

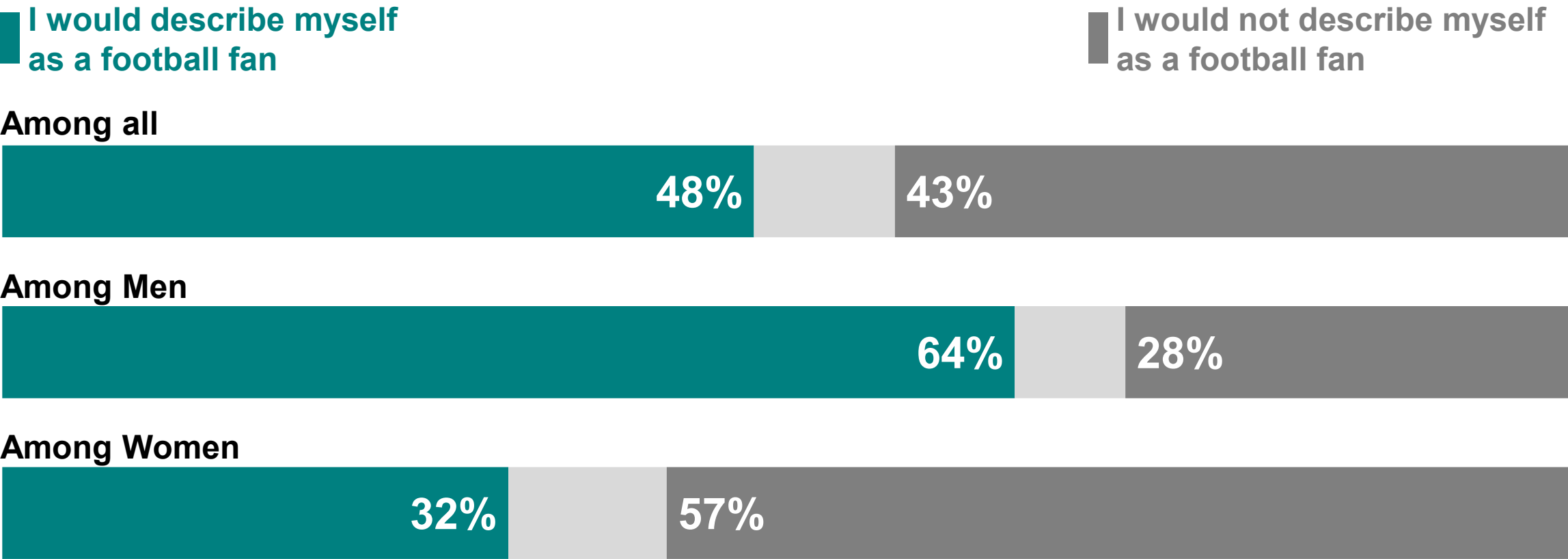
# Ipsos Women's Euros Polling 2022

July 2022

*Fieldwork for this research took place across two survey waves: 8-9 July, 27-28 July. Labels show when each question was asked.*

# Nearly half of the public describe themselves as football fans, with twice as many men as women identifying that way

Would you describe yourself as a football fan, or not?



Base: 1,000 Online British adults aged 18-75, 27<sup>th</sup> – 28<sup>th</sup> July 2022, including 499 Men and 501 Women

# During the group stages, more than 9 in 10 football fans were aware of the tournament, compared to 3 in 4 members of the general public

Prior to this survey, how would you best describe your awareness of the 2022 Women's Euro football tournament?

Among All

Among Football Fans

Fully aware (i.e., had heard the tournament was happening, and had/have some knowledge of specifics, such as fixtures, teams, etc.)

24%

48%

Somewhat aware (i.e., had heard the tournament was happening, but didn't/don't have any knowledge of specifics, such as fixtures, teams, etc.)

51%

45%

Completely unaware (i.e., had heard nothing about it)

