

YouGov Survey Results

Sample Size: 1054 Welsh adults (16+)
Fieldwork: 3rd - 10th June 2026

	Gender		Age				Socio-economic classification (NS-)			Region in Wales					Welsh speaking ability			
	Total	Male	Female	16-24	25-49	50-64	65+	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	1054	512	542	135	383	263	273	313	229	343	201	218	235	218	181	114	294	647
Unweighted Sample	1054	468	586	88	331	309	326	371	250	280	209	229	219	219	178	96	278	680
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very interested	13	23	4	10	15	14	11	19	13	10	11	15	12	18	9	13	13	13
Fairly interested	17	22	12	14	17	15	18	18	12	19	14	19	15	19	15	27	12	17
TOTAL INTERESTED	30	45	16	24	32	29	29	37	25	29	25	34	27	37	24	40	25	30
Not very interested	13	11	16	11	10	16	16	16	13	12	13	16	15	13	8	13	15	13
Not interested at all	55	43	67	64	54	54	54	44	62	56	60	49	56	49	64	46	57	56
TOTAL NOT INTERESTED	68	54	83	75	64	70	70	60	75	68	73	65	71	62	72	59	72	69
Don't know	2	1	2	1	4	0	0	2	1	3	1	1	2	1	4	2	3	1

How much of the 2026 football World Cup in the United States, Canada and Mexico do you expect to follow?

A great deal	8	14	2	7	9	9	6	12	7	7	5	10	9	10	6	7	6	9
A fair amount	16	22	10	21	16	14	15	18	14	13	18	16	16	17	11	29	15	13
TOTAL A GREAT DEAL / FAIR AMOUNT	24	36	12	28	25	23	21	30	21	20	23	26	25	27	17	36	21	22
Not very much	27	29	25	24	26	27	30	31	21	29	29	27	28	24	29	29	28	26
None at all	49	35	63	48	49	50	50	40	58	51	48	47	48	49	55	34	50	51
TOTAL NOT VERY MUCH / NONE AT ALL	76	64	88	72	75	77	80	71	79	80	77	74	76	73	84	63	78	77

And how excited would you say are for the 2026 football World Cup in the United States, Canada and Mexico?

Very excited	4	5	2	4	4	4	2	6	3	3	1	4	5	4	4	2	4	4
Fairly excited	13	20	6	15	16	11	8	18	9	11	11	17	13	14	7	16	13	12
TOTAL EXCITED	17	25	8	19	20	15	10	24	12	14	12	21	18	18	11	18	17	16
Not very excited	18	23	14	19	17	18	20	19	17	18	21	17	19	20	14	32	15	17
Not at all excited	62	50	73	61	56	65	67	54	69	62	62	58	62	61	69	44	67	63
TOTAL NOT EXCITED	80	73	87	80	73	83	87	73	86	80	83	75	81	81	83	76	82	80
Don't know	4	2	5	1	6	2	3	2	2	6	5	4	2	1	7	6	1	4

For each country's team, do you want them to do well or badly at the World Cup, or do you not mind how well they do?

England

I will be supporting them	14	16	13	6	15	12	18	18	17	13	15	22	10	14	10	7	11	17
I won't be supporting them specifically, but I want them to do well	23	20	26	21	14	25	33	24	27	23	26	26	19	20	23	11	25	24
I don't mind how well or badly they do	36	39	34	42	33	38	36	36	33	37	37	32	37	40	34	41	38	35
I want them to do badly	14	16	11	23	16	13	6	13	13	12	12	8	20	12	16	32	14	10
Don't know	13	9	17	8	21	12	6	10	11	16	11	12	14	13	17	10	11	15

Scotland

I will be supporting them	14	20	8	15	11	15	18	15	16	14	10	12	17	15	17	15	14	14
I won't be supporting them specifically, but I want them to do well	36	32	39	34	32	38	39	41	39	29	38	37	36	36	31	36	36	36
I don't mind how well or badly they do	35	36	35	42	34	35	35	32	34	39	40	36	33	34	34	35	39	34
I want them to do badly	2	3	1	1	3	2	1	2	1	3	3	2	0	2	1	6	0	2
Don't know	13	9	17	9	20	11	6	9	11	15	9	12	14	13	17	8	11	14

**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.*