

YouGov Survey Results

Sample Size: 2077 adults in GB
Fieldwork: 21st - 22nd August 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				Football fans in England	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2077	679	503	177	732	773	1005	1072	218	858	513	488	1184	893	1792	104	181	501	345	251	696	727	
Unweighted Sample	2077	708	493	188	848	817	931	1146	137	842	533	565	1306	771	1777	119	181	519	361	157	740	696	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Not at all interested	40	39	37	38	40	39	29	49	34	38	39	45	40	39	39	47	36	40	36	36	42	0
Not very interested	20	20	17	25	22	19	16	23	23	21	18	19	21	19	20	18	25	17	20	23	20	0
TOTAL INTERESTED	60	59	54	63	62	58	45	72	57	59	57	64	61	58	59	65	61	57	56	59	62	0
Fairly interested	20	21	21	19	17	21	21	19	20	19	22	21	20	20	21	17	18	20	25	20	19	51
Very interested	20	20	24	18	20	20	32	8	22	22	21	15	19	21	20	16	21	22	19	21	18	49
TOTAL NOT INTERESTED	40	41	45	37	37	41	53	27	42	41	43	36	39	41	41	33	39	42	44	41	37	100
Don't know	0	0	1	0	0	1	0	1	1	1	0	0	0	1	0	2	0	1	0	0	0	0

And how interested are you in women's football specifically?

Not at all interested	38	37	35	33	35	40	37	40	36	39	38	39	38	40	37	47	51	36	36	37	37	8
Not very interested	28	30	28	30	31	27	27	30	23	31	28	26	30	27	28	27	28	29	29	26	29	25
TOTAL INTERESTED	66	67	63	63	66	67	64	70	59	70	66	65	68	67	65	74	79	65	65	63	66	33
Fairly interested	25	25	27	31	27	23	28	21	29	24	24	25	27	22	26	21	18	25	27	27	25	47
Very interested	8	8	9	5	6	9	8	7	8	6	9	9	6	10	8	3	3	9	7	8	8	18
TOTAL NOT INTERESTED	33	33	36	36	33	32	36	28	37	30	33	34	33	32	34	24	21	34	34	35	33	65
Don't know	1	0	1	1	0	1	1	1	4	1	1	0	0	2	1	2	0	1	0	2	1	1

How much of the 2023 women's football World Cup in Australia and New Zealand did you end up following?

A great deal	5	6	8	5	4	7	6	5	4	4	7	7	5	6	6	5	0	7	4	9	5	13
A fair amount	21	22	22	23	19	21	26	16	24	19	21	22	21	20	22	14	11	21	25	21	21	42
TOTAL GREAT DEAL/FAIR AMOUNT	26	28	30	28	23	28	32	21	28	23	28	29	26	26	28	19	11	28	29	30	26	55
Not very much	33	34	33	41	38	30	32	33	25	35	32	32	35	30	33	25	33	33	36	28	33	33
None at all	41	38	37	31	38	41	36	45	43	42	40	39	40	42	38	55	55	38	35	39	40	11
TOTAL NOT VERY MUCH/NONE	74	72	70	72	76	71	68	78	68	77	72	71	75	72	71	80	88	71	71	67	73	44
Don't know	1	1	1	0	0	1	0	1	3	1	0	0	0	2	1	1	0	0	0	2	1	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following British national football teams do you support, if any? If you support more than one, please pick the one you support the most.

[Asked only to those who answered that they are 'fairly' or 'very' interested in men's or women's football; n=972]

England	80	89	79	83	73	85	79	82	87	81	74	81	81	79	89	30	11	88	89	91	88	90
Wales	3	2	4	5	5	3	4	3	2	3	4	4	3	4	1	63	0	1	2	1	1	1
Scotland	9	4	8	4	13	6	9	8	6	8	12	7	8	10	2	0	85	3	2	0	3	2
Northern Ireland	1	1	0	1	1	1	1	0	0	0	2	0	0	1	1	0	0	0	1	0	1	1
None of these	6	3	7	7	7	5	7	5	4	6	7	6	6	6	6	7	4	8	7	5	6	6
Don't know	1	1	1	1	1	0	0	2	1	1	0	2	1	1	1	0	0	0	1	2	1	1

Thinking about the national support specific football team, which of the following comes closest to how you feel about...

[Asked only to those who answered England, Wales, Scotland, or Northern Ireland; n=898]

...the MEN's team?

I support them	70	68	73	72	67	71	74	64	76	73	71	61	70	70	69	71	79	62	75	80	67	76
I prefer if they win when they play, but I wouldn't say I support them	23	26	22	26	28	22	18	29	17	20	23	29	24	21	23	28	19	28	21	10	25	18
I don't care if they win or lose, and I wouldn't say I support them	7	6	4	2	5	6	7	7	8	7	5	9	6	8	8	1	2	9	4	10	8	6
Don't know	0	0	1	0	0	0	0	1	0	0	1	1	0	1	0	0	0	1	0	0	1	0

...the WOMEN's team?

I support them	60	58	64	55	59	59	55	68	66	60	56	63	59	61	63	47	38	61	66	61	63	62
I prefer if they win when they play, but I wouldn't say I support them	31	30	29	40	35	29	33	28	21	34	34	27	33	28	29	39	46	29	28	34	28	29
I don't care if they win or lose, and I wouldn't say I support them	8	10	6	5	5	11	11	3	13	6	8	10	8	8	7	11	15	9	5	6	8	8
Don't know	1	1	1	1	1	1	1	1	0	1	2	1	0	2	1	2	1	1	2	0	1	1

*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.