

YouGov / The Sun Survey Results

Sample Size: 773 Fans of English Football
Fieldwork: 19th - 20th February 2012

| | Gender | | Age | | | | Social grade | | Region | | | | | |
|------------------------|------------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|----|
| Total | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted sample | 823 | 526 | 297 | 88 | 232 | 300 | 203 | 493 | 330 | 107 | 262 | 174 | 227 | 52 |
| Unweighted Sample | 773 | 493 | 280 | 64 | 216 | 310 | 183 | 527 | 246 | 136 | 240 | 134 | 212 | 51 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

If you watched football before 1992, do you think the top division of football in England has become more exciting since the introduction of the Premier League, less exciting, or has there been no difference?

| | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The top division has become MORE exciting | 40 | 45 | 29 | 20 | 45 | 41 | 40 | 39 | 40 | 42 | 35 | 40 | 39 | 63 |
| The top division has become LESS exciting | 25 | 24 | 27 | 11 | 16 | 33 | 30 | 24 | 27 | 19 | 30 | 31 | 20 | 15 |
| There has been no difference | 18 | 17 | 20 | 3 | 14 | 21 | 24 | 18 | 18 | 17 | 15 | 18 | 24 | 10 |
| Not applicable - I didn't follow football before 1992 | 15 | 13 | 19 | 63 | 22 | 4 | 2 | 16 | 14 | 18 | 18 | 10 | 14 | 12 |
| Don't know | 2 | 1 | 5 | 3 | 3 | 1 | 3 | 3 | 1 | 4 | 2 | 2 | 3 | 0 |

In your opinion, has the standard of top flight football in England improved, stayed the same or got worse since the Premier League started in 1992?

| | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The standard of top-flight football in England has improved | 56 | 65 | 41 | 48 | 66 | 55 | 50 | 61 | 50 | 64 | 53 | 50 | 59 | 69 |
| The standard of top-flight football has stayed the same | 19 | 17 | 23 | 10 | 13 | 22 | 26 | 19 | 20 | 18 | 21 | 19 | 18 | 19 |
| The standard of top-flight football in England got worse | 15 | 11 | 21 | 10 | 6 | 19 | 20 | 10 | 22 | 7 | 16 | 22 | 12 | 8 |
| Don't know | 10 | 7 | 15 | 32 | 14 | 4 | 4 | 10 | 9 | 11 | 10 | 8 | 11 | 3 |

Do you think the standard of football in the leagues BELOW the top division has improved, stayed the same or got worse since the Premier League started in 1992?

| | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The standard of football in the lower leagues has improved | 46 | 50 | 38 | 38 | 48 | 48 | 45 | 47 | 44 | 55 | 44 | 45 | 43 | 52 |
| The standard of football in the lower leagues has stayed the same | 29 | 29 | 29 | 16 | 22 | 34 | 35 | 27 | 32 | 20 | 29 | 28 | 31 | 37 |
| The standard of football in the lower leagues has got worse | 12 | 10 | 15 | 11 | 13 | 10 | 13 | 12 | 12 | 9 | 13 | 13 | 13 | 8 |
| Don't know | 13 | 11 | 18 | 35 | 17 | 8 | 7 | 14 | 13 | 16 | 14 | 14 | 13 | 3 |

Generally speaking would you prefer to watch Premier League football live at the stadium, or on television?

| | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would prefer to watch Premier League football live at the stadium | 33 | 38 | 25 | 43 | 41 | 32 | 22 | 35 | 31 | 38 | 34 | 36 | 34 | 12 |
| I would prefer to watch Premier League football on television | 39 | 36 | 43 | 26 | 35 | 41 | 45 | 36 | 43 | 33 | 38 | 41 | 33 | 72 |
| Both equally | 21 | 20 | 21 | 17 | 18 | 20 | 26 | 23 | 17 | 23 | 21 | 19 | 23 | 12 |
| Neither | 5 | 4 | 7 | 6 | 3 | 6 | 5 | 4 | 7 | 5 | 4 | 4 | 7 | 4 |
| Don't know | 2 | 2 | 3 | 7 | 3 | 1 | 2 | 3 | 2 | 1 | 3 | 0 | 4 | 0 |

Fieldwork: 19th - 20th February 2012

| Total | Gender | | Age | | | | Social grade | | Region | | | | |
|-------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |

In general, do you think that top-flight footballers' behaviour has...