22%

6%

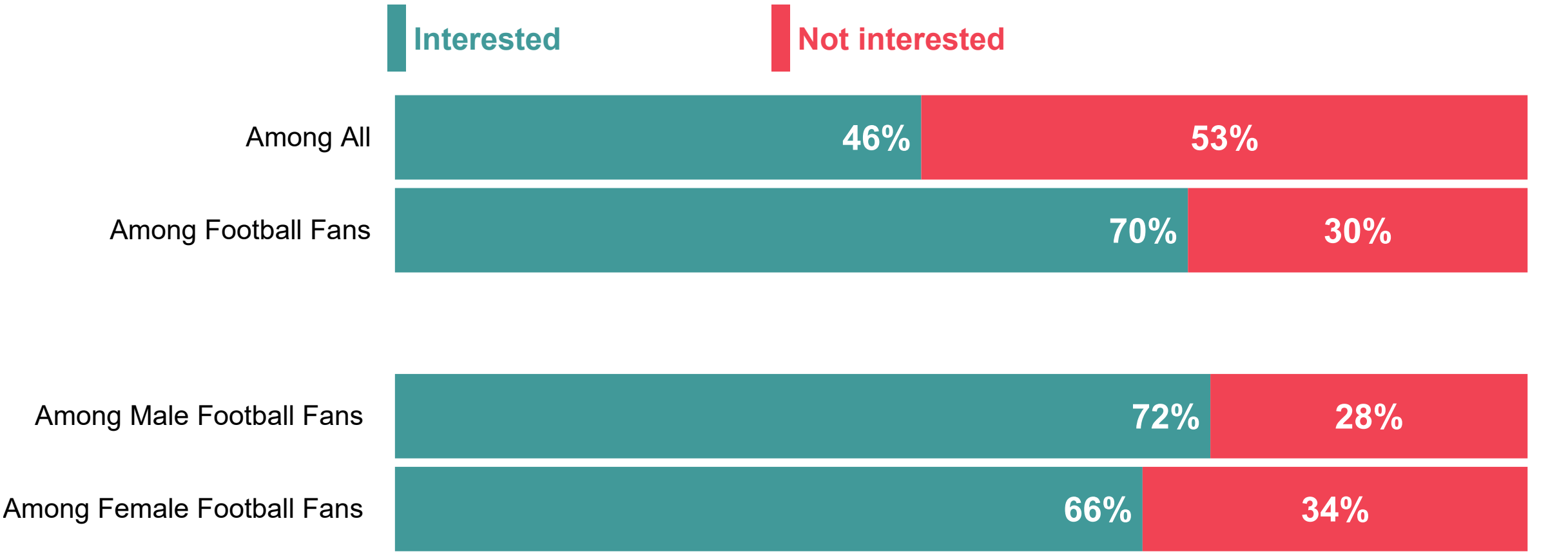
Don't know

3%

1%

# Prior to the Women's Euros, 7 in 10 football fans were interested in women's football in the UK, similar among males and females

Prior to the Women's Euro 2022 football tournament, how interested or disinterested would you say you were in women's football in the UK (including both international and club level)?



Base: 1,000 Online British adults aged 18-75, 27-28<sup>th</sup> July, including 474 Football Fans, 296 Male Football Fans and 178 Female Football Fans

**During the group stages, a quarter of the public planned to follow the Women's Euros closely, compared to over half of those of say they are football fans – however, both of these figures are roughly half of the proportion of people who said they planned to follow the Men's Euros closely last summer**

How closely, or otherwise, do you plan on following the ongoing Women's Euro 2022 football tournament?

