

22-087220-25 - 23rd - 26th June 2023
PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q1. Would you describe yourself as a football fan, or not?
All adults aged 16-75 in GB

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
I would describe myself as a football fan	1040 48% C	681 63% C	357 33% EF	397 56% EF	371 48% F	271 39% F	199 56% IJ	368 56% IJ	224 42% IJ	249 39% IJ	247 48% MOP	293 52% MOP	212 43% MOP	169 54% MOP	39 37% *	79 42% *	748 54% R	292 37% R	596 48% R	444 47% R	355 50% R	684 46% R	881 46% W	152 59% W	623 50% a	333 48% a	83 35% c	426 58% c	614 43% c
I would not describe myself as a football fan	948 43% B	326 30% B	614 56% B	235 33% D	339 44% D	374 54% DE	116 32% HJ	237 36% HJ	253 48% GH	341 53% GH	232 45% LN	219 39% LN	235 48% LN	109 35% LN	55 52% LN*	97 52% LN	522 38% Q	425 53% Q	542 44% Q	405 43% Q	297 42% Q	651 44% Q	864 45% X	75 29% X	515 41% X	299 43% X	134 56% YZ	242 33% b	706 49% b
Neither	177 8% B	60 6% B	117 11% B	65 9% B	64 8% B	48 7% B	40 11% HJ	43 7% HJ	51 10% HJ	43 7% HJ	32 6% K	48 8% K	43 9% K	32 10% K	10 10% *	11 6% *	104 8% *	73 9% *	94 8% *	83 9% *	51 7% *	126 9% *	151 8% W	25 10% W	103 8% Y	56 8% Y	18 8% Y	64 9% Y	113 8% Y
Don't know	15 1% C	12 1% C	3 * C	9 1% E	2 * E	5 1% E	4 1% E	5 1% E	2 * E	5 1% E	* * K	7 1% K	1 * K	5 2% K	1 1% *	- - K	10 1% K	5 1% K	9 1% K	6 1% K	4 1% K	11 1% K	8 * W	5 2% W	3 * Y	9 1% Y	4 2% Y	4 1% Y	11 1% Y

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

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Q1. Would you describe yourself as a football fan, or not?

All adults aged 16-75 in GB

		GE 2019 Vote				EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrisons	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)				
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262				
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228				
I would describe myself as a football fan	1040 48%	284 48%	314 55% BOE	69 45%	238 44%	411 48%	359 50%	1040 100% I	- -	681 100%	357 100%	922 100%	765 100%	150 100%	649 85% P	380 27%	154 46%	287 48%	65 47%	182 46%	83 45%	168 51%	95 51%	634 52%	370 55% a	82 52%	502 50%	110 62% xYa	108 64% xYZa	93 72% xYZabef	244 60% xYa	88 60% a	108 75% xYZabcefh	91 62% xa	115 66% xYZa	869 52% kn	165 34% jmmno	413 58% kn	830 52% k	427 48% k	288 52% k	154 67% jmmno				
I would not describe myself as a football fan	948 43%	266 45% C	218 38%	71 46%	246 46% C	381 44%	304 42%	- -	948 100% H	- -	- -	- -	- -	- -	61 8% O	876 63% O	157 47%	254 43%	62 45%	172 44%	92 50% w	133 40%	70 38%	482 40% bcdetfji	251 37% bdagi	63 41% bdagi	417 42% Ybcdetfji	50 29% g	52 31% g	29 31% g	124 31% g	46 31% g	29 20% dg	49 34% dg	42 24% lp	659 39% lp	281 58% jmmno	241 34% p	644 40% jp	378 43% jp	224 40% jp	57 25% jp				
Neither	177 8%	45 8%	33 6%	14 9%	52 10% C	62 7%	54 8%	- -	- -	- -	- -	- -	- -	- -	49 6%	122 9%	22 7%	51 9%	9 6%	39 10%	9 5%	30 9%	16 9%	93 8%	51 8%	11 7%	79 8%	15 8%	9 6%	7 5%	35 9% g	12 8%	6 4%	7 5%	16 9%	134 8% y	37 8% m	58 8% m	125 8% m	77 9% m	40 7% m	17 7% m				
Don't know	15 1%	1 *	5 1%	- -	3 1%	5 1%	1 *	- -	- -	- -	- -	- -	- -	- -	4 1%	5 *	2 1%	3 *	3 2%	1 *	1 *	1 *	4 2% TV	3 *	1 *	- -	4 *	1 *	- -	- -	2 1% g	1 -	- -	2 1% y	- -	7 1% m	5 1% m	4 1% m	5 *	5 1% m	1 *	1 *				

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Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30(**) Small Base: 100(*)

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Women's World Cup 2023

All adults aged 16-75 in GB

Q4. How closely, if at all, do you plan on following the 2023 FIFA Women's World Cup, to be held in Australia/New Zealand?

All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
Very closely (4)	220 10% C	145 13% C	75 7% EF	107 15% EF	80 10% F	32 5% F	49 14% U	108 17% U	31 6% U	32 5% U	47 9% OP	66 12% OP	47 10% OP	51 16% KMOP	3 3% *	6 3% R	176 13% R	44 6% T	151 12% T	69 7% V	102 14% V	118 8% W	175 9% W	43 17% W	141 11% a	68 10% a	11 5% c	125 17% c	95 7% c
Fairly closely (3)	544 25% C	322 30% C	221 20% F	196 28% F	193 25% F	155 22% F	100 28% U	185 28% U	118 22% U	141 22% U	125 24% P	188 33% KMNP	108 22% P	72 23% P	26 25% P*	24 13% L	378 27% R	166 21% R	306 25% R	238 25% R	165 23% R	379 26% R	473 25% R	67 26% R	314 25% R	167 24% R	63 26% c	219 30% c	325 23% c
Not very closely (2)	601 28% C	297 28% C	301 28% C	212 30% F	200 26% F	190 27% F	116 32% H	163 25% H	143 27% H	180 28% H	151 30% L	119 21% L	146 30% L	97 31% L	30 29% *	59 31% L	381 28% L	220 28% L	332 27% L	269 29% L	201 28% L	400 27% L	518 27% L	78 31% L	354 28% L	190 27% L	58 24% L	191 26% L	410 28% L
Will not follow at all (1)	781 36% B	300 28% B	477 44% B	176 25% D	294 38% D	311 45% DE	89 25% DE	185 28% DE	230 44% GH	277 43% GH	179 35% GH	185 33% N	184 37% N	89 28% LN	46 44% LN*	97 52% KLMN	430 31% Q	351 44% Q	438 35% Q	343 37% Q	232 33% U	549 38% U	716 38% X	58 23% X	417 34% Y	262 38% Y	102 43% Y	192 26% Y	589 41% b
Don't know	33 2% C	15 1% C	17 2% C	15 2% C	9 1% C	9 1% C	5 1% C	13 2% C	7 1% C	9 1% C	10 2% C	10 2% C	7 1% C	6 2% C	- - *	- - *	19 1% C	14 2% C	13 1% C	20 2% C	7 1% C	26 2% C	22 1% C	10 4% W	19 1% C	10 1% C	4 2% C	9 1% C	24 2% C

NET: Very/fairly closely	764 35% C	467 43% C	296 27% EF	303 43% EF	273 35% F	187 27% F	149 42% U	293 45% U	149 28% U	173 27% U	172 34% P	253 45% KMOP	155 32% P	123 39% P	29 28% P*	31 16% R	554 40% R	209 26% R	457 37% R	307 33% R	267 38% R	497 34% R	648 34% W	110 43% W	455 37% W	235 34% W	74 31% c	344 47% c	420 29% c
NET: Not very closely/not at all	1382 63% B	598 55% B	778 71% B	388 55% D	494 64% D	501 72% DE	205 57% DE	348 53% DE	373 71% GH	456 71% GH	330 64% L	304 54% LN	330 67% LN	186 59% LN	76 72% LN*	156 84% KLMNO	811 59% Q	571 72% Q	771 62% Q	612 65% Q	433 61% Q	950 64% Q	1234 65% X	136 53% X	770 62% X	452 65% X	160 67% X	383 52% X	1000 69% b

Mean	2.09	2.29 C	1.90	2.34 EF	2.08 F	1.87	2.31 U	2.34 U	1.90	1.89	2.08 P	2.24 KMOP	2.04 P	2.27 KMOP	1.87 *	1.68	2.22 R	1.88	2.14 T	2.04	2.20 V	2.05	2.06	2.39 W	2.15 a	2.06	1.93	2.38 c	1.95
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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q,R,S,T,U,V,W,X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

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Women's World Cup 2023

All adults aged 16-75 in GB

Q4. How closely, if at all, do you plan on following the 2023 FIFA Women's World Cup, to be held in Australia/New Zealand?

All adults aged 16-75 in GB

		GE 2019 Vote										EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Football fan (H)	Not a football fan (I)	Male (J)	Female (K)	Yes (L)	Yes (M)	Yes (N)	Closely (O)	Not closely/at all (P)	Sainsbury's (Q)	Tesco (R)	Morrison's (S)	Aldi (T)	Lidl (U)	Asda (V)	Other (W)	Netfix (X)	Disney+ (Y)	Now (Z)	Amazon Prime Video (a)	Apple TV+ (b)	Paramount+ (c)	Discovery+ (d)	Spotify Premium (e)	Apple Music (f)	YouTube Music (g)	Amazon Music Unlimited (h)	Other (i)	ANY subscription (j)	NO subscription (k)	ANY Audio (l)	Film/TV (m)	Light (1-2 subscriptions) (n)	Moderate (3-4 subscriptions) (o)	Heavy (5+) (p)											
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262											
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228											
Very closely (4)	220	57	73	16	46	87	80	212	3	142	70	203	161	41	220	-	34	58	15	34	12	37	30	154	90	19	117	48	39	34	65	34	42	31	49	203	16	116	194	78	70	55											
	10%	10%	13%	10%	9%	10%	11%	20%	*	21%	20%	22%	21%	27%	29%	-	10%	10%	11%	9%	6%	11%	16%	13%	13%	12%	12%	27%	23%	27%	16%	23%	30%	21%	28%	12%	3%	16%	12%	9%	13%	24%											
Fairly closely (3)	544	145	181	36	119	226	179	437	58	286	151	391	338	50	544	-	71	166	29	101	38	91	47	334	187	42	271	42	48	38	109	45	47	55	63	457	80	208	436	232	159	67											
	25%	24%	32%	23%	22%	26%	25%	42%	6%	42%	42%	42%	44%	33%	71%	-	21%	28%	21%	26%	20%	28%	25%	28%	28%	27%	27%	24%	28%	29%	27%	31%	33%	37%	36%	27%	16%	29%	27%	26%	29%	29%											
Not very closely (2)	601	166	152	42	152	256	174	276	244	181	95	229	182	46	-	601	99	160	33	110	54	94	48	348	205	40	287	48	41	28	132	30	29	25	35	484	115	201	466	265	161	58											
	28%	28%	27%	27%	28%	30%	24%	27%	26%	27%	26%	25%	24%	31%	-	43%	29%	27%	24%	28%	29%	28%	26%	29%	30%	26%	29%	27%	24%	22%	33%	20%	20%	17%	20%	29%	24%	28%	29%	30%	29%	25%											
Will not follow at all (1)	781	221	160	61	214	285	275	104	632	66	37	87	75	12	-	781	129	201	60	143	79	102	58	362	184	50	316	37	38	27	95	38	24	36	27	504	269	185	488	300	159	45											
	36%	37%	28%	40%	40%	33%	38%	10%	67%	10%	10%	9%	10%	8%	-	57%	38%	34%	44%	36%	43%	31%	32%	30%	27%	32%	32%	21%	23%	21%	23%	26%	17%	24%	15%	30%	55%	26%	28%	29%	34%	29%	20%										
Don't know	33	7	6	-	7	5	10	11	11	6	5	11	9	1	-	-	2	9	1	7	2	8	2	14	7	5	10	1	3	2	5	-	-	1	1	20	9	6	20	13	4	3											
	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	*	2%	1%	1%	-	-	*	*	1%	2%	1%	1%	1%	1%												
NET: Very/fairly closely	764	201	254	52	165	313	259	649	61	428	221	595	499	91	764	-	105	224	44	134	50	128	77	489	277	61	388	90	88	72	174	78	90	86	112	660	96	324	630	309	229	122											
	35%	34%	45%	33%	31%	36%	36%	62%	6%	63%	62%	65%	65%	61%	100%	-	31%	38%	32%	34%	27%	39%	41%	40%	41%	39%	39%	51%	52%	56%	43%	54%	63%	58%	64%	40%	20%	45%	39%	35%	41%	54%											
NET: Not very closely/not at all	1382	387	311	103	366	541	450	380	876	247	132	316	257	57	-	1382	228	361	93	253	133	195	106	710	390	91	604	85	79	55	227	67	53	61	62	988	384	386	954	565	320	103											
	63%	65%	54%	67%	68%	63%	63%	37%	92%	36%	37%	34%	34%	38%	-	100%	68%	61%	68%	64%	72%	59%	57%	59%	58%	58%	60%	48%	47%	43%	56%	46%	37%	41%	35%	59%	79%	54%	59%	64%	58%	45%											
Mean	2.09	2.06	2.30	2.04	2.00	2.13	2.09	2.74	1.39	2.75	2.72	2.78	2.77	2.81	3.29	1.43	2.03	2.14	1.99	2.07	1.90	2.20	2.26	2.23	2.27	2.19	2.19	2.57	2.53	2.62	2.36	2.51	2.75	2.55	2.77	2.22	1.67	2.36	2.21	2.10	2.25	2.59											

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Overlap formulae used

ColumnProportion (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/nno/oo/pp

ColumnMeans (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/nno/oo/pp

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Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - Summary

All adults aged 16-75 in GB

	Q2. How closely, if at all, did you follow each of the following football tournaments?					
	2022 Women's Euro tournament (held in England)	2021 Men's Euro tournament (held across Europe)	2022 Men's World Cup (held in Qatar)	2020 Women's Olympics tournament (held in Japan)	2020 Men's Olympics tournament (held in Japan)	2019 Women's World Cup (held in France)
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	2179	2179	2179	2179	2179	2179
Weighted base	2179	2179	2179	2179	2179	2179
Very closely (4)	332 15% DEF	608 28% ADEF	761 35% ABDEF	147 7% DF	236 11% DF	172 8%
Fairly closely (3)	531 24% CDEF	492 23% CDEF	443 20% D	365 17% D	409 19% D	424 19% D
Not very closely (2)	445 20% BC	317 15% C	307 14% D	546 25% ABC	555 25% ABC	535 25% ABC
Did not follow at all (1)	847 39% BC	735 34% C	649 30% D	1088 50% ABCE	953 44% ABC	1019 47% ABCE
Don't know	24 1%	28 1%	19 1%	33 2% C	26 1%	29 1%

