



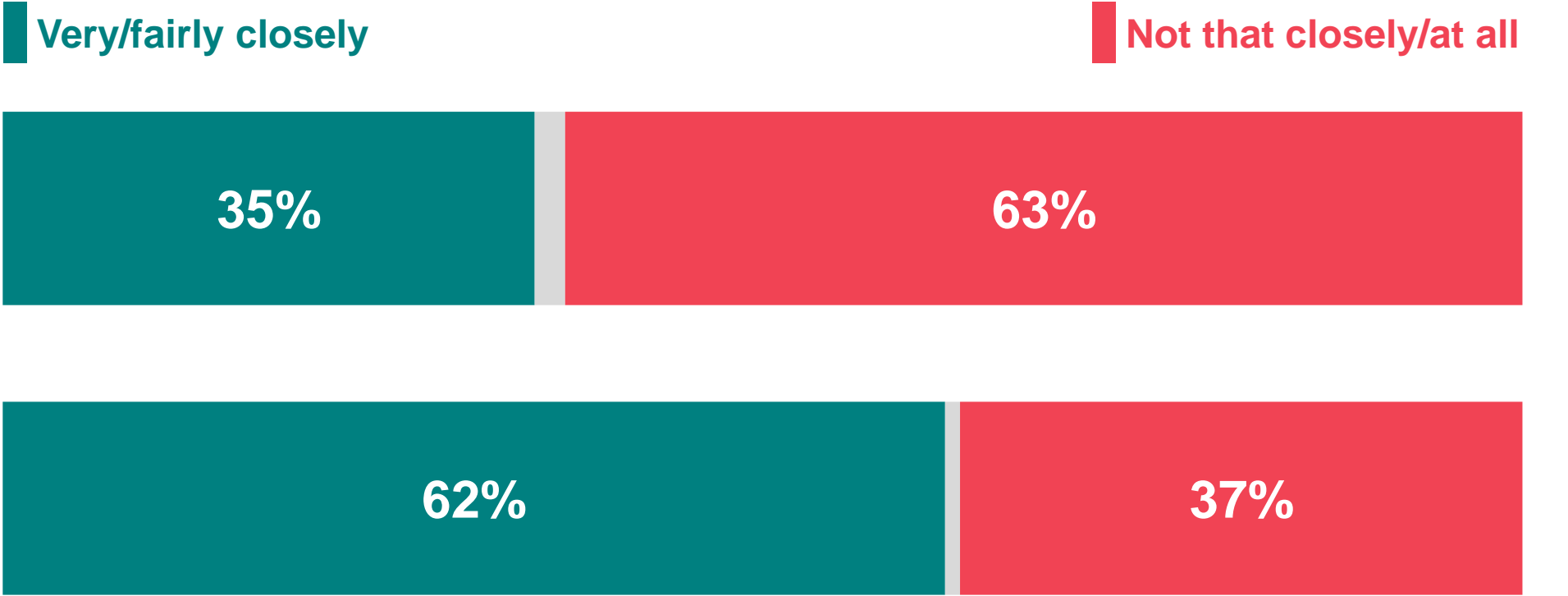
Ipsos Women's World Cup Polling 2023

June 2023



A third of the public, and over three in five football fans, plan to follow the upcoming 2023 FIFA Women's World Cup closely