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Got much better in the last 20 years | 3 | 3 | 3 | 5 | 5 | 1 | 2 | 4 | 2 | 3 | 1 | 3 | 5 | 0 |
| Got a little better in the last 20 years | 7 | 6 | 9 | 11 | 10 | 4 | 6 | 6 | 8 | 9 | 5 | 11 | 6 | 5 |
| TOTAL GOT BETTER | 10 | 9 | 12 | 16 | 15 | 5 | 8 | 10 | 10 | 12 | 6 | 14 | 11 | 5 |
| Stayed the same | 15 | 15 | 13 | 15 | 15 | 15 | 12 | 15 | 14 | 19 | 15 | 18 | 9 | 14 |
| Got a little worse in the last 20 years | 30 | 29 | 31 | 23 | 28 | 32 | 32 | 30 | 29 | 26 | 32 | 33 | 24 | 41 |
| Got much worse in the last 20 years | 43 | 44 | 41 | 33 | 38 | 46 | 48 | 41 | 45 | 37 | 46 | 33 | 50 | 39 |
| TOTAL GOT WORSE | 73 | 73 | 72 | 56 | 66 | 78 | 80 | 71 | 74 | 63 | 78 | 66 | 74 | 80 |
| Don't know | 3 | 3 | 3 | 12 | 4 | 1 | 0 | 3 | 3 | 7 | 1 | 1 | 6 | 0 |

Who do you think has been the best goalkeeper in the Premier League since it began in 1992?

| | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Peter Schmeichel | 56 | 64 | 41 | 42 | 68 | 57 | 46 | 59 | 52 | 44 | 57 | 60 | 58 | 53 |
| David Seaman | 19 | 12 | 30 | 18 | 14 | 12 | 35 | 17 | 22 | 21 | 22 | 18 | 14 | 21 |
| Petr Cech | 5 | 5 | 6 | 10 | 5 | 6 | 3 | 4 | 8 | 16 | 4 | 5 | 3 | 6 |
| Shay Given | 4 | 4 | 3 | 4 | 1 | 7 | 3 | 4 | 4 | 2 | 1 | 2 | 8 | 8 |
| David James | 3 | 2 | 4 | 0 | 2 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 2 | 2 |
| Other | 5 | 6 | 4 | 10 | 4 | 6 | 3 | 6 | 4 | 3 | 4 | 5 | 7 | 3 |
| Don't know | 8 | 6 | 12 | 16 | 7 | 7 | 8 | 8 | 8 | 12 | 8 | 6 | 8 | 7 |

Who do you think has been the best defender in the Premier League since it began in 1992?

| | | | | | | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tony Adams | 17 | 19 | 15 | 6 | 17 | 16 | 23 | 17 | 17 | 24 | 18 | 23 | 10 | 9 |
| Rio Ferdinand | 10 | 7 | 15 | 9 | 8 | 9 | 14 | 12 | 8 | 5 | 13 | 7 | 10 | 15 |
| Stuart Pearce | 9 | 10 | 9 | 5 | 8 | 13 | 8 | 8 | 11 | 5 | 8 | 13 | 10 | 10 |
| John Terry | 8 | 8 | 7 | 10 | 8 | 7 | 8 | 4 | 13 | 6 | 9 | 8 | 6 | 11 |
| Jamie Carragher | 7 | 7 | 7 | 8 | 8 | 6 | 5 | 8 | 5 | 3 | 6 | 6 | 11 | 3 |
| Nemanja Vidic | 6 | 8 | 4 | 13 | 7 | 7 | 3 | 7 | 6 | 8 | 6 | 6 | 7 | 4 |
| Jaap Stam | 5 | 6 | 3 | 4 | 6 | 3 | 5 | 5 | 4 | 4 | 3 | 5 | 7 | 4 |
| Sol Campbell | 5 | 4 | 6 | 5 | 5 | 7 | 2 | 6 | 3 | 9 | 7 | 1 | 4 | 5 |
| Gary Neville | 5 | 5 | 4 | 5 | 7 | 2 | 5 | 4 | 6 | 3 | 3 | 7 | 5 | 6 |
| Denis Irwin | 3 | 4 | 1 | 0 | 3 | 4 | 4 | 4 | 1 | 2 | 3 | 3 | 3 | 1 |
| Ashley Cole | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 8 | 4 | 3 | 1 | 3 |
| Marcel Desailly | 2 | 3 | 1 | 1 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 0 | 1 | 13 |
| Sami Hyypia | 2 | 2 | 2 | 4 | 2 | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 3 | 1 |
| Steve Bruce | 2 | 2 | 1 | 0 | 1 | 2 | 3 | 1 | 2 | 0 | 1 | 2 | 2 | 3 |
| Dan Petrescu | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Other | 2 | 3 | 1 | 4 | 2 | 2 | 1 | 2 | 2 | 4 | 1 | 1 | 3 | 0 |
| Don't know | 14 | 10 | 20 | 22 | 12 | 13 | 12 | 14 | 13 | 14 | 12 | 13 | 16 | 14 |