**Closely** **Not closely**

**Among all – Women's Euro 2022**



**Among Football fans – Women's Euro 2022**



**Among all – Men's Euro 2021**



**Among Football fans – Men's Euro 2021**

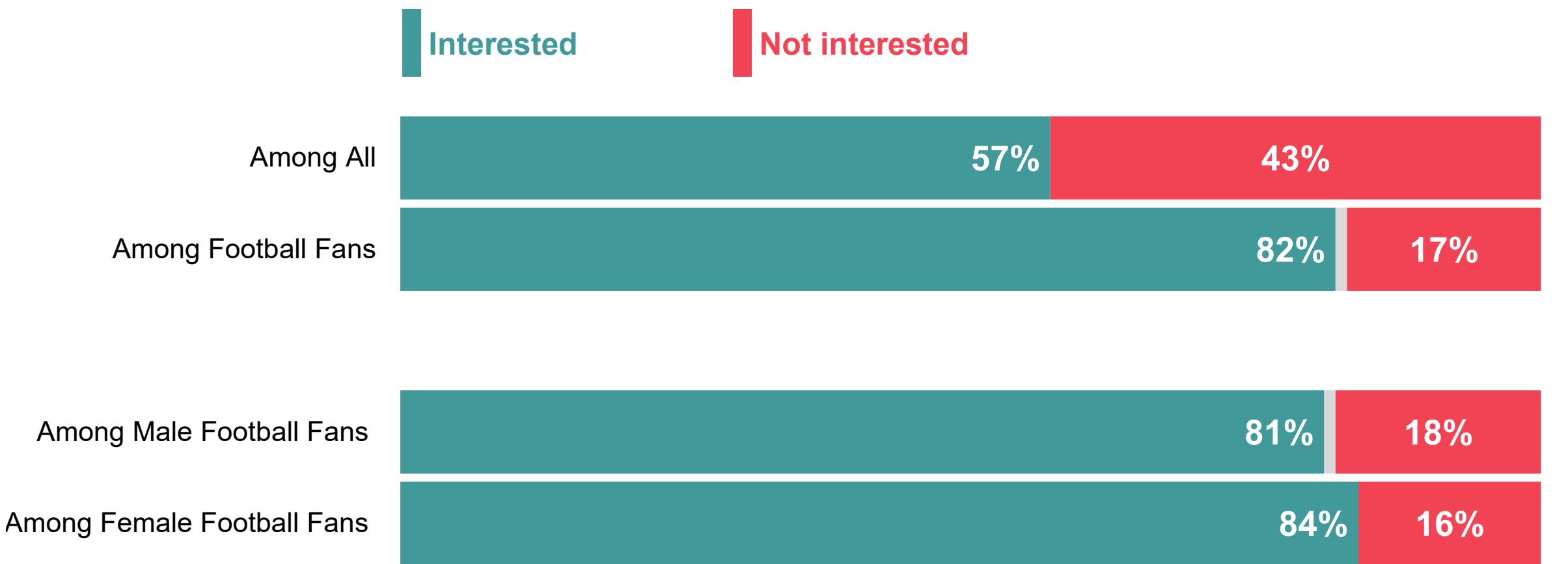


**Base 2022: 2196** Online British adults aged 16-75, 8<sup>th</sup>-9<sup>th</sup> July, including 918 Football fans

**Base 2021: 2038** Online British adults aged 16-75, 8<sup>th</sup>-9<sup>th</sup> June, including 985 Football fans

# Over half (57%) of the British public has been interested in the tournament – increasing to 4 in 5 amongst football fans

How interested, if at all, are you/have you been in the ongoing Women’s Euro 2022 football tournament?

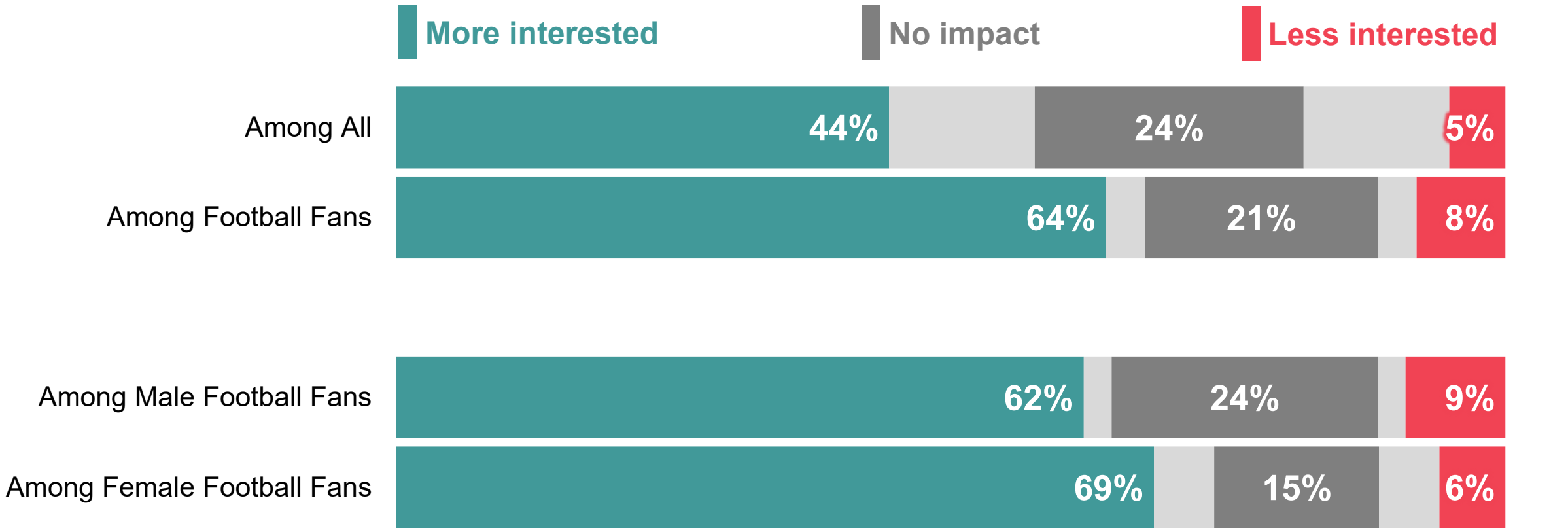


Base: 1,000 Online British adults aged 18-75, 27-28<sup>th</sup> July, including 474 Football Fans, 296 Male Football Fans and 178 Female Football Fans