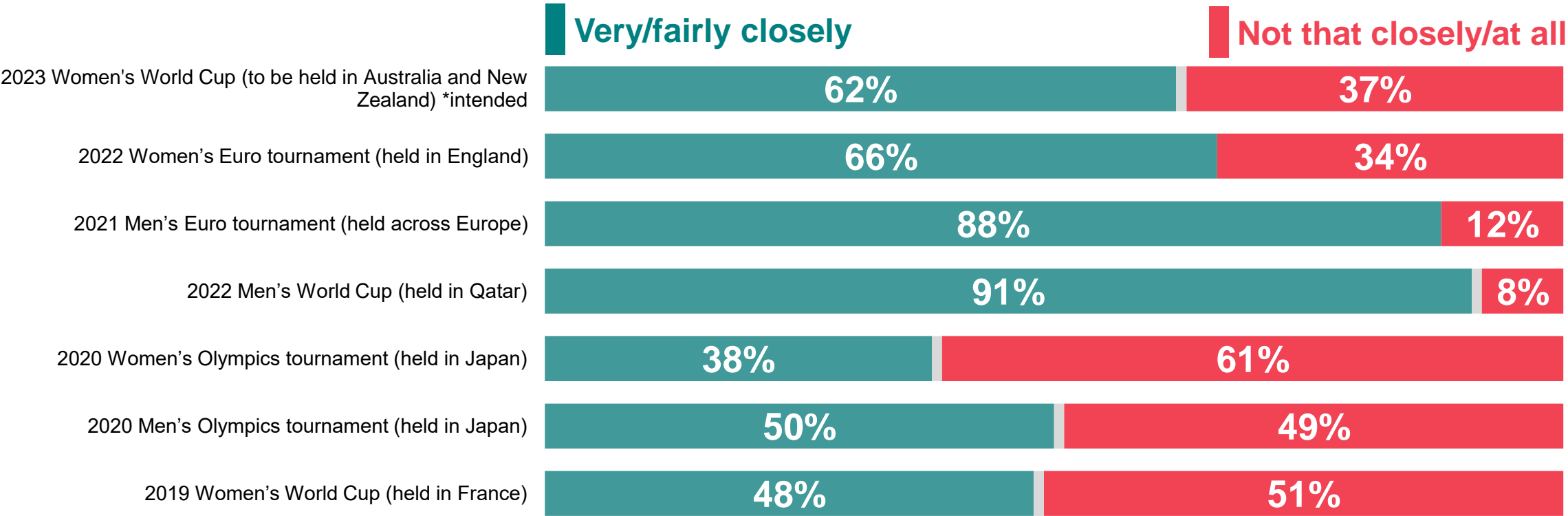
How closely, if at all, do you plan on following the 2023 FIFA Women's World Cup, to be held in Australia/New Zealand?



Base: 2,179 Online British adults aged 16-75, 23rd– 26th June 2023, including 1,067 Football fans

62% of football fans plan to follow the 2023 World Cup closely, which is comparable to the 66% who said they watched the 2022 Women's Euros closely. However, this is down on the 9 out 10 who said they watched the most recent Men's World Cup and Euros closely

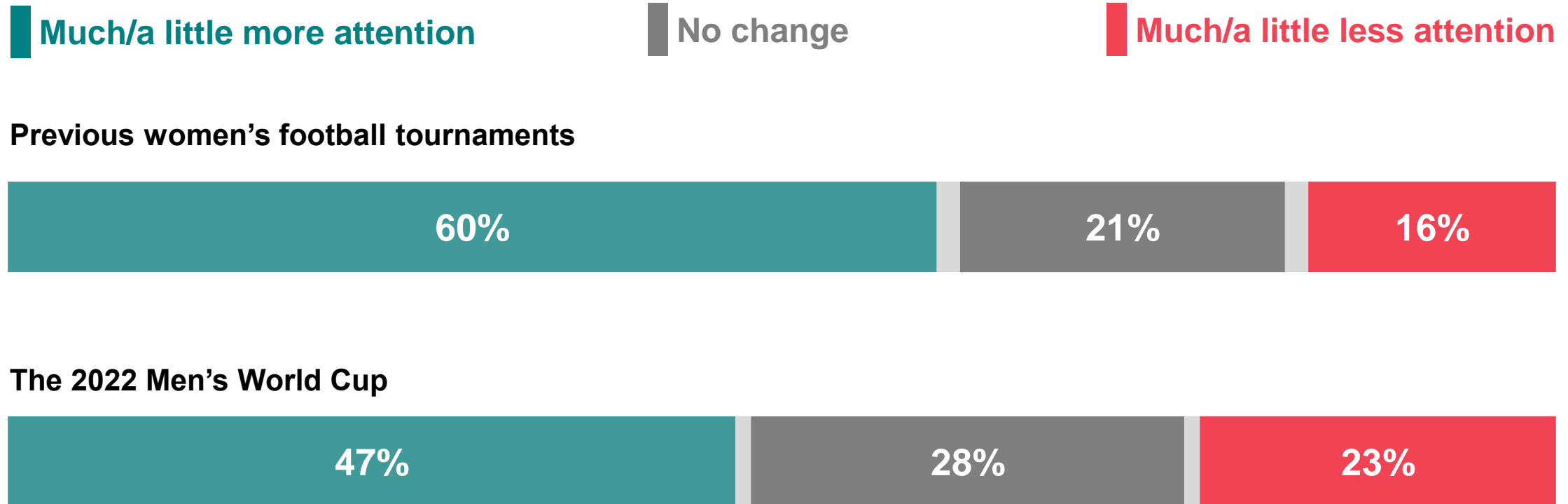
How closely, if at all, did you follow each of the following football tournaments?



