]

Chloe Kelly	38	65	56	59	21	0	21
Michelle Agyemang	38	64	55	57	22	0	22
Lucy Bronze	25	50	38	41	10	0	10
Alessia Russo	18	42	24	29	8	0	8
Hannah Hampton	18	48	26	31	7	0	7
Beth Mead	15	27	22	23	8	0	8
Ella Toone	13	32	18	22	5	0	5
Lauren James	13	27	19	21	5	0	5
Lauren Hemp	12	32	17	21	4	0	4
Leah Williamson	11	30	16	19	4	0	4
Alex Greenwood	8	20	12	14	2	0	2
Georgia Stanway	7	22	11	14	2	0	2
Jess Carter	7	15	9	11	4	0	4
Keira Walsh	6	18	7	10	2	0	2
Aggie Beever-Jones	5	19	7	10	1	0	1
Esme Morgan	4	16	4	7	1	0	1
Grace Clinton	4	14	5	7	1	0	1
Jess Park	4	9	3	5	2	0	2
Niamh Charles	3	9	4	5	1	0	1
None of the above	6	0	2	1	9	0	9
Don't know	31	4	16	13	48	0	48

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.