NET: Very/fairly closely	863 40% DEF	1100 50% ADEF	1204 55% ABDEF	512 23% DF	645 30% DF	597 27% D
NET: Not very closely/not at all	1292 59% BC	1051 48% C	956 44% D	1634 75% ABCE	1508 69% ABC	1553 71% ABC

Mean	2.16 DEF	2.45 ADEF	2.61 ABDEF	1.80	1.97 DF	1.88 D
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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2022 Women's Euro tournament (held in England)

All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
Very closely (4)	332 15%	196 18% C	137 13% F	129 18% F	113 15% F	91 13% F	57 16% U	128 20% U	63 12% U	85 13% U	84 16% P	103 18% MP	64 13% P	57 18% P	16 15% P*	8 4% R	236 17% R	96 12% R	214 17% T	118 13% T	121 17% U	212 14% V	295 15% W	36 14% X	208 17% Z	88 13% Z	36 15% Z	153 21% c	179 12% c
Fairly closely (3)	531 24%	304 28% C	224 21% F	190 18% F	196 25% F	145 21% F	104 29% J	169 26% J	121 23% J	137 21% J	124 24% P	157 28% P	121 25% P	76 24% P	22 21% *	30 16% R	368 27% R	163 20% R	321 26% R	209 22% R	190 27% U	341 23% V	459 24% W	69 27% X	312 25% Y	168 24% Y	51 22% Y	208 28% c	323 22% c
Not very closely (2)	445 20%	228 21%	215 20%	155 22%	148 19%	143 20%	82 23%	134 21%	99 19%	130 20%	97 19%	101 18%	117 24% L	72 23%	16 16% *	43 23%	281 20% R	164 21% R	246 20% R	200 21% R	150 21% U	296 20% V	375 20% W	66 26% X	266 21% Y	134 19% Y	45 19% Y	147 20% c	299 21% c
Did not follow at all (1)	847 39%	337 31%	506 46% B	214 30% B	315 41% D	317 45% D	109 30% U	207 32% U	245 46% GH	286 45% GH	202 40% P	198 35% MP	186 38% P	107 34% P	49 46% LN*	105 56% KLMN	483 35% Q	364 46% Q	454 37% R	393 42% S	243 34% U	604 41% U	764 40% X	74 29% X	447 36% Y	297 43% Y	102 43% Y	216 29% c	630 44% b
Don't know	24 1%	14 1%	9 1%	18 3% EF	4 1% F	2 * F	6 2% U	15 2% U	1 * U	2 * U	4 1% P	9 2% MP	3 1% P	4 1% P	2 2% P*	1 1% R	16 1% R	8 1% R	5 * R	18 2% S	4 1% S	20 1% S	12 1% S	11 4% W	10 1% W	11 2% W	3 1% W	12 2% c	12 1% c

NET: Very/fairly closely	863 40%	500 46% C	361 33% F	318 45% F	309 40% F	236 34% F	161 45% U	297 45% U	183 35% U	222 35% U	209 41% P	260 46% MP	185 38% P	133 42% P	38 36% P*	38 20% R	605 44% R	259 33% R	536 43% T	328 35% T	311 44% V	553 38% V	753 40% W	105 41% X	520 42% Z	255 37% Z	87 37% Z	361 49% c	502 35% c
NET: Not very closely/not at all	1292 59%	565 52% B	720 66% B	369 52% D	463 60% D	459 66% DE	191 53% U	341 52% U	345 65% GH	415 65% GH	299 58% P	299 53% MP	303 62% L	178 57% P	65 62% *	147 79% KLMNO	764 55% Q	528 66% Q	700 56% S	592 63% S	392 55% U	900 61% U	1139 60% W	141 55% X	713 57% Y	431 62% Y	148 62% Y	363 49% c	929 64% b

Mean	2.16	2.34 C	1.99	2.34 EF	2.14	2.01	2.31 U	2.34 U	2.00	2.03	2.18 P	2.30 MP	2.13 P	2.27 P	2.05 P*	1.69	2.26 R	1.99	2.24 T	2.06	2.27 V	2.11	2.15	2.27	2.23 Z	2.07	2.09	2.41 c	2.04
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q/R,S,T,U/V,W,X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2022 Women's Euro tournament (held in England)

All adults aged 16-75 in GB

			GE 2019 Vote										EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Football fan (H)	Not a football fan (I)	Male (J)	Female (K)	Yes (L)	Yes (M)	Yes (N)	Closely (O)	Not closely/at all (P)	Sainsbury's (Q)	Tesco (R)	Morrison's (S)	Aldi (T)	Lidl (U)	Asda (V)	Other (W)	Netflix (X)	Disney+ (Y)	Now (Z)	Amazon Prime Video (a)	Apple TV+ (b)	Paramount+ (c)	Discovery+ (d)	Spotify Premium (e)	Apple Music (f)	YouTube Music (g)	Amazon Music Unlimited (h)	Other (i)	ANY subscription (j)	NO subscription (k)	ANY Audio (l)	Film/TV (m)	Light (1-2 subs) (n)	Moderate (3-4 subs) (o)	Heavy (5+) (p)											
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262											
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228											
Very closely (4)	332	103	98	25	61	139	135	279	31	182	97	259	226	32	300	31	51	99	18	66	17	49	31	213	128	31	162	50	50	37	80	37	38	42	48	285	45	146	273	127	95	63											
	15%	17%	17%	16%	11%	16%	19%	27%	3%	27%	27%	28%	29%	21%	39%	2%	15%	17%	13%	17%	9%	15%	17%	18%	19%	20%	16%	29%	29%	28%	20%	25%	27%	28%	28%	27%	17%	9%	20%	17%	14%	17%	28%										
Fairly closely (3)	531	138	177	42	109	232	163	406	88	269	136	361	304	54	368	154	78	153	33	90	39	93	45	344	195	40	297	54	48	32	132	47	41	51	58	459	68	219	442	218	165	76											
	24%	23%	31%	27%	20%	27%	23%	39%	9%	39%	38%	39%	40%	36%	48%	11%	23%	26%	24%	23%	21%	28%	24%	28%	29%	26%	30%	31%	28%	25%	33%	32%	28%	34%	33%	27%	14%	31%	28%	25%	30%	33%											
Not very closely (2)	445	126	119	28	117	177	135	226	161	146	80	194	150	43	73	366	63	127	29	67	38	70	47	247	140	27	204	30	31	25	84	20	22	22	35	353	91	139	335	201	111	40											
	20%	21%	21%	18%	22%	21%	19%	22%	17%	21%	22%	21%	20%	29%	10%	26%	19%	21%	21%	17%	20%	21%	25%	20%	21%	18%	20%	17%	18%	20%	21%	14%	16%	15%	20%	21%	19%	19%	21%	23%	20%	18%											
Did not follow at all (1)	847	227	172	59	239	309	284	122	659	79	44	102	82	20	17	820	142	211	59	167	89	115	58	399	204	56	334	42	41	35	108	42	38	33	30	559	279	206	540	334	176	49											
	39%	38%	30%	38%	44%	36%	39%	12%	70%	12%	12%	11%	11%	13%	2%	59%	42%	36%	43%	42%	48%	35%	31%	33%	30%	36%	33%	24%	24%	27%	27%	29%	27%	23%	17%	33%	57%	29%	34%	38%	32%	22%											
Don't know	24	2	5	-	12	3	1	6	9	5	1	4	3	1	5	11	1	3	-	4	3	6	4	9	6	1	6	-	1	-	1	-	4	-	3	14	6	6	14	8	6	-											
	1%	*	1%	-	2%	*	*	1%	1%	1%	*	*	*	1%	1%	1%	*	1%	-	1%	1%	2%	2%	1%	1%	1%	1%	-	*	-	*	-	Xabdfh	-	2%	a	1%	1%	1%	1%	-												
NET: Very/fairly closely	863	240	275	68	170	371	298	685	119	451	233	621	530	86	668	185	129	252	51	156	55	141	76	557	323	72	458	104	97	68	213	84	79	92	106	743	113	365	715	345	260	139											
	40%	40%	48%	44%	32%	43%	41%	66%	13%	66%	65%	67%	69%	57%	87%	13%	39%	43%	37%	40%	30%	43%	41%	46%	48%	46%	46%	59%	58%	53%	53%	52%	58%	55%	63%	61%	45%	51%	45%	39%	47%	61%											
	E	BE	E					I					P					U		U		U	U				Xtba	Xtba	Xtba		Xa	Xtba	Xa	Xtbae	Xtba	kn	jmm	kn	k	kn	jmm												
NET: Not very closely/not at all	1292	353	291	87	356	485	419	349	820	225	124	297	232	63	91	1187	205	338	88	234	126	185	105	647	344	83	537	71	71	61	192	62	60	55	66	911	370	345	875	535	286	90											
	59%	59%	51%	56%	66%	56%	58%	34%	86%	33%	35%	32%	30%	42%	12%	86%	61%	57%	63%	59%	68%	56%	57%	53%	51%	53%	54%	41%	42%	47%	47%	42%	42%	37%	38%	55%	55%	48%	55%	60%	52%	39%											
		C		BCD				H					O							R/W																																	
Mean	2.16	2.20	2.35	2.22	1.99	2.24	2.21	2.81	1.46	2.82	2.80	2.85	2.88	2.66	3.25	1.56	2.11	2.24	2.07	2.14	1.91	2.23	2.27	2.31	2.37	2.31	2.29	2.64	2.63	2.54	2.46	2.55	2.57	2.68	2.72	2.28	1.75	2.43	2.28	2.16	2.33	2.67											
	E	BE	BE	E				I					P				U	U	U	U	U	U	U	a			Xtbae	Xtba	Xa	Xa	Xa	Xa	Xa	Xtbae	Xtbae	kn	jmm	kn	k	kn	jmm												

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30*** Small Base: 100**

22-087220-25 - 23rd - 26th June 2023

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Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2021 Men's Euro tournament (held across Europe)

All adults aged 16-75 in GB

		Gender			Age			Generations					Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	Gen Z (G)	Millennials (H)	Gen X (I)	Baby Boomer (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Working (Q)	Not working (R)	ABC1 (S)	C2DE (T)	Graduate (U)	Non-graduate (V)	White ethnic group (W)	Minority ethnic group (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	ANY (b)	NONE (c)		
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422		
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444		
Very closely (4)	608	445	163	233	229	146	125	214	133	136	141	167	126	112	20	42	446	162	357	251	205	403	500	105	359	194	55	237	371		
	28%	41%	15%	33%	29%	21%	35%	33%	25%	21%	28%	29%	26%	35%	19%	22%	32%	20%	29%	27%	29%	27%	26%	41%	29%	28%	23%	32%	26%		
		C		F	F		U	U			O		KMOP	*		R							W		a		c				
Fairly closely (3)	492	248	244	179	161	153	90	162	99	141	115	128	115	84	17	33	330	163	293	199	177	315	434	57	301	151	40	192	300		
	23%	23%	22%	25%	21%	22%	25%	25%	19%	22%	23%	23%	23%	27%	16%	18%	24%	20%	24%	21%	25%	21%	23%	22%	24%	22%	17%	26%	21%		
				I	I		I	I			P			*		P				V							c				
Not very closely (2)	317	130	184	106	106	104	55	90	78	95	72	85	88	32	14	25	191	126	186	131	114	203	278	34	184	94	39	111	206		
	15%	12%	17%	15%	14%	15%	15%	14%	15%	15%	14%	15%	18%	10%	13%	14%	14%	16%	15%	14%	16%	14%	15%	13%	15%	13%	16%	15%	14%		
			B								N		N		*																
Did not follow at all (1)	735	245	486	169	276	290	82	174	216	263	178	177	159	84	52	85	396	339	399	336	206	529	677	49	385	250	100	181	553		
	34%	23%	45%	24%	36%	42%	23%	27%	41%	41%	35%	31%	32%	27%	49%	45%	29%	43%	32%	36%	29%	36%	36%	19%	31%	36%	42%	25%	38%		
		B			D	DE			GH	GH	N				KLMN*	KLMN		Q			U	X				Y		b			
Don't know	28	12	14	19	5	4	7	14	3	4	6	10	4	4	3	1	22	6	6	21	5	23	15	12	15	8	5	14	14		
	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	3%	1%	2%	1%	1%	2%	1%	2%	1%	5%	1%	1%	2%	2%	1%		
				EF				U							*				S				W								

NET: Very/fairly closely	1100 50% C	692 64% C	407 37% F	412 58% EF	389 50% F	299 43% F	215 60% U	376 58% U	232 44% U	277 43% U	256 50% OP	295 52% OP	240 49% O	196 62% KLMOP	37 35% *	75 40% R	776 56% R	324 41% R	650 52% R	450 48% R	382 54% V	717 49% V	934 49% W	162 63% W	660 53% a	345 49% a	95 40% a	429 58% c	671 46% c
NET: Not very closely/not at all	1051 48% B	375 35% B	671 61% B	275 39% D	382 49% D	394 57% DE	136 38% DE	263 40% GH	294 56% GH	358 56% GH	250 49% N	263 46% N	247 50% N	116 37% N	66 62% KLMN*	110 59% KLN	587 42% Q	465 58% Q	585 47% Q	467 50% Q	320 45% U	732 50% U	955 50% X	83 32% X	569 46% Y	344 49% Y	139 58% YZ	292 40% b	759 53% b

Mean	2.45	2.84 C	2.08	2.69 EF	2.44 F	2.22	2.73 U	2.65 U	2.28	2.24	2.43 OP	2.51 OP	2.43 OP	2.72 KLMOP	2.05 *	2.17	2.61 R	2.19	2.49	2.40	2.54 V	2.41	2.40	2.89 W	2.52 a	2.42	2.21	2.67 c	2.34
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22-087220-25 - 23rd - 26th June 2023

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Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2021 Men's Euro tournament (held across Europe)