Base: 1,067 Online British football fans aged 16-75, 23rd– 26th June 2023

3 in 5 football fans, think the upcoming World Cup has received more media attention than previous women's tournaments. Almost half of football fans think it has received more attention than the 2022 Men's World Cup in Qatar

Compared to the following do you think there is a more attention from the media in the lead up to the 2023 FIFA Women's World Cup, less attention from the media, or has there been no change?

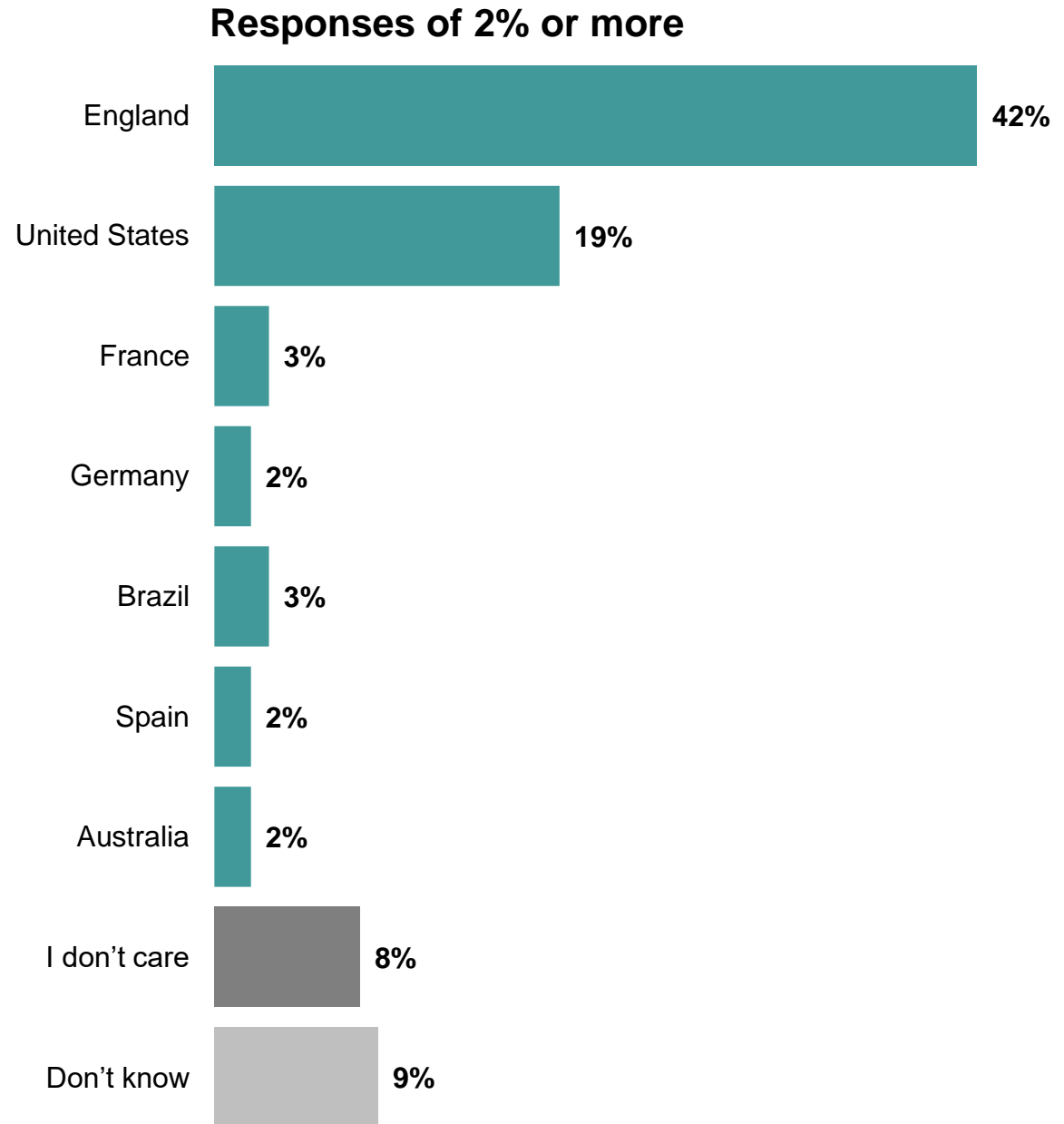


Base: 1,067 Online British football fans aged 16-75, 23rd– 26th June 2023

England is the favourite amongst football fans to win the 2023 FIFA Women's World Cup, followed by the USA