# 2 in 5 members of the general public and two thirds of football fans say the Women's Euros has made them more interested in watching UK women's football in the future

To what extent, if at all, has the Women's Euro 2022 football tournament impacted your interest in watching UK women's football in the future?



Base: 1,000 Online British adults aged 18-75, 27-28<sup>th</sup> July, including 474 Football Fans, 296 Male Football Fans and 178 Female Football Fans

# The public said that the way the England Women's team has played during the tournament, as well as the "more for everyone" nature of the women's game has made them want to take a further interest in women's football

You mentioned that the Women's Euro 2022 football tournament has made you more interested in watching UK women's football in the future. What makes you say that?

“The quality of the football, the stories of the players, refreshing commentary of the games, less boys-club - more for everyone”

“The levels of skill are excellent. The football is attractive and played with excellent spirit. The atmosphere in the grounds is friendly, respectful, and passionate. It has been a real revelation.”

“Women are now given more of a stage and there are more female football presenters, inspiring our young girls.”

“It's been a fun tournament with great skills on show and a great atmosphere.”

“It has been brilliant! I watch men's football, and women's football has been fun, entertaining and played in a great spirit. No fouling, swearing, play acting!”

“Previously I had no interest, whatsoever, now however, they have gripped the nation and given pride in the way in which they conduct themselves on and off the pitch”

“I have enjoyed most matches that I've watched. The atmosphere is less tribal and aggressive and the standard of football has clearly improved”

Base: 1,000 Online British adults aged 18-75, 27-28<sup>th</sup> July, including 474 Football Fans, 296 Male Football Fans and 178 Female Football Fans



# 8 in 10 football fans are aware of the FAWSL, compared to 2 in 3 members of the general public

How would you best describe your awareness of the FA Women's Super League (FAWSL)?

Among All

Among Football Fans

Fully aware (i.e., have heard about the league, and have some knowledge of specifics, such as fixtures, teams, players, etc.)

17%

30%

Somewhat aware (i.e., have heard about the league, but don't have any knowledge of specifics, such as fixtures, teams, players, etc.)

46%

53%

Completely unaware (i.e., had heard nothing about it)