Fieldwork: 19th - 20th February 2012

| Total | Gender | | Age | | | | Social grade | | Region | | | | |
|-------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |

Who do you think has been the best midfielder in the Premier League since it began in 1992?

| | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| David Beckham | 16 | 11 | 25 | 12 | 16 | 18 | 16 | 16 | 17 | 12 | 20 | 17 | 14 | 12 |
| Steven Gerrard | 13 | 14 | 12 | 8 | 15 | 12 | 15 | 15 | 10 | 8 | 11 | 13 | 16 | 21 |
| Cristiano Ronaldo | 12 | 16 | 7 | 16 | 15 | 12 | 9 | 13 | 12 | 15 | 15 | 8 | 11 | 12 |
| Paul Scholes | 11 | 12 | 10 | 9 | 9 | 12 | 12 | 12 | 10 | 11 | 12 | 6 | 14 | 11 |
| Ryan Giggs | 10 | 12 | 8 | 16 | 16 | 7 | 6 | 11 | 9 | 9 | 9 | 13 | 10 | 10 |
| Paul Gascgoine | 6 | 8 | 5 | 2 | 4 | 10 | 6 | 5 | 8 | 6 | 4 | 10 | 5 | 13 |
| Frank Lampard | 5 | 4 | 6 | 4 | 2 | 5 | 8 | 4 | 6 | 8 | 7 | 4 | 2 | 3 |
| Roy Keane | 4 | 5 | 3 | 2 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 7 | 4 | 2 |
| Cesc Fabregas | 4 | 4 | 5 | 2 | 3 | 3 | 8 | 3 | 6 | 7 | 2 | 6 | 3 | 10 |
| David Ginola | 2 | 1 | 3 | 2 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | 1 | 2 | 0 |
| Patrick Vieira | 2 | 3 | 1 | 0 | 2 | 2 | 4 | 2 | 2 | 3 | 1 | 2 | 2 | 2 |
| Matt Le Tissier | 2 | 3 | 0 | 1 | 3 | 2 | 0 | 2 | 1 | 3 | 3 | 1 | 1 | 0 |
| Freddie Ljungberg | 1 | 1 | 0 | 3 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 2 | 0 | 0 |
| Robert Pires | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| Paul Ince | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| Other | 1 | 2 | 0 | 2 | 0 | 3 | 0 | 1 | 2 | 1 | 0 | 1 | 3 | 0 |
| Don't know | 9 | 6 | 15 | 20 | 9 | 8 | 8 | 9 | 9 | 11 | 8 | 7 | 13 | 4 |

Who do you think has been the best striker in the Premier League since it began in 1992?