Thinking ahead to the tournament itself, which team do you think will win the 2023 FIFA Women's World Cup?

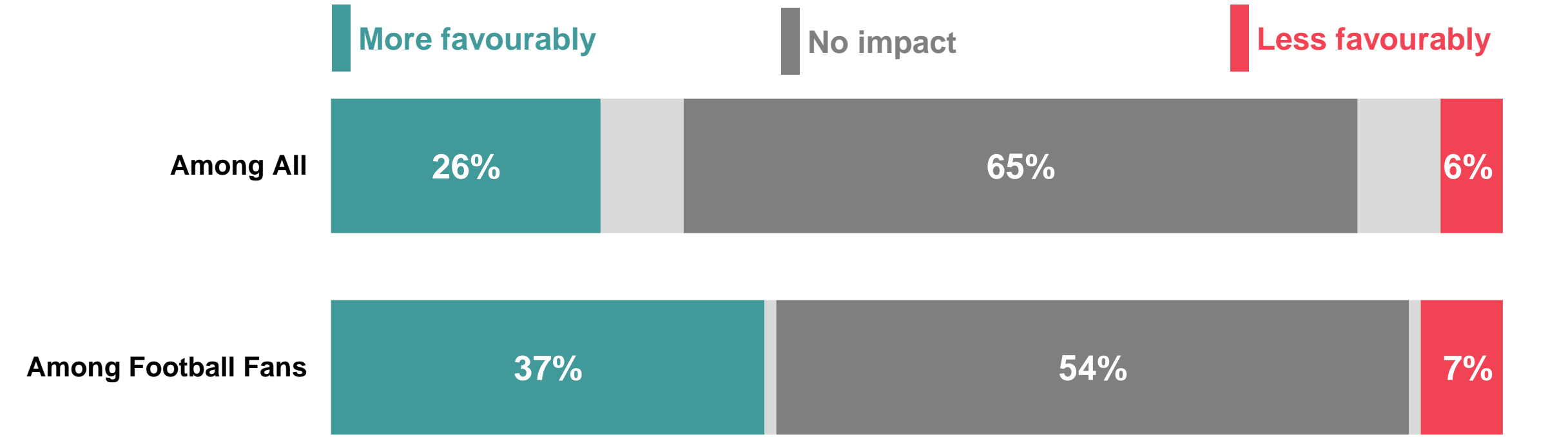
Among football fans



Base: 1,067 Online British football fans aged 16-75, 23rd– 26th June 2023

A quarter of the public, and over a third of football fans, said that if a brand they were aware of sponsored the 2023 Women’s World Cup, it would make them more favourable towards it, with most of the remainder saying it would make no impact

If a brand you were aware of were to sponsor the 2023 FIFA Women’s World Cup, would it make you view them more favourably, less favourably, or would it make no difference to how you viewed them?