All adults aged 16-75 in GB

			GE 2019 Vote					EU Referendum Vote			Football fan gender		English football fans	English football fans from white minority ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Football fan (H)	Not a football fan (I)	Male (J)	Female (K)	Yes (L)	Yes (M)	Yes (N)	Closely (O)	Not closely/at all (P)	Sainsbury's (Q)	Tesco (R)	Morrisons' (S)	Aldi (T)	Lidl (U)	Asda (V)	Other (W)	Netfix (X)	Disney+ (Y)	Now (Z)	Amazon Prime Video (a)	Apple TV+ (b)	Paramount+ (c)	Discovery+ (d)	Spotify Premium (e)	Apple Music (f)	YouTube Music (g)	Amazon Music Unlimited (h)	Other (i)	ANY subscription (j)	NO subscription (k)	ANY Audio (l)	Film/TV (m)	Light (1-2 hrs) (n)	Moderate (3-4 hrs) (o)	Heavy (5+) (p)				
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262				
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	190	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228				
Very closely (4)	608	1791	192	39	132	256	210	561	26	421	140	503	405	95	386	220	90	193	36	98	46	91	49	391	214	37	323	77	63	48	162	56	66	57	63	527	75	258	501	258	180	89				
	28%	29%	34%	25%	25%	30%	29%	54%	3%	62%	39%	55%	53%	63%	50%	16%	27%	32%	26%	25%	25%	26%	27%	26%	32%	2	34%	44%	37%	37%	40%	40%	38%	46%	39%	36%	32%	15%	36%	31%	29%	33%	39%			
Fairly closely (3)	492	136	136	43	109	191	161	350	76	196	153	312	272	39	264	218	81	129	33	80	39	79	48	303	173	45	242	43	51	35	95	40	36	39	47	405	87	180	390	203	139	62				
	23%	23%	24%	28%	20%	22%	22%	34%	8%	29%	43%	34%	36%	26%	35%	16%	24%	22%	24%	20%	21%	24%	26%	25%	26%	29%	24%	25%	30%	27%	24%	27%	25%	26%	27%	24%	18%	25%	24%	23%	25%	27%	k k			
Not very closely (2)	317	94	86	17	67	129	95	90	169	54	36	80	67	11	86	223	44	76	18	68	26	58	25	176	106	26	132	21	20	18	64	18	14	18	37	250	63	104	240	138	79	33				
	15%	16%	15%	11%	12%	15%	13%	9%	18%	8%	10%	9%	9%	7%	11%	16%	13%	13%	17%	14%	18%	14%	15%	15%	16%	17%	13%	12%	12%	14%	16%	12%	10%	12%	21% kaadgh	15%	13%	15%	15%	16%	14%	15%				
Did not follow at all (1)	735	193	151	55	219	277	248	32	665	7	25	24	18	5	20	709	121	188	50	141	73	99	58	335	172	46	296	32	33	26	81	32	22	33	27	470	256	163	457	281	147	42				
	34%	32%	27%	36%	41%	32%	34%	3%	70%	1%	7%	3%	2%	3%	3%	51%	36%	32%	36%	36%	39%	30%	31%	28%	26%	30%	30%	38%	19%	20%	20%	20%	22%	15%	23%	22%	28%	52%	23%	28%	32%	27%	18%			
Don't know	28	2	6	1	12	7	4	6	12	3	3	3	3	*	8	12	-	8	1	6	1	5	5	9	8	2	8	3	2	2	3	-	5	1	*	17	7	10	16	7	7	2				
	1%	*	1%	1%	2%	1%	1%	1%	1%	*	1%	*	*	*	1%	1%	-	1%	1%	2%	*	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	-	3% xtauf	1%	*	1%	1%	1%	1%	1%	1%					
NET: Very/fairly closely	1100 50%	307 52%	328 57%	82 53%	241 45%	446 52%	371 52%	912 88%	102 11%	617 91%	294 82%	814 88%	677 88%	134 89%	439 85%	171 32%	322 51%	70 54%	179 50%	85 45%	170 51%	97 52%	693 57%	387 57%	81 52%	565 56%	120 68%	114 68%	83 64%	257 63%	96 66%	102 71%	96 65%	110 63%	932 56%	162 33%	438 61%	892 56%	52%	58%	320 66%	151 66%				
NET: Not very closely/not at all	1051 48%	286 48%	237 41%	72 46%	286 53%	406 47%	343 48%	122 12%	834 88%	61 9%	61 17%	104 11%	85 11%	16 10%	106 14%	932 67%	165 49%	264 44%	68 49%	209 53%	99 54%	157 47%	83 45%	511 42%	278 41%	73 47%	427 43%	53 30%	53 31%	44 34%	145 36%	50 34%	282 25%	3.06 34%	2.82 37%	2.83 43%	2.60 65%	1.96 37%	2.76 43%	2.59 43%	2.50 47%	2.65 41%	2.88 33%			
Mean	2.45	2.48 E	2.65 BE	2.43	2.29	2.50	2.47	3.39 I	1.43	3.52 K	3.15	3.41	3.40	3.50	3.34 P	1.96	2.42	2.56 TU	2.41	2.35	2.31	2.49	2.49	2.62	2.64	2.47	2.60	2.95 XYZa	2.87 XYZa	2.82 2a	2.84 XYZa	2.82 2a	3.06 XYZaE	2.82 2a	2.83 x2a	2.60 kn	1.96	2.76 jmmo	2.59 kn	2.50 k	2.65 kn	2.88 jmmo				

Overlap formulae used

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K,L,M,N,O/P,Q/R/S/T/U/V/W,X,Y/Z/a/b/c/d/e/f/g/h/i,j/k/l/m/n/o/p Minimum Base: 30(**) Small Base: 100(**)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2022 Men's World Cup (held in Qatar)

All adults aged 16-75 in GB

		Gender			Age			Generations					Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	Gen Z (G)	Millennials (H)	Gen X (I)	Baby Boomer (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Working (Q)	Not working (R)	ABC1 (S)	C2DE (T)	Graduate (U)	Non-graduate (V)	White ethnic group (W)	Minority ethnic group (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	ANY (b)	NONE (c)		
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422		
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444		
Very closely (4)	761	525	237	309	260	193	161	268	151	181	176	222	150	140	25	48	552	210	444	318	248	514	628	129	446	243	73	312	449		
	35%	49%	22%	44%	33%	28%	45% U	41% U	29%	28%	34%	39% MOP	31%	44% KMOP	23% *	26%	40% R	26%	36%	34%	35%	35%	33%	50% W	36%	35%	30%	42% c	31%		
Fairly closely (3)	443	208	233	150	163	129	75	151	100	117	112	117	107	60	19	27	295	147	253	190	170	273	387	53	269	137	37	170	273		
	20%	19%	21%	21%	21%	19%	21%	23%	19%	18%	22%	21%	22%	19%	18% *	15%	21%	19%	20%	20%	24% V	19%	20%	21%	22%	20%	16%	23% c	19%		
Not very closely (2)	307	120	186	104	94	109	58	73	76	100	74	68	73	44	16	32	174	132	174	133	99	207	277	27	188	91	28	92	215		
	14%	11%	17% B	15%	12%	16%	16% H	11%	14%	16% H	14%	12%	15%	14%	15% *	17%	13%	17% Q	14%	14%	14%	14%	14%	15%	10%	15%	13%	12%	15%		
Did not follow at all (1)	649	213	431	128	258	263	58	152	201	238	144	155	158	68	46	78	352	297	363	287	185	464	605	37	334	217	99	156	494		
	30%	20%	39% B	18%	33% D	38% D	16% G	23% G	38% GH	37% GH	28%	27%	32% N	21%	44% KLMN*	42% KLMN	25%	37% Q	29%	31%	26%	32% U	32% X	15%	27%	31%	42% YZ	21%	34% b		
Don't know	19	13	4	15	2	2	6	9	1	2	6	5	4	4	-	1	11	8	7	12	5	14	7	11	8	9	2	6	13		
	1%	1%	* EF	2%	* *	*	2% U	1% I	* *	* *	1%	1%	1%	1%	- *	* *	1%	1%	1%	1%	1%	1%	* W	4% w	1%	1%	1%	1%	1%		

NET: Very/fairly closely	1204 55%	733 68% C	470 43%	459 65% EF	423 54% F	322 46%	236 66% U	419 64% U	252 48%	298 47%	288 56% OP	340 60% MOP	257 52% P	201 64% MOP	44 41% *	75 40%	847 61% R	357 45%	697 56%	507 54%	418 59% V	786 53% 53%	1015 53%	182 71% W	715 57% a	380 55% a	110 46%	482 65% c	722 50%
NET: Not very closely/not at all	956 44%	333 31%	616 57% B	232 33%	352 45% D	372 53% DE	116 32%	225 34%	277 52% GH	338 53% GH	218 43%	223 39%	231 47% LN	112 35%	62 59% KLN*	111 59% KLMN	526 38%	430 54% Q	537 43%	419 45%	284 40%	672 46% U	882 46% X	64 25%	521 42%	308 44%	127 53% YZ	247 34%	709 49% b

Mean	2.61	2.98 C	2.25	2.92 EF	2.55 F	2.36	2.96 U	2.83 U	2.38	2.38	2.63 OP	2.72 MOP	2.51 OP	2.87 KMOP	2.21 *	2.25	2.76 R	2.34	2.63	2.58	2.68 V	2.57	2.55	3.11 W	2.67 a	2.59 a	2.35	2.87 c	2.47
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q,R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O/P,Q,R,S,T,U/V,W,X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2022 Men's World Cup (held in Qatar)

All adults aged 16-75 in GB

	GE 2019 Vote										EU Referendum Vote		Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)									
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262									
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228									
Very closely (4)	761	221	227	51	166	309	266	675	44	490	185	606	492	111	471	286	115	225	39	132	58	119	68	501	274	59	400	89	74	53	189	74	77	77	654	104	318	630	317	225	112										
	35%	37%	40%	33%	31%	36%	37%	65%	5%	72%	52%	66%	64%	74%	62%	21%	34%	38%	28%	33%	32%	36%	37%	41%	41%	38%	40%	51%	44%	41%	47%	51%	54%	52%	44%	39%	21%	44%	39%	36%	41%	49%									
Fairly closely (3)	443	126	127	34	101	179	137	275	102	146	128	240	212	26	223	207	66	117	32	82	33	69	42	247	147	34	193	37	42	35	91	28	34	24	41	355	83	153	339	188	117	50									
	20%	21%	22%	22%	19%	21%	19%	26%	11%	21%	36%	26%	28%	17%	29%	15%	20%	20%	23%	21%	18%	21%	23%	20%	22%	22%	19%	21%	25%	27%	23%	20%	24%	16%	23%	21%	17%	21%	21%	21%	21%	21%	22%								
Not very closely (2)	307	76	75	20	85	121	87	65	192	37	27	56	47	8	57	248	39	87	24	56	32	46	19	164	93	24	141	19	18	15	53	13	8	15	30	236	69	89	223	131	75	29									
	14%	13%	13%	13%	16%	14%	12%	6%	20%	5%	8%	6%	6%	7%	18%	12%	15%	17%	14%	18%	14%	10%	13%	14%	15%	14%	11%	10%	12%	13%	9%	5%	10%	17%	14%	14%	12%	14%	15%	14%	13%										
Did not follow at all (1)	649	172	136	50	181	247	228	22	602	6	16	17	12	4	11	632	116	162	43	121	57	93	52	297	155	39	261	31	35	25	70	31	18	30	25	414	228	149	402	247	130	37									
	30%	29%	24%	32%	34%	29%	32%	2%	63%	1%	4%	2%	2%	3%	1%	46%	35%	27%	31%	31%	31%	28%	28%	24%	24%	23%	25%	26%	17%	21%	19%	17%	21%	13%	20%	14%	25%	47%	21%	25%	28%	24%	16%								
Don't know	19	-	6	-	6	4	1	3	9	2	1	3	2	1	2	10	-	2	-	3	4	4	3	5	5	-	6	-	-	1	2	-	6	1	3	11	5	7	10	5	6	1									
	1%	-	1%	-	1%	1%	*	*	1%	*	*	*	*	1%	*	1%	-	*	-	1%	2%	2%	2%	*	1%	-	1%	-	-	*	1%	-	4%	1%	1%	1%	1%	1%	1%	1%	1%	*									
NET: Very/fairly closely	1204	347	354	85	266	487	402	950	146	635	314	846	704	137	694	492	181	343	71	214	92	188	111	747	421	93	593	126	116	88	281	103	111	101	117	1009	187	471	969	505	342	161									
	55%	58%	62%	55%	49%	57%	56%	91%	15%	93%	88%	92%	92%	91%	91%	36%	54%	58%	51%	54%	50%	57%	60%	62%	63%	60%	59%	72%	69%	68%	69%	70%	78%	69%	67%	60%	38%	66%	60%	57%	62%	71%									
NET: Not very closely/not at all	956	249	211	69	266	368	315	87	793	44	43	73	60	12	68	881	155	250	67	177	89	139	71	460	248	63	402	50	53	40	122	43	26	45	55	649	297	238	625	378	205	66									
	44%	42%	37%	45%	49%	43%	44%	8%	6%	12%	8%	8%	8%	8%	9%	64%	46%	42%	49%	45%	48%	42%	39%	38%	37%	40%	40%	28%	31%	31%	30%	30%	18%	30%	31%	29%	61%	33%	39%	43%	37%	29%									
Mean	2.61	2.66	2.79	2.56	2.47	2.64	2.61	3.55	1.56	3.65	3.35	3.56	3.55	3.63	3.51	2.11	2.54	2.68	2.48	2.57	2.52	2.65	2.70	2.79	2.81	2.72	2.74	3.05	2.92	2.91	2.99	3.00	3.23	3.02	2.98	2.75	2.13	2.90	2.75	2.65	2.80	3.04									
		E	E					i		K					P													XYZa	XYZa	XZa	XYZacdel	XZa	a	kn			jmm	kn	k	kn	jmm										

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nnoo/pp Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nnoo/pp Minimum Base: 30(**) Small Base: 100(*)

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22-087220-25 - 23rd - 26th June 2023

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Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2020 Women's Olympics tournament (held in Japan)

All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
Very closely (4)	147 7%	95 9% C	52 5%	70 10% EF	49 6%	28 4%	30 8% U	72 11% U	18 3%	28 4%	30 6%	51 9% OP	29 6%	31 10% OP	2 2% *	4 2%	104 8%	43 5%	93 7%	54 6%	62 9% V	85 6%	119 6%	26 10% W	99 8% Z	37 5%	11 5%	83 11% c	64 4%
Fairly closely (3)	365 17%	186 17%	178 16%	146 21% F	127 16%	91 13%	76 21% U	131 20% U	73 14%	85 13%	89 17%	102 18%	81 17%	58 18%	13 12% *	22 12%	273 20% R	91 11%	239 19%	126 13%	151 21% V	214 15%	305 16%	58 23% W	214 17%	113 16%	38 16%	172 23% c	193 13%
Not very closely (2)	546 25%	289 27%	255 23%	165 23%	189 24%	191 27%	91 25%	144 22%	138 26%	173 27%	114 22%	139 25%	137 28%	75 24%	33 31% *	48 25%	340 25%	206 26%	306 25%	240 26%	182 26%	364 25%	471 25%	72 28%	333 27%	160 23%	54 23%	176 24%	370 26%
Did not follow at all (1)	1088 50%	493 46%	591 54% B	303 43% D	410 53% D	376 54% D	155 43% D	291 45% D	299 56% GH	344 54% GH	272 53%	266 47%	238 48%	147 47%	56 53% *	111 59% LMN	646 47%	442 56% Q	591 48%	497 53% S	303 43%	786 53% U	987 52% X	91 35%	583 47%	375 54% Y	131 55% Y	293 40%	796 55% b
Don't know	33 2%	16 1%	16 1%	21 3% E	1 *	10 1% E	6 2%	16 2% I	2 *	9 1%	7 1%	11 2%	6 1%	5 2%	1 1% *	3 2%	20 1%	13 2%	11 1%	22 2% S	9 1%	24 2%	23 1%	9 4% W	15 1%	13 2%	5 2%	11 2%	21 1%