34%

16%

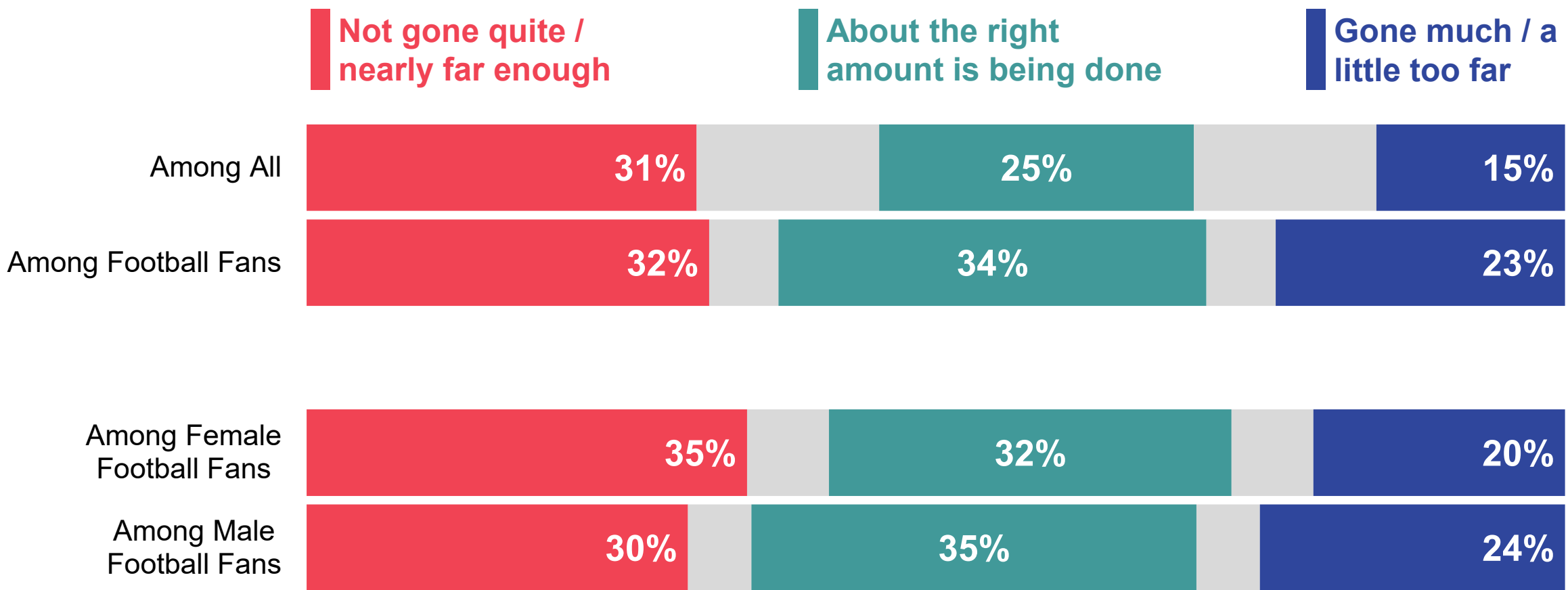
Don't know

3%

1%

# 3 in 10 think that efforts to tackle sexism in football have not gone far enough, with 1 in 4 thinking the right amount of being done

Thinking about football as a whole, both men's and women's, to what extent, do you think the efforts to tackle sexism in football have gone too far or not far enough, if either?



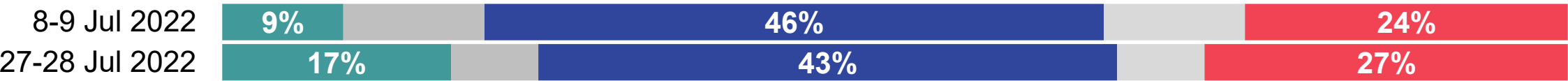
Base: 2,196 Online British adults aged 16-75, 8-9<sup>th</sup> July, including 918 Football Fans, 614 Male Football Fans and 300 Female Football Fans

# 4 in 10 football fans view women's football as less skilled than men's football, with Male football fans are more likely to think so than Female football fans

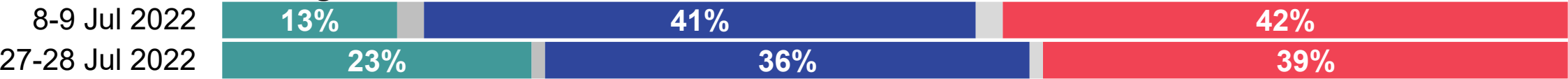
Do you think women's football is more or less skilled than men's football, or about the same?



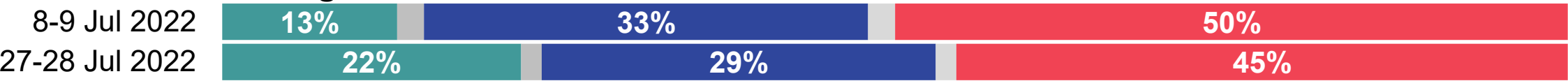
## Among all



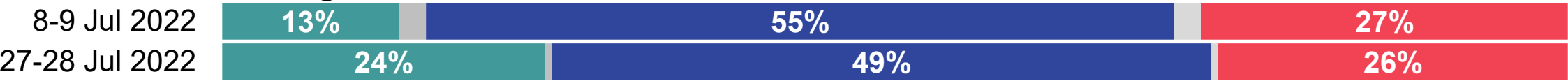
## Among football fans



## Among male football fans



## Among female football fans



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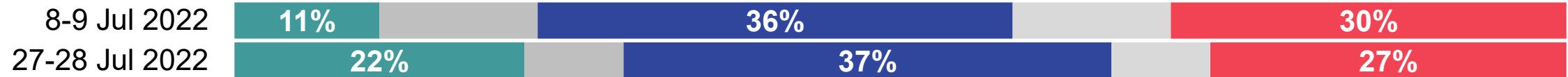


# By the semifinals, fewer football fans felt than the women's game was less exciting to watch than the men's – falling from nearly 1 in 2 (48%) to 1 in 3 (34%)

Do you think women's football is more or less exciting to watch than men's football, or about the same?