Base: 2,179 Online British adults aged 16-75, 23rd– 26th June 2023, including 1,067 Football fans

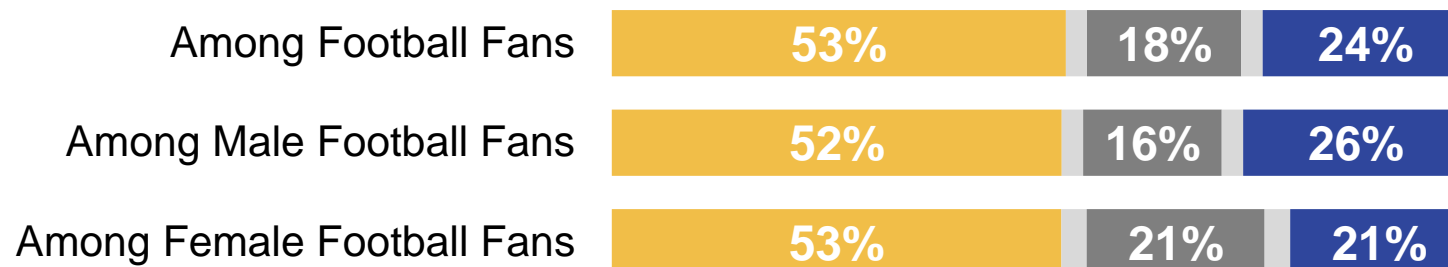


Whilst a larger share of football fans in England think the England women's team have had better results on the pitch in the last 2 years, more than 4 in 10 (44%) contend that the England men's team have shown better skills – rising to half of male fans

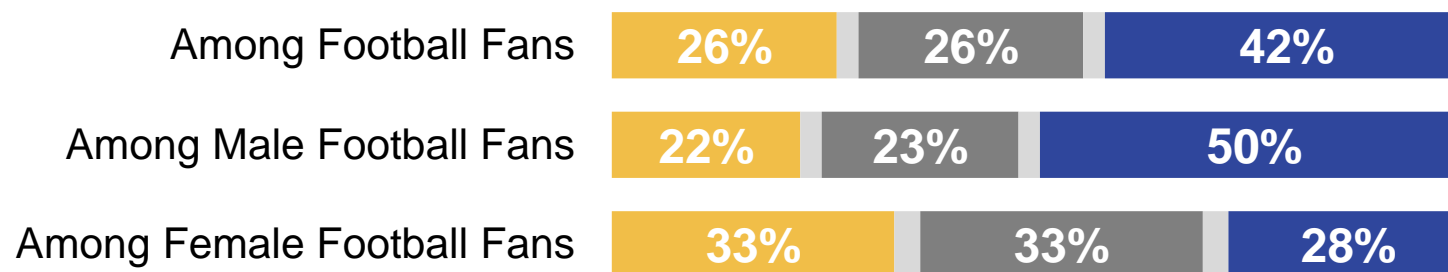
Over the past two years, which England football team, if any, do you believe has...?