NET: Very/fairly closely	512 23%	281 26% C	230 21%	216 31% EF	176 23% F	119 17%	106 30% U	203 31% U	90 17%	113 18%	119 23% P	152 27% OP	111 23% P	89 28% OP	15 15% *	25 14%	377 27% R	134 17%	332 27% T	180 19%	213 30% V	299 20%	424 22%	84 33% W	313 25%	149 21%	49 20%	255 35% c	257 18%
NET: Not very closely/not at all	1634 75%	782 72%	845 77% B	468 66% D	599 77% D	568 81% D	247 69%	434 67%	437 83% GH	516 81% GH	386 75%	405 71%	374 76%	222 70%	89 84% LN*	159 85% KLMN	987 71%	648 81% Q	897 72%	737 79% S	485 69%	1149 78% U	1458 77% X	163 64%	915 74%	534 77%	185 77%	469 64%	1166 81% b

Mean	1.80	1.89 C	1.71	1.98 EF	1.76	1.67	1.94 U	1.97 U	1.64	1.68	1.76 P	1.89 OP	1.80 P	1.91 OP	1.64 *	1.55	1.88 R	1.66	1.86 T	1.71	1.96 V	1.72	1.76	2.08 W	1.86 Za	1.72	1.70	2.06 c	1.67
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O/P,Q/R,S,T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

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Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2020 Women's Olympics tournament (held in Japan)

All adults aged 16-75 in GB

			GE 2019 Vote				EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netfix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subscriptions)	Moderate (3-4 subscriptions)	Heavy (5+)					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)					
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262					
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228					
Very closely (4)	147	39	42	10	33	55	57	126	13	88	38	121	97	22	131	16	23	47	6	20	7	25	18	104	63	17	91	34	35	28	43	22	29	24	17%	30	133	12	73	129	44	44					
	7%	7%	7%	6%	6%	6%	8%	12%	1%	13%	11%	13%	13%	14%	17%	1%	7%	8%	4%	5%	4%	8%	10%	9%	9%	11%	9%	20%	21%	22%	11%	15%	20%	17%	17%	8%	3%	10%	8%	5%	8%	19%					
								i							p												XYZae	XYZae	XYZae				Xta	XYZae	Xta	Xtae	kn	45	165	302	155	111	54				
Fairly closely (3)	365	102	128	36	69	157	118	272	62	159	113	247	203	43	279	79	61	109	15	55	24	70	27	240	140	35	185	39	37	23	86	36	40	37	44	319	45	165	302	155	111	54					
	17%	17%	22%	23%	13%	18%	16%	26%	7%	23%	32%	27%	27%	28%	37%	6%	18%	18%	11%	14%	13%	21%	15%	20%	21%	22%	18%	22%	22%	18%	21%	25%	28%	25%	25%	19%	9%	23%	19%	17%	20%	24%					
								i			J				P							STU										Xad	a	a	k												
Not very closely (2)	546	162	146	31	127	223	178	330	145	214	116	282	232	48	233	304	62	158	43	111	44	77	50	326	171	31	258	40	36	33	100	30	32	30	41	445	97	164	428	253	145	48					
	25%	27%	26%	20%	24%	26%	25%	32%	15%	31%	32%	31%	30%	32%	31%	22%	18%	27%	31%	28%	24%	23%	27%	27%	25%	20%	26%	23%	21%	25%	25%	20%	22%	20%	23%	27%	20%	23%	27%	28%	26%	21%					
								i							P		Q	Q	Q	Q																			klp	klp	klp	k					
Did not follow at all (1)	1088	289	246	78	298	411	362	302	714	215	88	262	224	37	108	971	188	270	75	203	104	156	83	533	299	72	459	62	60	45	172	59	42	54	54	753	324	307	727	424	247	83					
	50%	48%	43%	51%	55%	48%	50%	29%	75%	32%	25%	28%	29%	25%	14%	70%	56%	45%	54%	52%	56%	47%	45%	44%	44%	46%	35%	35%	35%	43%	40%	30%	36%	31%	45%	66%	43%	45%	48%	45%	36%						
					BC			H	K						O	RW					R																	p	jmmop	p	p	lp	p				
Don't know	33	4	9	-	11	14	4	9	13	7	3	9	9	*	13	12	2	9	1	4	6	3	7	10	1	*	8	1	1	-	3	-	-	2	6	18	11	7	18	13	6	-					
	2%	1%	2%	-	2%	2%	*	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	2%	*	1%	3%	1%	4%	1%	*	*			*	1%	-	1%	-	-	2%	3%	1%	2%	1%	1%	1%	-					
																					Q		Q				Y		Y				Y	XYZadefg													
NET: Very/fairly closely	512	141	170	45	102	212	175	398	75	246	151	368	300	64	410	95	84	156	20	76	31	95	45	344	203	52	276	73	72	51	130	58	69	62	74	452	57	238	431	198	155	98					
	23%	24%	30%	29%	19%	25%	24%	38%	8%	36%	42%	40%	39%	43%	54%	7%	25%	26%	15%	19%	17%	29%	24%	28%	30%	34%	28%	42%	43%	40%	32%	40%	48%	42%	42%	27%	12%	33%	27%	22%	28%	43%					
								i							P		S	STU				STU						XYae	XYae	XYa	a	Xta	XYZae	XYae	XYae	kn		jmmno	kn	k	kn	jmmno					
NET: Not very closely/not at all	1634	451	392	109	425	634	540	633	859	428	204	544	456	85	342	1275	250	428	117	314	147	234	133	859	470	103	718	102	96	77	273	88	75	84	94	1199	422	471	1155	677	392	130					
	75%	76%	69%	71%	79%	74%	75%	61%	91%	63%	57%	59%	60%	57%	45%	92%	74%	72%	85%	80%	80%	70%	72%	71%	70%	66%	72%	58%	57%	60%	67%	60%	52%	57%	54%	72%	86%	66%	71%	76%	71%	57%					
					C				H						O			Q	Q	Q	V																lp	jmmop	p	lp	jmmop	lp					
Mean	1.80	1.82	1.94	1.85	1.69	1.83	1.82	2.21	1.33	2.18	2.29	2.25	2.23	2.33	2.57	1.37	1.76	1.89	1.65	1.73	1.63	1.89	1.89	1.93	1.95	1.99	1.91	2.26	2.28	2.27	2.00	2.14	2.38	2.22	2.30	1.90	1.47	2.01	1.90	1.79	1.91	2.26					
			E					i							P			STU				SU						XYZae	XYZae	XYZae		Xta	XYZae	XYae	XYZae	kn		jmmno	kn	k	kn	jmmno					

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportion (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30*** Small Base: 100**

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30*** Small Base: 100**

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2020 Men's Olympics tournament (held in Japan)

All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
Very closely (4)	236 11% C	160 15% C	76 7% C	116 16% EF	78 10% F	42 6% F	55 15% U	108 16% U	33 6% U	40 6% U	55 11% P	60 11% P	51 10% P	59 19% KLMOP	5 5% *	5 3% R	182 13% R	54 7% R	150 12% T	85 9% V	97 14% V	139 9% V	182 20% W	51 12% W	146 11% a	74 7% a	16 18% c	129 7% c	107
Fairly closely (3)	409 19% C	232 22% C	177 16% C	146 21% B	147 19% D	115 17% D	72 20% I	157 24% U	71 13% U	108 17% U	89 17% P	116 20% P	86 18% P	71 22% KLMOP	14 14% *	33 17% R	303 22% R	106 13% R	255 21% T	154 16% V	163 23% V	246 17% V	359 19% W	48 19% W	260 21% a	118 17% a	31 13% c	183 25% c	226
Not very closely (2)	555 25% C	295 27% C	257 24% C	178 25% B	184 24% D	193 28% D	98 27% I	138 21% U	145 27% H	174 27% H	129 25% P	140 25% P	141 29% N	60 19% KLMOP	32 31% N*	52 28% N	340 25% R	215 27% R	309 25% T	246 26% V	174 25% V	381 26% V	483 25% W	70 27% W	329 26% a	165 24% a	62 26% c	172 23% c	383
Did not follow at all (1)	953 44% B	378 35% B	570 52% B	245 35% D	367 47% D	341 49% D	123 34% I	240 37% U	280 53% GH	310 49% GH	232 45% P	242 43% P	207 42% P	121 38% KLMOP	54 51% N*	97 52% LMN	545 39% Q	409 51% Q	519 42% T	435 46% V	266 38% V	688 47% U	869 46% X	74 29% W	496 40% a	332 48% Y	126 53% Y	243 33% c	710
Don't know	26 1% EF	14 1% C	11 1% C	20 3% EF	- - E	6 1% E	10 3% U	10 2% I	- - -	6 1% -	7 1% P	9 2% P	6 1% P	4 1% KLMOP	- - *	- - -	15 1% R	11 1% R	8 1% T	18 2% S	7 1% V	19 1% V	11 1% W	14 5% W	14 1% a	9 1% a	3 1% c	8 1% c	18

NET: Very/fairly closely	645 30%	392 36% C	252 23% C	262 37% EF	225 29% F	157 23% F	127 35% U	265 41% U	104 20% U	149 23% U	144 28% P	176 31% OP	137 28% OP	130 41% KLMOP	20 18% *	38 20% R	484 35% R	160 20% R	406 33% T	239 25% T	260 37% V	385 26% V	541 28% W	99 39% W	405 33% Za	192 28% a	48 20% a	312 42% c	333 23% c
NET: Not very closely/not at all	1508 69%	673 62% B	827 76% B	423 60% D	551 71% D	534 77% DE	221 62% I	379 58% U	425 80% GH	484 76% GH	361 71% N	382 67% N	348 71% N	182 58% KLMOP	86 82% KLMN*	149 80% KLMN	885 64% Q	624 78% Q	827 67% S	681 73% S	440 62% U	1068 73% U	1352 71% X	144 56% W	824 66% a	496 71% Y	188 79% Y	416 57% c	1093 76% b

Mean	1.97	2.16 C	1.78	2.19 EF	1.92 F	1.79	2.17 U	2.21 U	1.73	1.81	1.94 P	1.99 OP	1.96 OP	2.22 KLMOP	1.72 *	1.71	2.09 R	1.75	2.03 T	1.88	2.13 V	1.89	1.92	2.31 W	2.04 Za	1.90	1.74	2.27 c	1.81
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q/R,S/T,U,V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q/R,S,T,U,V,W,X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2020 Men's Olympics tournament (held in Japan)

All adults aged 16-75 in GB

			GE 2019 Vote					EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)						
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262						
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228						
Very closely (4)	236	58	79	16	46	93	77	211	13	149	62	204	158	43	184	49	41	65	10	31	9	43	34	155	85	14	113	45	38	32	62	30	45	37	46	207	26	119	196	84	73	50						
	11%	10%	14%	10%	9%	11%	11%	20%	1%	22%	17%	22%	21%	28%	24%	4%	12%	11%	7%	8%	5%	13%	19%	13%	13%	9%	11%	26%	23%	25%	15%	20%	31%	25%	26%	12%	5%	17%	12%	9%	13%	22%						
Fairly closely (3)	409	128	122	32	82	181	142	311	65	196	115	278	236	41	260	142	58	129	25	73	28	66	28	252	149	42	214	42	44	33	92	32	36	39	45	351	57	165	334	174	119	57						
	19%	22%	21%	21%	15%	21%	20%	30%	7%	29%	32%	30%	31%	28%	34%	10%	17%	22%	18%	19%	15%	20%	15%	21%	22%	27%	21%	24%	26%	26%	23%	22%	25%	26%	26%	21%	12%	23%	21%	20%	22%	25%						
Not very closely (2)	555	160	149	37	123	226	179	321	163	206	114	269	223	45	221	326	74	169	32	107	51	78	41	337	186	38	279	41	37	26	110	35	31	24	45	452	100	175	436	245	149	58						
	25%	27%	26%	24%	23%	26%	25%	31%	17%	30%	32%	29%	29%	30%	29%	24%	22%	29%	24%	27%	27%	24%	22%	28%	28%	24%	28%	23%	22%	20%	27%	24%	22%	16%	26%	27%	20%	24%	27%	28%	27%	25%						
Did not follow at all (1)	953	248	214	69	278	355	315	192	695	129	64	167	147	19	93	854	162	224	70	176	93	141	81	462	246	60	387	44	49	38	135	47	27	47	35	645	298	247	626	380	206	59						
	44%	42%	38%	45%	52%	41%	44%	19%	73%	19%	18%	18%	19%	13%	12%	62%	48%	38%	51%	45%	50%	43%	44%	38%	36%	39%	39%	25%	29%	30%	33%	32%	19%	32%	20%	39%	61%	35%	39%	43%	37%	26%						
Don't know	26	2	7	-	9	5	5	4	12	2	2	4	2	2	5	11	1	5	1	7	4	3	2	7	8	2	9	2	1	-	6	2	5	1	3	14	8	10	12	4	6	4						
	1%	*	1%	-	2%	1%	1%	*	1%	*	*	*	*	1%	1%	1%	*	1%	*	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	4%	*	2%	1%	1%	1%	*	1%	2%						
NET: Very/fairly closely	645	186	201	48	128	274	219	522	78	344	178	482	394	84	444	191	98	195	35	104	38	109	62	407	234	56	326	88	82	65	154	62	81	76	91	558	83	284	530	258	192	107						
	30%	31%	35%	31%	24%	32%	30%	50%	8%	51%	50%	52%	51%	56%	58%	14%	29%	33%	25%	26%	20%	33%	34%	34%	35%	36%	33%	50%	48%	51%	38%	42%	56%	52%	52%	33%	17%	40%	33%	29%	35%	47%						
NET: Not very closely/not at all	1508	408	364	106	401	581	494	513	859	334	178	436	369	64	315	1180	236	394	103	283	143	219	121	799	432	98	666	86	87	64	246	82	57	71	80	1097	398	422	1062	625	355	117						
	69%	68%	64%	69%	74%	68%	69%	49%	91%	49%	50%	47%	48%	43%	41%	85%	70%	66%	74%	72%	77%	66%	66%	66%	64%	63%	67%	49%	51%	49%	61%	56%	40%	48%	46%	66%	81%	59%	66%	70%	64%	51%						
Mean	1.97	1.99	2.12	1.97	1.80	2.01	1.97	2.52	1.35	2.54	2.50	2.57	2.53	2.72	2.70	1.55	1.93	2.06	1.82	1.89	1.75	2.03	2.09	2.08	2.11	2.06	2.05	2.51	2.42	2.46	2.20	2.31	2.71	2.46	2.60	2.07	1.61	2.22	2.06	1.96	2.11	2.44						
		E	E					I							P		STU					U	U					XYZaef	XYZaee	XYZaee	2a	XYZa	XYZaefdef	XYZaee	XYZaef	kn	jmnno	kn	k	kn	jmnno							