More About the same Less

## Among all



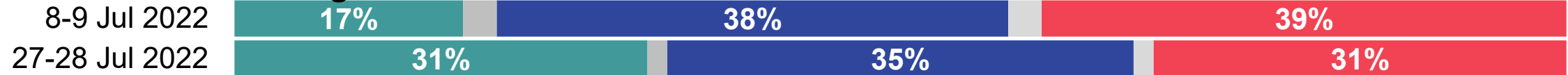
## Among football fans



## Among male football fans



## Among female football fans



Base: 1,000 Online British adults aged 18-75, 27-28<sup>th</sup> July, including 474 Football Fans, 296 Male Football Fans and 178 Female Football Fans

Base: 2,196 Online British adults aged 16-75, 8-9<sup>th</sup> July, including 918 Football Fans, 614 Male Football Fans and 300 Female Football Fans

# Half of football fans think women’s football is safer to attend than men’s matches

Do you think women’s football is more or less safe to attend than men’s football, or about the same?

**More**                      **About the same**                      **Less**

## Among all



## Among football fans



## Among male football fans



## Among female football fans

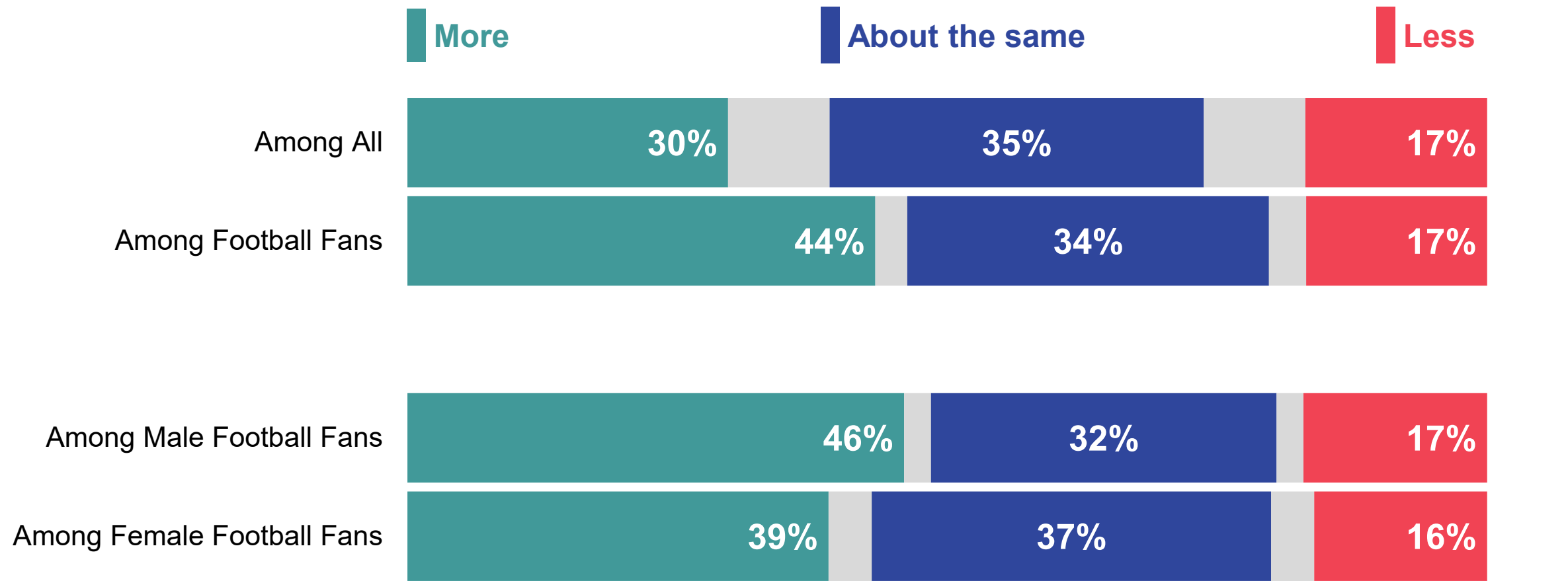


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# 2 in 5 football fans think women’s football is more accessible to attend than men’s matches

Do you think women’s football is more or less accessible to attend than men’s football, or about the same?



Base: 1,000 Online British adults aged 18-75, 27-28<sup>th</sup> July, including 474 Football Fans, 296 Male Football Fans and 178 Female Football Fans





## **Women's Euros Polling July 2022**

### **For more information**

Jordana Moser  
Research Manager  
[jordana.moser@ipsos.com](mailto:jordana.moser@ipsos.com)

Alex Oliveira  
Research Manager  
[alex.oliveira@ipsos.com](mailto:alex.oliveira@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