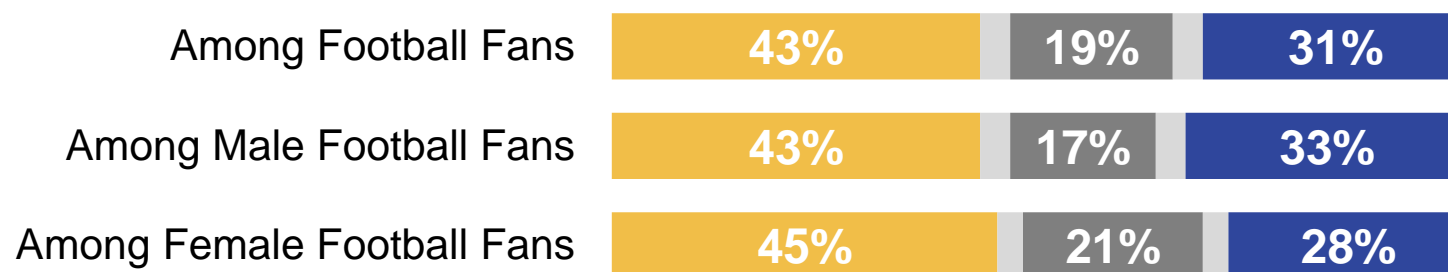
Had better results on the pitch



Shown better football skills



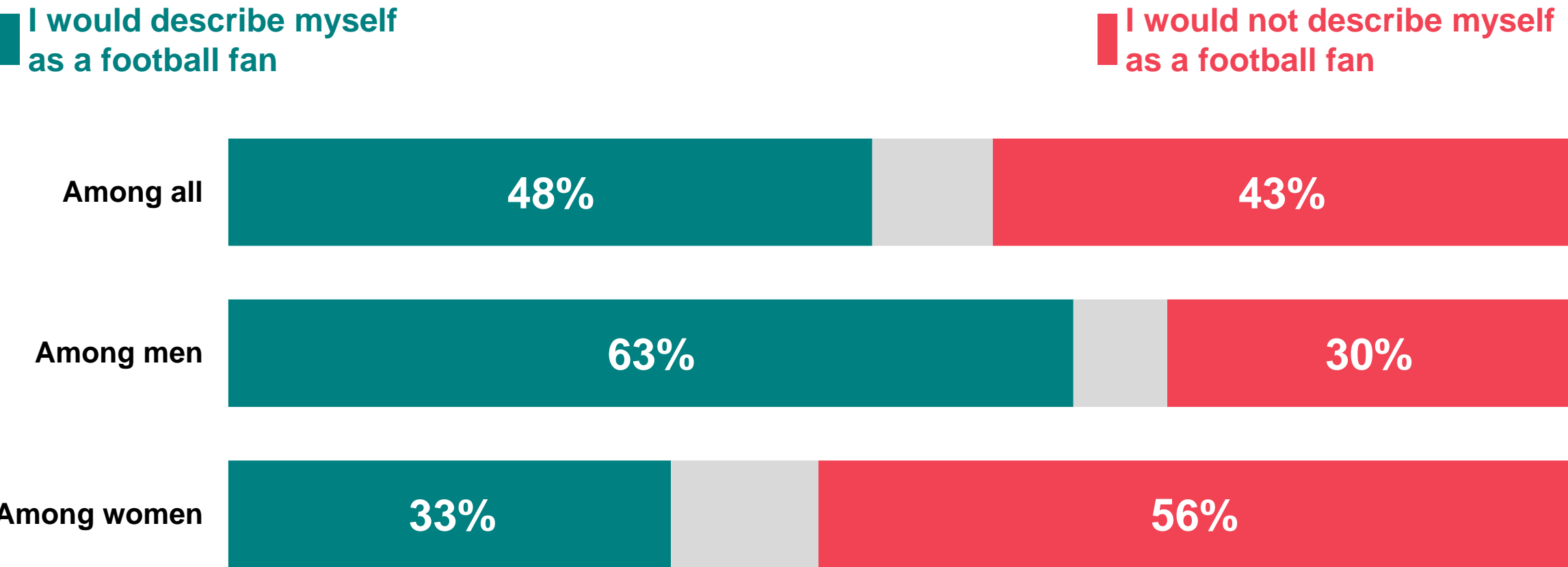
Had greater social impact



Base: 949 Online football fans in England aged 16-75, 23rd– 26th June 2023, including 615 Male Football Fans, 334 Female Football Fans

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

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



Base: 2,179 Online British adults aged 16-75, 23rd– 26th June 2023, including 1,059 Men and 1,111 Women



Women's World Cup 2023 June 2023

For more information

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