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportion (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c,d/h/i/j/g/h,i,j,k/n/m/o/p Minimum Base: 30*** Small Base: 100**

ColumnMeans (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c,d/h/i/j/g/h,i,j,k/n/m/o/p Minimum Base: 30*** Small Base: 100**

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2019 Women's World Cup (held in France)

All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
Very closely (4)	172 8%	106 10% C	66 6%	73 10% F	65 8% F	34 5%	33 9% U	78 12% U	27 5%	34 5%	45 9% P	48 9% P	32 6%	37 12% MOP	3 3% *	7 4%	134 10% R	39 5%	111 9%	61 7%	72 10% V	101 7%	144 8%	26 10%	118 9% Z	38 5%	17 7%	98 13% c	75 5%
Fairly closely (3)	424 19%	245 23% C	178 16%	172 24% EF	134 17%	119 17%	91 25% U	141 22% I	84 16%	108 17%	88 17% P	138 24% KOP	95 19% P	71 23% P	15 14%	17 9%	301 22% R	123 15%	255 21%	169 18%	148 21%	277 19%	352 18%	72 28% W	247 20%	140 20%	38 16%	182 25% c	242 17%
Not very closely (2)	535 25%	300 28% C	233 21%	178 25% EF	184 24%	172 25%	92 26%	154 24%	129 24%	160 25%	122 24%	132 23%	132 27%	77 25%	29 28% *	42 22%	337 24%	198 25%	310 25%	224 24%	179 25%	355 24%	466 24%	66 26%	318 26%	156 22%	60 25%	167 23%	367 25%
Did not follow at all (1)	1019 47%	413 38%	600 55% B	264 37% EF	388 50% D	367 53% D	132 37% J	270 41% GH	285 54% GH	332 52% GH	251 49% N	241 42% LN	226 46%	125 40%	58 55% LN*	118 63% KLMN	597 43% Q	422 53% Q	555 45%	464 49%	298 42%	721 49% U	925 49% X	84 33%	547 44%	350 50% Y	122 51%	280 38%	739 51% b
Don't know	29 1%	14 1%	13 1%	19 3% EF	5 1%	5 1%	9 3% J	11 2%	4 1%	5 1%	5 1%	9 2%	7 1%	5 2%	- - *	3 2%	16 1%	13 2%	9 1%	20 2% S	10 1%	19 1%	18 1%	9 3% W	14 1%	13 2%	2 1%	8 1%	21 1%

NET: Very/fairly closely	597 27%	352 33% C	244 22%	245 35% EF	199 26%	153 22%	124 35% U	219 34% U	111 21%	142 22%	134 26% P	186 33% KMOP	127 26% P	108 34% KMOP	18 17% *	24 13%	435 31% R	162 20%	367 30% T	230 25%	219 31% V	377 26%	495 26%	98 38% W	364 29%	178 26%	54 23%	280 38% c	317 22%
NET: Not very closely/not at all	1553 71%	713 66%	833 76% B	442 63%	572 74% D	539 77% D	225 63%	423 65%	414 78% GH	492 77% GH	373 73% LN	373 66%	358 73% LN	202 64%	87 83% LN*	160 85% KLMN	933 67% Q	620 78%	865 70%	689 73%	477 68%	1076 73% U	1391 73% X	150 58%	865 70%	506 73%	182 76%	447 61%	1106 77% b

Mean	1.88	2.04 C	1.73	2.08 EF	1.84	1.74	2.07 U	2.04 U	1.72	1.75	1.86 P	1.99 OP	1.86 P	2.07 KMOP	1.65 *	1.53	1.98 R	1.72	1.94 T	1.81	1.99 V	1.83	1.85	2.16 W	1.95 Z	1.80	1.79	2.13 c	1.76
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q,R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O,P,Q,R,S,T,U,V,W,X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q2. How closely, if at all, did you follow each of the following football tournaments? - 2019 Women's World Cup (held in France)

All adults aged 16-75 in GB

	GE 2019 Vote										EU Referendum Vote		Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netfix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 ns)	Moderate (3-4 subscription ns)	Heavy (5+)									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)									
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262									
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228									
Very closely (4)	172 8%	53 9%	54 10%	9 6%	29 5%	61 7%	66 9%	156 15%	8 1%	100 15%	56 16%	147 16%	120 16%	25 16%	156 20%	15 1%	36 11%	42 7%	8 6%	21 5%	9 5%	31 9%	24 13%	120 10%	74 11%	19 12%	88 9%	30 17%	33 19%	24 12%	50 19%	27 12%	35 19%	29 20%	37 21%	155 kn	14 3%	94 13%	151 9%	58 7%	58 10%	40 17%									
Fairly closely (3)	424 19%	114 19%	130 23%	38 25%	93 17%	176 20%	147 21%	347 33%	47 5%	221 32%	126 35%	317 34%	260 34%	57 38%	365 48%	54 4%	58 17%	129 22%	20 15%	79 20%	30 16%	75 23%	32 18%	271 22%	150 21%	33 21%	212 24%	42 23%	40 28%	36 22%	90 23%	33 30%	43 29%	43 25%	44 22%	361 23%	61 13%	165 ko	343 k	189 k	105 k	67 jkmno									
Not very closely (2)	535 25%	155 26%	161 28%	34 22%	113 21%	233 27%	170 24%	305 29%	158 17%	207 30%	97 27%	264 29%	220 24%	42 28%	184 24%	344 25%	70 21%	152 26%	40 29%	99 25%	39 21%	79 24%	52 28%	324 27%	182 27%	37 24%	274 27%	41 23%	44 26%	28 22%	110 27%	40 27%	27 19%	30 20%	49 28%	449 27%	82 17%	187 26%	427 27%	239 27%	155 28%	55 24%									
Did not follow at all (1)	1019 47%	272 46%	219 38%	72 47%	291 54%	382 44%	331 46%	224 22%	721 76%	149 22%	75 21%	188 20%	161 21%	26 18%	52 7%	956 69%	171 51%	265 45%	70 51%	193 49%	99 44%	141 54%	73 39%	490 40%	261 39%	64 41%	420 42%	60 34%	49 29%	40 31%	148 37%	44 30%	36 25%	43 29%	40 23%	688 41%	323 66%	258 36%	669 42%	393 44%	232 42%	62 27%									
Don't know	29 1%	3 1%	7 1%	- -	12 2%	8 1%	4 1%	8 1%	14 1%	4 1%	4 1%	5 1%	4 1%	* *	7 1%	14 1%	- -	6 1%	1 *	2 1%	7 4%	5 1%	5 2%	8 1%	6 1%	3 2%	7 1%	3 2%	4 2%	- -	7 2%	2 1%	2 1%	2 2%	4 2%	17 1%	9 2%	11 2%	14 1%	9 1%	4 1%	5 2%									
NET: Very/fairly closely	597 27%	166 28%	184 32%	48 31%	123 23%	237 28%	213 30%	503 48%	55 6%	321 47%	182 51%	464 50%	380 54%	81 5%	521 68%	69 5%	95 28%	171 29%	28 20%	100 25%	39 21%	107 32%	56 30%	390 32%	225 33%	52 33%	300 30%	72 41%	72 43%	60 47%	141 35%	60 41%	78 55%	72 49%	81 46%	516 31%	76 15%	260 36%	494 31%	247 28%	162 29%	107 47%									
NET: Not very closely/not at all	1553 71%	426 72%	380 67%	107 69%	404 75%	615 71%	501 70%	529 51%	878 93%	356 52%	172 48%	452 49%	381 50%	68 46%	236 31%	1300 94%	241 72%	417 70%	109 79%	292 74%	139 75%	220 66%	124 67%	814 67%	442 66%	101 65%	694 69%	100 57%	93 55%	68 53%	258 64%	84 58%	63 44%	73 50%	89 51%	1136 68%	404 83%	445 62%	1097 68%	633 71%	387 70%	117 51%									
Mean	1.88	1.91	2.03	1.90	1.74	1.90	1.93	2.42	1.30	2.40	2.46	2.46	2.45	2.53	2.83	1.36	1.88	1.91	1.76	1.82	1.71	1.99	2.04	2.02	2.06	2.04	1.97	2.25	2.34	2.34	2.11	2.30	2.54	2.40	2.46	1.99	1.52	2.14	1.98	1.90	1.98	2.38									

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportion (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30*** Small Base: 100**

ColumnMeans (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30*** Small Base: 100**

[illegible]

CalculatePrizeValues (W): $A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z$ Minimum-Race: 10^{10} Small-Race: 10^6

CalculatePrize (W): $A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z$ Minimum-Race: 10^{10} Small-Race: 10^6

22-087220-25 - 23rd - 26th June 2023
PUBLIC

Women's World Cup 2023
All adults aged 16-75 in GB

Q3. 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? - Summary
All adults aged 16-75 in GB

	Q3. 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?	
	Previous women's football tournaments	The 2022 Men's World Cup
	(A)	(B)
Unweighted base	2179	2179
Weighted base	2179	2179
Much more attention (2)	434 20% B	351 16%
A little more attention (1)	610 28% B	370 17%
There has been no change (0)	477 22%	667 31% A
A little less attention (-1)	169 8%	186 9%
Much less attention (-2)	150 7%	278 13% A
Don't know	339 16%	327 15%

NET: More attention	1044 48% B	721 33%
NET: Less attention	319 15%	464 21% A

Mean	0.55 B	0.18
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nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q3. 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? - Previous women's football tournaments

All adults aged 16-75 in GB

		Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	Gen Z (G)	Millennial s (H)	Gen X (I)	Baby Boomer (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Working (Q)	Not working (R)	ABC1 (S)	C2DE (T)	Graduate (U)	Non- graduate (V)	White ethnic group (W)	Minority ethnic group (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	ANY (b)	NONE (c)	
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422	
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444	
Much more attention (2)	434 20%	253 23% C	181 17%	114 16%	156 20%	164 24% D	53 15%	127 19%	101 19%	154 24% G	106 21%	118 21%	102 21%	51 16%	17 16% *	40 21%	282 20%	152 19%	240 19%	194 21%	134 19%	300 20%	399 21% X	35 14%	260 21%	118 17%	56 24%	150 20%	284 20%	
A little more attention (1)	610 28%	306 28%	302 28%	206 29%	207 27%	197 28%	110 31%	179 27%	135 26%	186 29%	159 31% P	158 28%	137 28%	86 27%	28 27% *	42 22%	391 28%	220 28%	377 30% T	234 25%	234 33% V	377 26%	533 28%	73 28%	367 29%	180 26%	63 27%	220 30%	391 27%	
There has been no change (0)	477 22%	236 22%	239 22%	164 23% F	191 25% F	123 18%	84 23% J	160 24% J	127 24% J	106 17%	94 18%	131 23%	109 22%	80 25% K	20 18% *	42 23%	323 23%	153 19%	246 20%	231 25% S	149 21%	328 22%	412 22%	61 24%	268 22% a	176 25% a	34 14%	157 21%	320 22%	
A little less attention (-1)	169 8%	82 8%	87 8%	70 10% F	56 7%	42 6%	38 10% J	55 8%	38 7%	38 6%	35 7%	53 9%	37 8%	27 9%	6 6% *	10 6%	126 9% R	43 5%	109 9%	60 6%	57 8%	112 8%	136 7%	30 12% W	94 8%	56 8%	18 8%	69 9%	99 7%	
Much less attention (-2)	150 7%	76 7%	73 7%	57 8%	45 6%	49 7%	25 7%	51 8%	31 6%	44 7%	41 8%	39 7%	29 6%	23 7%	9 8% *	10 6%	95 7%	55 7%	82 7%	69 7%	43 6%	108 7%	124 7%	24 9%	89 7%	43 6%	19 8%	53 7%	97 7%	
Don't know	339 16%	126 12%	210 19% B	94 13%	122 16%	122 18%	49 14%	83 13%	97 18% H	109 17% H	76 15%	69 12%	78 16%	48 15%	26 25% KLMN*	42 23% KL	167 12%	172 22% Q	187 15%	151 16%	90 13%	248 17% U	301 16%	34 13%	167 13%	123 18% Y	48 20% Y	86 12%	252 17% b	
NET: More attention	1044 48%	559 52% C	482 44%	321 45%	363 47%	361 52% D	163 45%	306 47%	236 45%	340 53% GHI	265 52% N	276 49%	239 49%	138 44%	45 43% *	82 44%	673 49%	372 47%	617 50%	428 46%	368 52% V	677 46%	932 49%	108 42%	626 50% Z	299 43%	119 50%	370 50%	675 47%	
NET: Less attention	319 15%	158 15%	160 15%	127 18% EF	101 13%	91 13%	63 17%	105 16%	69 13%	82 13%	76 15%	92 16%	66 13%	50 16%	15 14% *	21 11%	221 16% R	98 12%	190 15%	129 14%	100 14%	219 15%	260 14%	54 21% W	183 15%	99 14%	37 16%	122 17%	197 14%	
Mean	0.55	0.61	0.49	0.41	0.57 D	0.67 D	0.41	0.48	0.55	0.70 GH	0.58	0.53	0.60	0.43	0.49 *	0.63 *	0.52	0.59	0.56	0.54	0.58	0.53	0.59 X	0.29	0.57	0.48	0.63	0.53	0.56	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I,J,K/L,M/N/O,P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H/I,J,K/L,M/N/O,P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q3. 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? - Previous women's football tournaments

All adults aged 16-75 in GB

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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportion: [S]0_A,B/C/D/E/F/G/H/I/J/K,L,M,N,O/P,Q/R/S/T/U/V/W,X,Y/Z/a/b/c/d/h/i/j/k/l/m/n/o/p/q Minimum Base: 30(*** Small Base: 100(**)

ColumnMeans: [S]0_A,B/C/D/E/F/G/H/I/J/K,L,M,N,O/P,Q/R/S/T/U/V/W,X,Y/Z/a/b/c/d/h/i/j/k/l/m/n/o/p/q Minimum Base: 30(*** Small Base: 100(**)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q3. 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? - The 2022 Men's World Cup