| | | | | | | | | | | | | | | |
|---------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Thierry Henry | 25 | 26 | 25 | 30 | 26 | 23 | 27 | 25 | 25 | 24 | 26 | 30 | 21 | 32 |
| Alan Shearer | 23 | 30 | 12 | 14 | 29 | 25 | 16 | 23 | 23 | 19 | 25 | 21 | 26 | 17 |
| Eric Cantona | 11 | 10 | 12 | 12 | 7 | 13 | 11 | 12 | 9 | 8 | 8 | 14 | 12 | 17 |
| Wayne Rooney | 6 | 4 | 11 | 3 | 6 | 7 | 9 | 5 | 8 | 5 | 8 | 5 | 7 | 5 |
| Dennis Bergkamp | 5 | 6 | 3 | 4 | 5 | 4 | 6 | 4 | 7 | 8 | 4 | 6 | 5 | 1 |
| Ruud Van Nistlerooy | 3 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 2 | 3 | 5 |
| Gianfranco Zola | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 1 | 5 | 3 | 2 | 3 |
| Didier Drogba | 3 | 2 | 5 | 3 | 0 | 5 | 4 | 3 | 4 | 12 | 3 | 2 | 1 | 0 |
| Michael Owen | 3 | 2 | 4 | 5 | 2 | 2 | 5 | 3 | 2 | 1 | 5 | 2 | 3 | 2 |
| Robbie Fowler | 3 | 3 | 3 | 0 | 5 | 3 | 2 | 3 | 3 | 1 | 1 | 2 | 6 | 2 |
| Robin Van Persie | 2 | 2 | 3 | 0 | 3 | 2 | 3 | 3 | 2 | 1 | 4 | 1 | 1 | 6 |
| Andy Cole | 1 | 1 | 1 | 3 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 0 |
| Ian Wright | 1 | 0 | 1 | 0 | 2 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 1 | 2 |
| Dwight Yorke | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Les Ferdinand | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| Other | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 4 | 1 | 1 | 2 | 0 |
| Don't know | 9 | 6 | 15 | 20 | 9 | 7 | 8 | 9 | 9 | 10 | 7 | 10 | 11 | 7 |

Fieldwork: 19th - 20th February 2012

| Total | Gender | | Age | | | | Social grade | | Region | | | | |
|-------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |

And out of those, who do you think has been the best player overall in the Premier League?

| | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Thierry Henry | 12 | 13 | 10 | 20 | 11 | 8 | 14 | 12 | 12 | 12 | 11 | 14 | 8 | 21 |
| David Beckham | 10 | 7 | 16 | 7 | 10 | 11 | 10 | 10 | 11 | 5 | 12 | 14 | 9 | 5 |
| Steven Gerrard | 8 | 9 | 6 | 5 | 11 | 5 | 9 | 9 | 6 | 1 | 7 | 10 | 10 | 10 |
| Alan Shearer | 7 | 9 | 5 | 6 | 8 | 10 | 3 | 6 | 9 | 7 | 7 | 2 | 12 | 4 |
| Peter Schmeichel | 6 | 7 | 5 | 0 | 7 | 7 | 7 | 8 | 5 | 5 | 7 | 6 | 6 | 7 |
| Ryan Giggs | 6 | 8 | 4 | 7 | 10 | 5 | 3 | 7 | 6 | 6 | 7 | 7 | 5 | 10 |
| Cristiano Ronaldo | 6 | 7 | 2 | 6 | 8 | 5 | 3 | 6 | 4 | 7 | 6 | 6 | 4 | 4 |
| Paul Scholes | 6 | 6 | 5 | 2 | 2 | 7 | 9 | 6 | 5 | 7 | 4 | 2 | 10 | 6 |
| Eric Cantona | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 2 | 4 | 8 | 3 | 4 |
| David Seaman | 2 | 2 | 3 | 5 | 1 | 1 | 3 | 2 | 3 | 2 | 4 | 1 | 1 | 0 |
| Roy Keane | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 0 |
| Paul Gascoigne | 2 | 3 | 0 | 2 | 1 | 3 | 3 | 3 | 2 | 2 | 0 | 4 | 1 | 12 |
| Dennis Bergkamp | 2 | 2 | 2 | 0 | 1 | 3 | 3 | 1 | 3 | 2 | 1 | 4 | 2 | 0 |
| Gianfranco Zola | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 4 | 0 | 0 | 3 |
| Petr Cech | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 |
| Tony Adams | 1 | 0 | 3 | 0 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 3 | 0 | 0 |
| John Terry | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 |
| Stuart Pearce | 1 | 1 | 2 | 3 | 0 | 2 | 0 | 0 | 2 | 0 | 1 | 2 | 1 | 0 |
| Frank Lampard | 1 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 1 | 4 | 2 | 0 | 0 | 0 |
| Matt Le Tissier | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 0 | 0 |
| Didier Drogba | 1 | 0 | 2 | 0 | 0 | 1 | 1 | 1 | 0 | 4 | 1 | 0 | 0 | 0 |
| Wayne Rooney | 1 | 1 | 2 | 0 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 0 | 1 | 4 |
| Shay Given | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| David James | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Marcel Desailly | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Denis Irwin | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sami Hyypia | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Jaap Stam | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nemanja Vidic | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Dan Petrescu | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ashley Cole | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 0 |
| Rio Ferdinand | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jamie Carragher | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| Sol Campbell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Steve Bruce | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Gary Neville | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| David Ginola | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Patrick Vieira | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Freddie Ljungberg | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Robert Pires | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cesc Fabregas | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 |
| Paul Ince | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Dwight Yorke | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Fieldwork: 19th - 20th February 2012