All adults aged 16-75 in GB

		Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennial s	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422	
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444	
Much more attention (2)	351	202	149	179	99	74	99	126	57	70	89	87	83	66	14	12	238	114	203	149	115	236	274	75	213	113	25	176	176	
	16%	19%	14%	25%	13%	11%	28%	19%	11%	11%	17%	15%	17%	21%	13%	7%	17%	14%	16%	16%	16%	16%	14%	29%	17%	16%	11%	24%	12%	
	C			EF			HU	IU			P	P	P	P	*				16%	16%	16%	16%	14%	W	a	16%	11%	c		
A little more attention (1)	370	198	172	138	102	130	64	121	63	121	90	105	82	48	17	28	249	120	224	146	112	258	320	48	223	109	38	137	232	
	17%	18%	16%	19%	13%	19%	18%	18%	12%	19%	18%	18%	17%	15%	16%	15%	18%	15%	18%	16%	16%	18%	17%	19%	18%	16%	16%	19%	16%	
	E			E			I	I		I					*				18%	16%	16%	18%	17%	19%	18%	16%	16%	19%	16%	
There has been no change (0)	667	322	341	155	273	239	78	179	189	221	151	192	148	85	28	64	427	240	349	318	217	450	608	53	366	219	82	168	499	
	31%	30%	31%	22%	35%	34%	22%	27%	36%	35%	29%	34%	30%	27%	27%	34%	31%	30%	28%	34%	31%	31%	32%	21%	29%	31%	34%	23%	35%	
	D			D			D	GH		GH					*				28%	34%	31%	31%	x	21%	29%	31%	34%	b		
A little less attention (-1)	186	95	91	65	71	49	34	58	51	42	37	50	38	38	7	16	127	59	119	67	77	109	158	26	110	59	17	69	117	
	9%	9%	8%	9%	9%	7%	10%	9%	10%	7%	7%	9%	8%	12%	6%	8%	9%	7%	10%	7%	11%	7%	8%	10%	9%	8%	7%	9%	8%	
	K													K	*				10%	7%	11%	7%	8%	10%	9%	8%	7%	9%	8%	
															*				13%	12%	13%	12%	13%	10%	13%	a	8%	14%	12%	
Much less attention (-2)	278	146	132	99	108	71	49	94	74	61	69	71	63	34	15	26	183	95	164	114	95	183	250	26	163	96	18	100	178	
	13%	13%	12%	14%	14%	10%	14%	14%	14%	10%	13%	13%	13%	11%	14%	14%	13%	12%	13%	12%	13%	12%	13%	10%	13%	14%	8%	14%	12%	
	F			F				J	J						*				13%	12%	13%	12%	13%	a	a	8%	14%	12%		
Don't know	327	117	206	69	124	134	35	75	96	122	76	64	78	44	24	41	160	168	183	145	91	237	295	29	169	101	58	85	242	
	15%	11%	19%	10%	16%	19%	10%	12%	18%	19%	15%	11%	16%	14%	23%	22%	12%	21%	15%	15%	13%	16%	15%	11%	14%	15%	24%	12%	17%	
	B			D	D				GH	GH			L		L*	KLN	Q					U				yz		b		
NET: More attention	721 33%	400 37% C	321 29%	317 45% EF	201 26%	204 29%	163 46% HU	247 38% IU	120 23%	192 30% I	179 35% P	192 34% P	165 33% P	114 36% P	31 30% *	40 22%	487 35% R	234 29%	426 34%	295 31%	227 32%	494 34%	594 31%	124 48% W	436 35% a	222 32%	63 26%	313 43% c	408 28%	
NET: Less attention	464 21%	241 22%	223 20%	165 23% F	179 23% F	120 17%	83 23% J	152 23% J	125 24% J	104 16%	106 21%	121 21%	101 21%	72 23%	22 21% *	42 22%	310 22%	154 19%	283 23%	181 19%	172 24% V	292 20%	408 21%	51 20%	273 22% a	155 22% a	36 15%	169 23%	295 20%	
Mean	0.18	0.22	0.13	0.36 EF	0.02	0.15	0.40 U	0.22 I	-0.05	0.19 I	0.21 P	0.17	0.20 P	0.27 P	0.10 *	-0.10 *	0.19	0.16	0.17	0.19	0.12	0.21	0.13	0.54 W	0.20	0.14	0.19 *	0.34 c	0.09	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I,J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I,J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q3. 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? - The 2022 Men's World Cup

All adults aged 16-75 in GB

	GE 2019 Vote										EU Referendum Vote		Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Football fan (H)	Not a football fan (I)	Male (J)	Female (K)	Yes (L)	Yes (M)	Yes (N)	Closely (O)	Not closely/at all (P)	Sainsbury's (Q)	Tesco (R)	Morrison's (S)	Aldi (T)	Lidl (U)	Asda (V)	Other (W)	Netflix (X)	Disney+ (Y)	Now (Z)	Amazon Prime Video (a)	Apple TV+ (b)	Paramount+ (c)	Discovery+ (d)	Spotify Premium (e)	Apple Music (f)	YouTube Music (g)	Amazon Music Unlimited (h)	Other (i)	ANY subscription (j)	NO subscription (k)	ANY Audio (l)	Film/TV (m)	Light (1-2 subs) (n)	Moderate (3-4 subs) (o)	Heavy (5+) (p)								
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262								
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228								
Much more attention (2)	351	89	91	25	94	123	115	257	66	176	81	242	182	58	191	154	50	95	16	56	32	57	42	222	141	23	178	49	49	37	93	33	45	44	45	298	49	151	287	129	98	71								
	16%	15%	16%	16%	17%	14%	16%	25%	7%	26%	23%	26%	24%	39%	25%	11%	15%	16%	12%	14%	17%	17%	23%	18%	21%	15%	18%	28%	29%	29%	23%	23%	31%	30%	26%	18%	10%	21%	18%	15%	18%	31%								
								i							p								QST				xyza	xyza	xyza	xyza		xyzae	xyza	xyza	kn		jmn	kn	k		jmn									
A little more attention (1)	370	103	110	32	83	162	121	234	102	145	89	205	173	30	189	178	52	113	19	75	29	47	31	220	117	26	163	32	38	35	78	35	34	22	43	295	74	138	282	147	106	42								
	17%	17%	19%	21%	15%	19%	17%	22%	11%	21%	25%	22%	23%	20%	25%	13%	16%	19%	14%	19%	16%	14%	17%	18%	17%	16%	16%	18%	22%	27%	19%	24%	24%	15%	25%	18%	15%	19%	18%	17%	19%	18%								
								i							p														a	xyzaah		a		xyah																
There has been no change (0)	667	199	164	50	157	254	253	294	313	196	98	259	228	29	209	450	108	181	48	109	57	113	50	344	170	54	274	38	34	27	91	29	30	36	43	490	171	178	472	303	145	43								
	31%	33%	29%	32%	29%	30%	35%	28%	33%	29%	27%	28%	30%	19%	27%	33%	32%	30%	34%	28%	31%	34%	27%	28%	25%	34%	27%	22%	20%	21%	22%	20%	21%	24%	25%	29%	35%	25%	29%	34%	26%	19%								
							F		H						O									Ybcdf			Ybcdertg	ce								lp	jmnop	p	lp	jmnop	p									
A little less attention (-1)	186	57	56	10	34	76	56	105	63	68	38	95	78	15	83	103	28	58	6	33	13	31	16	118	67	17	104	15	14	10	44	16	15	11	17	159	27	75	151	78	55	27								
	9%	10%	10%	7%	6%	9%	8%	10%	7%	10%	11%	10%	10%	10%	11%	7%	8%	10%	4%	8%	7%	9%	9%	10%	10%	11%	10%	9%	8%	8%	11%	11%	11%	7%	10%	10%	5%	10%	9%	9%	10%	12%	12%							
								i							p																							k	k		k		k							
Much less attention (-2)	278	65	89	15	71	126	77	129	130	88	41	107	92	15	84	189	45	75	25	50	20	39	20	160	108	23	156	29	17	13	67	20	11	24	20	221	55	109	211	97	93	32								
	13%	11%	16%	10%	13%	15%	11%	12%	14%	13%	12%	12%	12%	10%	11%	14%	13%	13%	18%	13%	11%	12%	11%	13%	16%	15%	16%	17%	10%	10%	10%	16%	14%	7%	16%	11%	13%	15%	13%	11%	17%	14%								
							G																	g	kg		g	kg	qg							g	n	n	n	jmn										
Don't know	327	83	61	22	99	119	96	20	274	9	11	14	12	2	7	310	53	71	24	71	33	44	25	148	70	14	127	12	18	7	33	13	8	11	7	205	114	65	202	134	57	14								
	15%	14%	11%	14%	18%	14%	13%	2%	29%	1%	3%	1%	2%	1%	1%	22%	16%	12%	17%	18%	18%	13%	14%	12%	12%	10%	9%	13%	7%	11%	5%	8%	9%	6%	8%	4%	12%	23%	9%	13%	15%	10%	6%							
								H							O																						lp	jmnop	lp	jmnop										

NET: More attention	721	192	202	57	177	285	236	491	168	321	170	446	355	88	381	332	102	208	36	131	61	105	73	442	259	48	341	81	87	72	171	68	79	66	88	593	123	289	568	276	204	113
	33%	32%	35%	37%	33%	33%	33%	47%	18%	47%	48%	48%	46%	59%	50%	24%	30%	35%	26%	33%	33%	32%	40%	36%	38%	31%	34%	46%	51%	42%	47%	42%	47%	55%	45%	50%	36%	40%	35%	31%	37%	50%
								i							p								S		a		xyza	xyza	xyzae	xyza	xyza	xyzae	xyza	xyza	kn		jmn	kn	k	kn	jmn	
NET: Less attention	464	122	145	25	105	202	133	234	193	156	79	202	170	30	167	291	73	134	31	84	34	70	37	279	174	40	260	45	31	24	110	36	26	34	37	381	81	184	362	175	147	58
	21%	21%	25%	16%	20%	23%	19%	23%	20%	23%	22%	22%	22%	20%	22%	21%	22%	23%	22%	21%	18%	21%	20%	23%	26%	26%	26%	25%	18%	18%	27%	25%	18%	23%	21%	23%	17%	26%	23%	20%	27%	26%
			de				G																kg			kg		kg								kn		jmn	kn		jmn	k

Mean	0.18	0.18	0.11	0.32	0.21	0.11	0.23	0.38	-0.13	0.38	0.38	0.42	0.36	0.68	0.42	0.01	0.12	0.18	-0.03	0.17	0.25	0.18	0.36	0.21	0.20	0.05	0.12	0.35	0.58	0.58	0.24	0.34	0.64	0.38	0.46	0.20	0.10	0.23	0.20	0.18	0.12	0.44
				*				i							p				*				S	a			a	xyzae	xyzae	xyzae			xyzae	a	xyza						jmn	

Overlap formulae used

ColumnProportion: [S]Q: A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30(*** Small Base: 100(**)

ColumnMeans: [S]N: A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30(*** Small Base: 100(**)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q5. 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?

All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
Much more favourably (2)	172 8%	100 9% C	71 7%	86 12% EF	62 8% F	23 3%	37 10% U	83 13% U	31 6%	21 3%	39 8% P	56 10% MP	26 5% P	42 13% KMP	7 6% P*	1 1%	139 10% R	32 4%	113 9% T	58 6%	85 12% V	87 6% V	142 7% W	29 11% W	108 9% 9%	52 7% 7%	12 5% 5%	107 15% c	64 4%
A bit more favourably (1)	386 18%	214 20% C	172 16%	190 27% EF	127 16% F	69 10%	103 29% U	149 23% U	74 14% J	60 9%	95 19%	106 19%	83 17%	62 19%	14 14% *	26 14% LN	286 21% R	101 13% 13%	240 19% T	146 16% 16%	151 21% V	236 16% 16%	316 17% 17%	69 27% W	208 17% 17%	150 22% Ya	28 12% 12%	160 22% c	227 16%
It would have no impact (0)	1296 59%	616 57%	676 62% B	305 43% 43%	480 62% D	511 73% DE	165 46% 46%	308 47% 47%	350 66% GH	473 74% GHI	292 57% 57%	322 57% 57%	312 64% LN	173 55% 55%	64 61% *	131 70% KLN	753 54% 54%	543 68% Q	717 58% 58%	579 62% 62%	403 57% 57%	893 61% 61%	1165 61% X	120 47% 47%	743 60% 60%	390 56% 56%	163 68% YZ	353 48% 48%	943 65% b
A bit less favourably (-1)	58 3%	37 3%	21 2%	36 5% EF	18 2% F	4 1%	25 7% HU	23 4% U	7 1%	3 1%	15 3%	13 2%	16 3%	7 2%	5 4% *	3 2% LN	50 4% R	8 1%	34 3%	23 2%	13 2%	45 3%	47 2% 2%	10 4% 4%	32 3% 3%	24 3% a	1 1% 1%	29 4% c	29 2%
Much less favourably (-2)	75 3%	49 5% C	24 2%	18 3%	23 3%	34 5% D	2 1%	22 3% G	21 4% G	29 5% G	21 4% 4%	18 3%	16 3%	10 3%	3 3% *	6 3% LN	45 3% 3%	30 4% 4%	32 3% 3%	43 5% S	23 3% 3%	52 4% 4%	66 3% 3%	7 3% 3%	47 4% 4%	20 3% 3%	8 3% 3%	25 3% 3%	50 3%
Don't know	193 9%	63 6%	126 12% B	72 10% 10%	65 8% 8%	56 8% 8%	26 7% 7%	68 10% 10%	47 9% 9%	52 8% 8%	50 10% 10%	53 9% 9%	38 8% 8%	21 7% 7%	12 12% *	19 10% 10%	111 8% 8%	82 10% 10%	104 8% 8%	89 9% 9%	32 5% 5%	160 11% U	170 9% 9%	22 8% 8%	106 9% 9%	60 9% 9%	26 11% 11%	61 8% 8%	132 9%
NET: More favourably	558 26%	314 29% C	243 22%	276 39% EF	190 24% F	93 13%	140 39% U	232 35% U	105 20% J	81 13% 13%	134 26% P	162 29% MP	109 22% 22%	104 33% MOP	21 20% *	28 15%	425 31% R	133 17% 17%	354 28% T	204 22% 22%	236 33% V	322 22% 22%	457 24% 24%	98 38% W	316 25% a	202 29% a	40 17% 17%	267 36% c	291 20%
NET: Less favourably	132 6%	86 8% C	45 4%	54 8% 8%	41 5% 5%	37 5% 5%	27 7% 7%	45 7% 7%	28 5% 5%	32 5% 5%	36 7% 7%	30 5% 5%	32 7% 7%	17 5% 5%	8 7% *	9 5% 5%	95 7% 7%	38 5% 5%	66 5% 5%	66 7% 7%	36 5% 5%	96 7% 7%	112 6% 6%	17 7% 7%	79 6% 6%	44 6% 6%	9 4% 4%	54 7% 7%	79 5%
Mean	0.26	0.27	0.25	0.46 EF	0.26 F	0.07	0.45 U	0.42 U	0.18 J	0.07	0.25 P	0.33 MP	0.19	0.40 MP	0.18 *	0.08	0.33 R	0.14	0.32 T	0.18	0.39 V	0.20	0.24	0.44 W	0.26	0.30	0.17	0.44 c	0.17

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I,J,K/L,M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H/I,J,K/L,M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q5. 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?

All adults aged 16-75 in GB

	GE 2019 Vote										EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)										
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)										
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262										
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228										
Much more favourably (2)	172	46	54	10	36	73	53	129	33	86	43	125	100	25	135	34	25	58	4	31	7	26	19	125	85	16	96	40	29	27	41	28	31	30	30	160	8	77	158	62	49	50										
	8%	8%	9%	7%	7%	8%	7%	12%	3%	13%	12%	14%	13%	17%	18%	2%	7%	10%	3%	8%	4%	8%	10%	10%	13%	10%	10%	23%	17%	21%	10%	19%	22%	20%	17%	10%	2%	11%	10%	7%	9%	22%										
								i							p		ju										XYZae	Xae	XYZae		XYZae	XYZae	XYZae	Xae	kn	kn	kn	k	k	jkmno												
A bit more favourably (1)	386	89	144	32	74	159	113	256	96	174	82	230	180	48	231	150	43	119	17	71	40	65	31	264	157	39	204	40	45	38	116	48	43	35	49	342	42	186	325	153	116	73										
	18%	15%	25%	21%	14%	19%	16%	25%	10%	26%	23%	25%	23%	32%	30%	11%	13%	20%	12%	18%	22%	20%	17%	22%	23%	25%	20%	23%	27%	29%	33%	30%	24%	28%	21%	9%	26%	20%	17%	21%	32%											
			BE	E				i							P		Q																	a	kn	jkmno	kn	k	k	jkmno												
It would have no impact (0)	1296	379	308	96	327	528	450	565	614	362	201	491	424	64	352	932	227	341	101	222	114	189	97	691	353	81	584	78	81	56	210	56	52	74	68	950	338	364	921	542	317	91										
	59%	64%	54%	62%	61%	63%	63%	54%	65%	53%	56%	53%	55%	42%	46%	67%	68%	57%	73%	56%	62%	57%	53%	57%	52%	52%	58%	44%	48%	43%	52%	38%	36%	50%	39%	57%	69%	51%	57%	61%	57%	40%										
		C			C			H							O	RTVW		RTVW									XYZdefg	buftgj	tgi	XYZdefgi	g	tgi		tgi		lp	jkmno	p	lp	jmp	lp											
A bit less favourably (-1)	58	11	18	3	17	18	18	41	13	26	15	35	26	9	29	29	7	10	4	14	1	9	13	25	18	1	19	5	3	3	19	1	4	1	17	54	4	32	44	34	17	3										
	3%	2%	3%	2%	3%	2%	3%	4%	1%	4%	4%	4%	3%	6%	4%	2%	2%	2%	3%	4%	*	3%	7%	2%	3%	*	2%	3%	2%	5%	1%	3%	*	10%	3%	1%	4%	3%	4%	3%	1%											
								i							P				U				QRUV								XYZab	XYZabdefgh	km	km	jkm	k	km															
Much less favourably (-2)	75	26	12	5	22	22	31	29	38	23	6	25	22	3	12	62	12	19	4	13	5	10	9	23	13	4	24	4	5	3	5	2	6	6	6	43	30	18	38	25	13	5										
	3%	4%	2%	3%	4%	3%	4%	3%	4%	3%	2%	3%	3%	2%	2%	4%	4%	3%	3%	3%	3%	5%	5%	2%	2%	2%	2%	3%	3%	1%	1%	4%	4%	4%	3%	6%	3%	2%	3%	2%	2%											
		C													O																	e	e	e	m	jkmno																
Don't know	193	44	36	9	62	59	52	20	153	10	11	16	14	1	5	175	21	48	9	43	18	32	15	85	47	16	75	9	6	2	15	11	7	3	5	119	68	38	117	71	42	6										
	9%	7%	6%	6%	11%	7%	7%	2%	16%	1%	3%	2%	2%	1%	1%	13%	6%	8%	6%														8%	5%	2%	3%	7%	14%	5%	7%	8%	8%	3%									
					BC				H						O					Q								dehi	dehi				bcdehi	dehi		lp	jkmno	p	lp	lp	lp											
NET: More favourably	558	135	197	42	110	232	166	385	129	260	125	355	279	73	366	185	68	177	21	102	48	91	51	389	242	55	300	80	75	64	157	76	74	64	79	503	50	264	484	216	164	123										
	26%	23%	35%	27%	20%	27%	23%	37%	14%	38%	35%	39%	37%	49%	48%	13%	20%	30%	15%	26%	26%	27%	27%	32%	36%	35%	30%	46%	44%	50%	39%	52%	52%	52%	44%	45%	30%	37%	30%	24%	30%	54%										
			BE					I							P			Q		S	S	S	S				XYZa	Xta	XYZae	Xa	XYZae	XYZae	Xa	Xta	kn	jkmno	kn	kn	kn	jkmno												
NET: Less favourably	132	38	29	8	40	40	49	69	52	49	21	60	48	12	41	90	20	28	8	27	5	19	22	48	31	4	42	9	8	6	24	3	10	7	23	97	33	50	82	59	30	8										
	6%	6%	5%	5%	7%	5%	7%	7%	5%	7%	6%	6%	6%	8%	5%	7%	6%	5%	6%	7%	3%	6%	12%	4%	5%	3%	4%	5%	5%	5%	6%	6%	7%	4%	13%	6%	7%	5%	7%	5%	5%	4%										
																						QRUV									f	f		XYZabdefgh	m	mp		m														
Mean	0.26	0.21	0.39	0.27	0.18	0.30	0.21	0.41	0.09	0.41	0.41	0.44	0.41	0.56	0.59	0.06	0.19	0.34	0.11	0.26	0.27	0.29	0.23	0.39	0.45	0.45	0.36	0.65	0.56	0.64	0.43	0.74	0.66	0.56	0.46	0.34	-0.01	0.40	0.35	0.24	0.33	0.72										
			BE					I							P		Q		*									XYZae	Xa	XYZae		XYZae	XYZae	Xa	Xa	kn	jkn	jkn	k	k	jkmno											

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Overlap formulae used

ColumnProportions: [S]N; A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c/d/h/g/N,J/A/N/n/n%/o/p Minimum Base: 30(*** Small Base: 100(**)

ColumnMeans: [S]N; A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c/d/h/g/N,J/A/N/n/n%/o/p Minimum Base: 30(*** Small Base: 100(**)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Summary

All adults aged 16-75 in GB

	Q8. Over the past two years, which international football team, if any, do you believe has...?		
	Had better results on the pitch	Shown better football skills	Had greater social impact
	(A)	(B)	(C)
Unweighted base	2179	2179	2179
Weighted base	2179	2179	2179
The men's team	401 18%	585 27% AC	495 23% A
The women's team	885 41% BC	503 23%	771 35% B
Equally successful in the last 2 years	259 12%	412 19% AC	280 13%
Don't know	635 29%	679 31% AC	633 29%

rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch
All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
The men's team	401 18%	245 23% C	153 14% EF	188 27% HIJ	116 15% D	97 14% D	106 29% HIJ	133 20% IJ	72 14% G	91 14% G	70 14% NOP	91 16% OP	67 14% NOP	82 26% OP	22 21% *	69 37% KLMNO	289 21% R	112 14% Q	213 17% S	188 20% T	129 18% U	272 18% V	316 17% W	80 31% X	225 18% a	148 21% a	28 12% c	174 24% c	227 16% c
The women's team	885 41%	440 41%	440 40%	255 36% D	328 42% D	302 43% D	117 33% G	265 41% G	225 42% G	278 43% G	248 48% NOP	254 45% OP	225 46% NOP	117 37% OP	19 18% *	22 12% P	580 42% Q	305 38% R	522 42% S	363 39% T	292 41% U	593 40% V	794 42% X	87 34% Y	515 41% Z	258 37% Z	112 47% Z	280 38% c	604 42% c
Equally successful in the last 2 years	259 12%	142 13%	116 11%	107 15% F	89 12% F	63 9% F	56 16% IJ	98 15% IJ	46 9% G	60 9% G	52 10% NOP	73 13% OP	59 12% NOP	43 14% OP	10 9% *	20 11% P	168 12% Q	91 11% R	163 13% S	96 10% T	99 14% U	160 11% V	223 12% W	35 14% X	166 13% a	78 11% b	15 6% c	124 17% c	135 9% c
Don't know	635 29%	251 23%	381 35% B	157 22% D	243 31% D	235 34% D	80 22% G	158 24% GH	187 35% GH	210 33% GH	141 28% NOP	150 26% OP	141 29% OP	73 23% OP	55 52% KLMN*	75 40% KLMN	347 25% Q	288 36% Q	342 28% R	293 31% S	187 26% T	448 30% U	571 30% X	55 21% Y	338 27% Z	213 31% Z	84 35% Y	157 21% c	477 33% b

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch

All adults aged 16-75 in GB

		GE 2019 Vote				EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrisons	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)				
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262				
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228				
The men's team	401 18%	105 18%	95 17%	32 21%	93 17%	142 17%	136 19%	297 29%	73 8%	208 31%	89 25%	226 24%	164 21%	59 39%	179 23%	217 16%	49 15%	128 22%	24 17%	62 16%	33 18%	63 19%	39 21%	228 19%	125 19%	21 13%	178 18%	48 27%	38 22%	27 21%	84 21%	39 27%	51 35%	33 22%	50 29%	328 20%	71 14%	165 23%	305 19%	172 19%	104 19%	52 23%				
The women's team	885 41%	271 45%	269 47%	56 36%	189 35%	377 44%	307 43%	504 48%	299 32%	329 48%	175 49%	485 53%	424 55%	60 40%	410 54%	464 34%	146 44%	233 39%	59 42%	159 40%	75 41%	134 40%	75 41%	534 44%	291 43%	78 50%	444 41%	72 49%	83 47%	61 46%	188 45%	65 32%	45 46%	45 43%	76 42%	708 44%	173 35%	313 44%	696 43%	354 40%	240 43%	115 50%				
Equally successful in the last 2 years	259 12%	65 11%	71 12%	19 12%	66 12%	104 12%	80 11%	177 17%	53 6%	106 16%	70 20%	162 18%	135 18%	27 18%	145 19%	111 8%	49 14%	68 11%	15 11%	50 13%	10 6%	44 13%	22 12%	155 13%	93 14%	28 18%	113 11%	27 15%	20 12%	21 16%	56 14%	15 11%	27 19%	20 13%	23 13%	215 13%	40 8%	93 13%	203 13%	112 13%	76 14%	28 12%				
Don't know	635 29%	154 26%	136 24%	47 30%	191 35%	236 27%	195 27%	61 6%	522 55%	38 6%	23 6%	49 5%	42 6%	5 3%	30 4%	589 43%	91 27%	164 28%	41 29%	123 31%	66 36%	91 27%	49 26%	296 24%	164 24%	29 18%	266 27%	29 16%	28 17%	20 16%	77 19%	26 18%	20 14%	27 18%	26 15%	418 25%	206 42%	145 20%	401 25%	250 28%	134 24%	34 15%				

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Overlap formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Shown better football skills
All adults aged 16-75 in GB

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
The men's team	585 27% C	406 38% C	177 16% EF	227 32% EF	199 26% EF	159 23% EF	131 37% HU	177 27% HU	127 24% HU	149 23% HU	139 27% O	146 26% O	113 23% O	102 32% MO	18 17% *	67 36% KLMO	411 30% R	174 22% R	328 26% R	257 27% R	208 29% V	377 26% V	486 26% W	94 36% W	352 28% a	195 28% a	38 16% c	234 32% c	351 24% c
The women's team	503 23%	212 20%	289 26% B	169 24%	179 23%	155 22%	76 21%	164 25%	120 23%	144 23%	130 25% OP	139 24% OP	129 26% OP	79 25% OP	12 11% *	15 8%	329 24%	173 22%	297 24%	205 22%	169 24%	334 23%	439 23%	60 23%	286 23%	159 23%	58 24%	176 24%	327 23%
Equally successful in the last 2 years	412 19%	206 19%	205 19%	151 21%	135 17%	126 18%	73 20%	142 22% I	80 15%	116 18%	89 17%	125 22% P	101 21%	54 17%	16 15% *	26 14%	271 20%	141 18%	240 19%	172 18%	125 18%	287 20%	360 19%	47 18%	264 21% Za	115 17%	33 14%	155 21%	257 18%
Don't know	679 31%	255 24%	420 39% B	159 22% B	263 34% D	257 37% D	78 22%	170 26%	202 38% GH	229 36% GH	153 30%	158 28%	148 30%	81 26%	60 57% KLMNP*	79 42% KLMN	373 27%	306 39% Q	376 30%	304 32%	205 29%	474 32%	618 32% X	56 22%	343 28%	227 33% Y	109 46% YZ	170 23%	509 35% b

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

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All adults aged 16-75 in GB

		GE 2019 Vote				EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Football fan (H)	Not a football fan (I)	Male (J)	Female (K)	Yes (L)	Yes (M)	Yes (N)	Closely (O)	Not closely/at all (P)	Sainsbury's (Q)	Tesco (R)	Morrison's (S)	Aldi (T)	Lidl (U)	Asda (V)	Other (W)	Netflix (X)	Disney+ (Y)	Now (Z)	Amazon Prime Video (aa)	Apple TV+ (ab)	Paramount+ (ac)	Discovery+ (ad)	Spotify Premium (ae)	Apple Music (af)	YouTube Music (ag)	Amazon Music Unlimited (ah)	Other (ai)	ANY subscription (aj)	NO subscription (ak)	ANY Audio (al)	Film/TV (am)	Light (1-2 subs) (an)	Moderate (3-4 subs) (ao)	Heavy (5+) (ap)				
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262				
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228				
The men's team	585 27%	177 30%	156 27%	40 26%	130 24%	226 26%	202 28%	455 8%	77 8%	346 51%	110 31%	391 42%	320 42%	69 46%	272 36%	308 22%	97 29%	180 30%	42 30%	80 20%	50 27%	84 25%	50 27%	367 30%	186 28%	36 23%	279 28%	65 37%	50 29%	36 28%	132 33%	45 31%	60 42%	46 31%	55 31%	483 29%	100 20%	224 31%	463 29%	253 28%	154 28%	77 34%				
The women's team	503 23%	137 23%	154 27%	31 20%	105 19%	208 24%	170 24%	249 24%	215 23%	142 21%	107 30%	237 26%	193 25%	42 28%	231 30%	265 19%	82 25%	131 22%	32 23%	101 26%	37 20%	74 22%	40 22%	286 24%	170 25%	43 28%	246 25%	47 27%	51 30%	36 28%	102 25%	46 32%	39 27%	34 23%	51 29%	397 24%	102 21%	185 26%	381 24%	194 22%	143 26%	59 26%				
Equally successful in the last 2 years	412 19%	115 19%	111 19%	30 20%	103 19%	176 20%	129 18%	268 26%	99 10%	154 23%	113 32%	243 26%	209 27%	31 21%	226 30%	181 13%	53 16%	113 19%	26 19%	89 23%	36 20%	59 18%	36 19%	241 20%	144 21%	42 27%	183 18%	33 19%	36 21%	32 25%	91 22%	25 17%	29 20%	39 27%	39 23%	337 20%	71 15%	152 21%	323 20%	173 19%	112 20%	51 22%				
Don't know	679 31%	165 28%	150 26%	54 35%	201 37%	249 29%	217 30%	67 6%	556 59%	39 6%	28 8%	51 5%	43 6%	7 5%	35 5%	628 45%	103 31%	170 29%	39 28%	124 32%	61 33%	114 34%	59 32%	319 26%	173 26%	35 29%	294 29%	30 17%	32 19%	24 19%	80 20%	30 20%	16 11%	29 20%	29 17%	452 27%	216 44%	154 22%	439 27%	268 30%	143 26%	41 18%				