| | Gender | | Age | | | | Social grade | | Region | | | | | |
|---------------------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Ruud Van Nistlerooy | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Robin Van Persie | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |
| Andy Cole | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Les Ferdinand | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Owen | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 |
| Robbie Fowler | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| Ian Wright | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Other | 3 | 3 | 2 | 4 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 3 | 0 |
| Don't know | 10 | 7 | 16 | 19 | 13 | 7 | 7 | 11 | 9 | 12 | 10 | 7 | 12 | 4 |

Please say whether you agree or disagree with the following statements...

High ticket prices in the Premier League have meant true fans have been priced out of watching their favourite teams play live

| | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree | 55 | 57 | 53 | 43 | 54 | 58 | 58 | 51 | 61 | 54 | 53 | 61 | 55 | 50 |
| Tend to agree | 38 | 38 | 37 | 36 | 38 | 39 | 37 | 41 | 33 | 35 | 41 | 36 | 35 | 44 |
| TOTAL AGREE | 93 | 95 | 90 | 79 | 92 | 97 | 95 | 92 | 94 | 89 | 94 | 97 | 90 | 94 |
| Tend to disagree | 3 | 2 | 3 | 11 | 3 | 1 | 2 | 2 | 3 | 5 | 2 | 0 | 5 | 2 |
| Strongly disagree | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 3 |
| TOTAL DISAGREE | 4 | 3 | 3 | 11 | 3 | 2 | 3 | 2 | 4 | 6 | 2 | 0 | 6 | 5 |
| Don't know | 4 | 3 | 6 | 9 | 6 | 2 | 3 | 5 | 2 | 5 | 3 | 3 | 5 | 1 |

Given the entertainment of Premier League football, ticket prices represent a fair value for money

| | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree | 2 | 1 | 2 | 0 | 5 | 0 | 1 | 2 | 1 | 4 | 0 | 4 | 1 | 1 |
| Tend to agree | 9 | 8 | 10 | 23 | 8 | 6 | 7 | 11 | 6 | 14 | 9 | 5 | 10 | 4 |
| TOTAL AGREE | 11 | 9 | 12 | 23 | 13 | 6 | 8 | 13 | 7 | 18 | 9 | 9 | 11 | 5 |
| Tend to disagree | 49 | 48 | 50 | 50 | 49 | 45 | 54 | 48 | 51 | 48 | 53 | 42 | 47 | 65 |
| Strongly disagree | 36 | 39 | 32 | 18 | 30 | 47 | 36 | 34 | 40 | 30 | 35 | 45 | 37 | 29 |
| TOTAL DISAGREE | 85 | 87 | 82 | 68 | 79 | 92 | 90 | 82 | 91 | 78 | 88 | 87 | 84 | 94 |
| Don't know | 4 | 3 | 6 | 9 | 7 | 2 | 3 | 5 | 2 | 4 | 3 | 4 | 6 | 1 |

Roughly, how much do you think the very best players in the Premier League should be paid per week?

| | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Less than £1,000 per week | 6 | 4 | 10 | 6 | 2 | 8 | 9 | 5 | 9 | 5 | 5 | 8 | 8 | 6 |
| Between £1,000 and £4,999 per week | 16 | 12 | 24 | 15 | 15 | 16 | 18 | 12 | 22 | 11 | 20 | 20 | 12 | 11 |
| Between £5,000 and £9,999 per week | 14 | 11 | 18 | 14 | 11 | 11 | 20 | 16 | 11 | 10 | 12 | 15 | 17 | 9 |
| Between £10,000 and £19,999 per week | 19 | 20 | 16 | 9 | 16 | 22 | 20 | 20 | 16 | 18 | 17 | 19 | 17 | 33 |
| Between £20,000 and £49,999 per week | 18 | 22 | 10 | 22 | 21 | 17 | 13 | 17 | 19 | 19 | 19 | 16 | 17 | 16 |
| Between £50,000 and £99,999 per week | 13 | 16 | 7 | 8 | 19 | 13 | 8 | 15 | 10 | 20 | 10 | 9 | 14 | 18 |
| Between £100,000 and £199,999 per week | 4 | 5 | 3 | 12 | 4 | 2 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 1 |
| Between £200,000 and £499,999 per week | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| £500,000 per week or more | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Don't know | 10 | 9 | 11 | 11 | 10 | 11 | 7 | 9 | 11 | 13 | 10 | 9 | 10 | 7 |

Fieldwork: 19th - 20th February 2012

| Total | Gender | | Age | | | | Social grade | | Region | | | | |
|-------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |

In general, would you rather watch Premier League football or Champions League football?

| | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would rather watch Premier League football | 49 | 50 | 47 | 29 | 56 | 53 | 42 | 50 | 47 | 48 | 48 | 48 | 53 | 34 |
| I would rather watch Champions League football | 14 | 16 | 13 | 28 | 15 | 10 | 16 | 12 | 19 | 14 | 16 | 16 | 8 | 31 |
| Both equally | 29 | 29 | 29 | 32 | 24 | 28 | 35 | 30 | 28 | 32 | 27 | 30 | 28 | 35 |
| Neither | 5 | 5 | 6 | 3 | 2 | 7 | 6 | 6 | 4 | 5 | 5 | 4 | 7 | 0 |
| Don't know | 3 | 1 | 5 | 8 | 3 | 2 | 1 | 3 | 2 | 1 | 4 | 1 | 4 | 0 |

Which would you rather see win a major trophy - your favourite Premier League team or your national team?

| | | | | | | | | | | | | | | |
|----------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| My favourite Premier League team | 39 | 38 | 40 | 36 | 43 | 38 | 36 | 37 | 41 | 44 | 31 | 32 | 50 | 37 |
| My national team | 43 | 45 | 40 | 46 | 44 | 42 | 45 | 47 | 38 | 41 | 51 | 46 | 34 | 47 |
| Both equally | 16 | 14 | 18 | 12 | 10 | 20 | 17 | 13 | 19 | 14 | 15 | 21 | 13 | 13 |
| Don't know | 2 | 3 | 2 | 6 | 3 | 1 | 3 | 2 | 2 | 0 | 3 | 1 | 3 | 4 |

How likely or unlikely do you think it is that one or more of the current Premier League sides will go into administration because of debts within the next two years?

| | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely | 34 | 36 | 30 | 22 | 27 | 42 | 35 | 35 | 32 | 20 | 37 | 41 | 30 | 36 |
| Fairly likely | 43 | 41 | 47 | 41 | 45 | 39 | 48 | 44 | 42 | 52 | 43 | 34 | 44 | 54 |
| TOTAL LIKELY | 77 | 77 | 77 | 63 | 72 | 81 | 83 | 79 | 74 | 72 | 80 | 75 | 74 | 90 |
| Fairly unlikely | 15 | 15 | 14 | 20 | 18 | 12 | 13 | 13 | 18 | 14 | 12 | 18 | 17 | 9 |
| Very unlikely | 2 | 3 | 1 | 1 | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 2 | 3 | 2 |
| TOTAL UNLIKELY | 17 | 18 | 15 | 21 | 21 | 15 | 14 | 16 | 20 | 16 | 15 | 20 | 20 | 11 |
| Don't know | 6 | 5 | 8 | 15 | 8 | 4 | 3 | 6 | 7 | 11 | 5 | 5 | 7 | 0 |