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
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Q8. Over the past two years, which international football team, if any, do you believe has...? - Had greater social impact
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	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	2179	1059	1111	702	792	685	345	668	554	612	527	571	478	307	106	190	1471	708	1453	726	1173	1006	1895	267	1274	683	222	757	1422
Weighted base	2179	1079	1091	706	776	697	358	653	529	638	511	568	492	316	106	187	1384	795	1241	938	707	1472	1904	257	1244	697	239	735	1444
The men's team	495 23% C	298 28% C	194 18% EF	247 35% EF	140 18% D	107 15% D	143 40% HU	170 26% IJ	84 16% G	98 15% GH	118 23% OP	110 19% NOP	88 18% NOP	89 28% OP	26 24% *	65 35% KLM	338 24% R	156 20% T	267 22% T	227 24% T	159 23% V	336 23% V	395 21% X	98 38% W	270 22% Ya	187 27% Ya	38 16% c	206 28% c	289 20% c
The women's team	771 35%	367 34%	400 37%	195 28%	286 37% D	290 42% D	86 24% G	216 33% G	199 38% G	269 42% GH	190 37% OP	228 40% NOP	210 43% NOP	101 32% OP	14 14% *	28 15% KLMNP*	490 35% R	280 35% Q	477 38% S	293 31% S	271 38% V	500 34% U	702 37% X	65 25% Y	463 37% Z	218 31% Z	89 37% Z	245 33% Z	525 36% Z
Equally successful in the last 2 years	280 13%	155 14%	125 11%	123 17% EF	94 12% D	63 9% D	66 18% IJ	102 16% IJ	51 10% G	62 10% GH	59 11% OP	82 14% NOP	67 14% NOP	48 15% OP	7 7% *	18 9% KLMNP*	199 14% R	82 10% Q	164 13% S	116 12% S	97 14% V	183 12% U	235 12% X	40 16% Y	179 14% a	82 12% b	19 8% c	119 16% c	161 11% c
Don't know	633 29%	259 24%	372 34% B	141 20% B	256 33% D	237 34% D	63 18% G	165 25% G	195 37% GH	210 33% GH	146 28% OP	149 26% NOP	127 26% NOP	77 24% OP	58 55% KLMNP*	77 41% KLMN	356 26% R	277 35% Q	332 27% S	301 32% S	180 25% V	454 31% U	573 30% X	54 21% Y	332 27% Z	209 30% Z	92 38% YZ	165 22% Z	469 32% b

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K,L/M,N/O/P,Q,R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K,L/M,N/O/P,Q,R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had greater social impact

All adults aged 16-75 in GB

	GE 2019 Vote										EU Referendum Vote				Football fan				Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrisons	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)													
Unweighted base	2179	592	604	173	500	939	670	1067	925	687	379	949	781	160	792	1358	347	584	134	388	196	317	196	1246	696	165	1038	211	177	147	441	171	154	162	181	1699	457	767	1633	871	566	262													
Weighted base	2179	596	571	155	538	860	718	1040	948	681	357	922	765	150	764	1382	335	594	138	394	185	332	185	1213	673	156	1001	175	169	129	405	146	143	148	175	1669	489	716	1604	888	553	228													
The men's team	495 23%	114 19%	123 22%	34 22%	133 25%	173 20%	158 22%	344 33%	101 11%	239 35%	105 29%	284 31%	213 28%	71 47%	205 27%	284 21%	62 19%	154 26%	26 19%	90 23%	48 26%	71 21%	41 22%	299 25%	162 24%	31 20%	221 22%	50 28%	35 21%	29 22%	119 29%	44 30%	53 37%	40 27%	66 38%	419 25%	75 15%	216 30%	395 25%	225 24%	133 24%	61 27%													
The women's team	771 35%	249 42%	239 42%	57 37%	146 27%	359 42%	254 35%	424 41%	289 30%	271 40%	153 43%	400 43%	352 46%	46 30%	378 50%	386 28%	135 40%	206 35%	51 37%	144 37%	57 31%	109 33%	64 35%	452 37%	262 39%	76 48%	391 39%	67 38%	81 48%	54 42%	159 39%	59 40%	36 25%	40 34%	59 40%	60 36%	607 32%	158 37%	263 37%	587 34%	299 36%	202 36%	106 47%												
Equally successful in the last 2 years	280 13%	76 13%	73 13%	18 12%	76 14%	98 11%	100 14%	186 18%	68 7%	114 17%	72 20%	173 19%	148 19%	21 14%	144 19%	133 10%	45 13%	76 13%	15 11%	41 10%	19 10%	52 16%	31 17%	172 14%	97 14%	22 14%	134 13%	28 16%	25 15%	27 21%	59 15%	20 14%	39 27%	21 14%	28 16%	232 14%	46 9%	106 15%	223 14%	107 12%	94 17%	31 14%													
Don't know	633 29%	157 26%	136 24%	45 29%	184 34%	230 27%	206 29%	85 8%	489 52%	58 8%	28 8%	64 7%	52 7%	12 8%	37 5%	579 42%	94 28%	159 27%	46 34%	118 30%	60 33%	99 30%	49 26%	289 24%	152 23%	27 17%	255 25%	32 18%	29 17%	19 15%	68 17%	24 16%	16 11%	28 19%	21 12%	411 25%	210 43%	131 18%	399 25%	257 29%	125 23%	29 13%													

Overlap formulae used

ColumnProportions (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y/Z/a,b/c,d/h/f/g/h,i/j,k/n/m/o/u/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y/Z/a,b/c,d/h/f/g/h,i/j,k/n/m/o/u/p Minimum Base: 30(**) Small Base: 100(*)

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Summary

All Adults aged 16-75 in England

	Q8. Over the past two years, which international football team, if any, do you believe has...?		
	Had better results on the pitch	Shown better football skills	Had greater social impact
	(A)	(B)	(C)
Unweighted base	1883	1883	1883
Weighted base	1887	1887	1887
The England men's team	309 16%	500 27% AC	405 21% A
The England women's team	843 45% BC	476 25%	729 39% B
Equally successful in the last 2 years	229 12%	370 20% AC	255 14%
Don't know	505 27%	540 29% AC	498 26%

rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch
All Adults aged 16-75 in England

	Gender			Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1883	928	947	647	683	553	318	604	470	491	527	571	478	307	-	-	1306	577	1277	606	999	884	1609	258	1102	600	181	682	1201
Weighted base	1887	943	935	652	670	564	333	586	453	515	511	568	492	316	-	-	1237	649	1090	796	595	1291	1619	252	1075	611	200	660	1226
The England men's team	309 16% C	193 20% C	115 12% EF	172 26% EF	85 13% D	52 9% D	101 30% HU	110 19% IJ	51 11% I	48 9% G	70 14% N	91 16% KL	67 14% LM	82 26% KLM	- - -	- - -	236 19% R	74 11% R	175 16% R	135 17% R	92 15% R	218 17% R	227 14% W	78 31% W	171 16% a	124 20% Ya	15 7% c	146 22% c	164 13% c
The England women's team	843 45%	421 45%	419 45%	247 38% D	317 47% D	279 50% D	112 34% G	260 44% G	215 48% G	256 50% G	248 48% N	254 45% N	225 46% N	117 37% N	- - -	- - -	561 45% Q	282 43% Q	500 46% Q	344 43% Q	278 47% Q	565 44% Q	753 46% X	87 35% X	491 46% a	246 40% a	107 53% Z	273 41% c	571 47% c
Equally successful in the last 2 years	229 12%	126 13%	103 11%	98 15% F	77 11% F	54 9% F	50 15% I	91 16% IJ	36 8% I	52 10% GH	52 10% GH	73 13% GH	59 12% GH	43 14% GH	- - -	- - -	149 12% Q	80 12% Q	144 13% Q	85 11% Q	84 14% Q	145 11% Q	194 12% X	33 13% X	148 14% a	68 11% a	13 6% c	113 17% c	116 9% c
Don't know	505 27%	204 22%	299 32% B	135 21% B	191 28% D	179 32% D	70 21% I	125 21% IJ	151 33% GH	159 31% GH	141 28% GH	150 26% GH	141 29% GH	73 23% GH	- - -	- - -	291 24% Q	214 33% Q	272 25% Q	233 29% Q	142 24% Q	363 28% U	446 28% X	53 21% X	265 25% a	174 28% a	66 33% Y	129 19% c	377 31% b

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K,L/M,N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K,L/M,N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch

All Adults aged 16-75 in England

		GE 2019 Vote										EU Referendum Vote		Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)									
Unweighted base	1883	524	543	147	457	776	588	949	774	615	334	949	781	160	732	1122	321	498	110	329	160	275	176	1080	614	149	898	189	158	126	396	156	140	141	164	1478	383	681	1419	750	493	235									
Weighted base	1887	531	513	128	493	710	631	922	795	606	315	922	765	150	704	1150	312	507	114	332	150	292	165	1052	596	142	866	155	152	112	367	132	131	131	159	1454	412	638	1396	765	483	206									
The England men's team	309 16%	88 17%	79 15%	24 19%	79 16%	96 14%	104 17%	226 24%	61 8%	159 26%	66 21%	226 24%	164 21%	59 39%	148 P	157 14%	46 15%	98 19%	18 16%	45 14%	22 15%	47 16%	34 20%	184 17%	101 17%	17 12%	133 15%	41 26%	32 21%	23 21%	74 20%	34 26%	44 34%	27 21%	45 28%	260 18%	47 11%	139 22%	239 17%	133 17%	82 17%	45 22%									
The England women's team	843 45%	261 49%	254 50%	54 42%	185 37%	351 49%	299 47%	485 53%	278 35%	318 52%	167 53%	485 53%	424 55%	60 40%	395 P	438 38%	141 45%	225 44%	54 47%	149 45%	66 44%	133 45%	72 43%	517 49%	284 48%	77 54%	427 49%	71 46%	81 54%	58 51%	183 50%	62 47%	45 35%	64 49%	73 46%	679 47%	160 39%	300 47%	669 48%	335 44%	232 48%	112 54%									
Equally successful in the last 2 years	229 12%	58 11%	64 13%	17 13%	63 13%	87 12%	74 12%	162 18%	45 6%	97 16%	65 21%	162 18%	135 18%	27 18%	135 P	91 8%	46 15%	59 12%	12 11%	42 13%	7 5%	40 14%	20 12%	132 13%	85 14%	23 16%	101 12%	25 16%	20 13%	16 14%	48 13%	14 11%	24 18%	19 14%	20 13%	188 13%	37 9%	83 13%	177 13%	96 13%	69 14%	23 11%									
Don't know	505 27%	124 23%	115 22%	33 26%	166 34%	175 25%	154 24%	49 5%	411 52%	33 5%	17 5%	49 5%	42 6%	5 3%	25 4%	465 40%	80 25%	125 25%	30 26%	96 29%	54 36%	72 25%	40 24%	219 21%	126 21%	25 18%	205 24%	18 12%	18 12%	15 14%	63 17%	21 16%	17 13%	21 16%	326 22%	169 41%	117 18%	311 22%	201 26%	99 21%	26 13%										

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Overlap formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Shown better football skills
All Adults aged 16-75 in England

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1883	928	947	647	683	553	318	604	470	491	527	571	478	307	-	-	1306	577	1277	606	999	884	1609	258	1102	600	181	682	1201
Weighted base	1887	943	935	652	670	564	333	586	453	515	511	568	492	316	-	-	1237	649	1090	796	595	1291	1619	252	1075	611	200	660	1226
The England men's team	500 27% C	358 38% C	141 15% EF	211 32% EF	169 25% D	121 21% D	126 38% HU	156 27% I	105 23% I	113 22% J	139 27% K	146 26% L	113 23% M	102 32% M	- - -	- - -	356 29% R	144 22% R	291 27% S	209 26% T	169 28% U	331 26% V	403 25% W	92 37% W	301 28% a	172 28% a	27 13% c	206 31% c	294 24% c
The England women's team	476 25%	200 21%	274 29% B	164 25%	169 25%	143 25%	72 22%	157 27%	115 25%	132 26%	130 25%	139 24%	129 26%	79 25%	- -	- -	319 26%	157 24%	282 26%	194 24%	159 27%	317 25%	413 26%	59 24%	273 25%	150 24%	53 26%	172 26%	304 25%
Equally successful in the last 2 years	370 20%	181 19%	189 20%	141 22%	121 18%	108 19%	68 21%	134 23% I	67 15%	100 19%	89 17%	125 22%	101 21%	54 17%	- -	- -	244 20%	126 19%	212 19%	157 20%	111 19%	259 20%	318 20%	47 19%	237 22% Z	103 17%	31 15%	143 22%	227 18%
Don't know	540 29%	205 22%	332 35% B	136 21%	211 32% D	193 34% D	67 20%	139 24%	165 37% GH	170 33% GH	153 30%	158 28%	148 30%	81 26%	- -	- -	318 26%	222 34% Q	305 28%	236 30%	156 26%	385 30%	485 30% X	53 21%	263 25%	187 31% Y	90 45% YZ	138 21%	402 33% b

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P,Q,R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

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All adults aged 16-75 in GB

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		GE 2019 Vote				EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)				
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)				
Unweighted base	1883	524	543	147	457	776	588	949	774	615	334	949	781	160	732	1122	321	498	110	329	160	275	176	1080	614	149	898	189	158	126	396	156	140	141	164	1478	383	681	1419	750	493	235				
Weighted base	1887	531	513	128	493	710	631	922	795	606	315	922	765	150	704	1150	312	507	114	332	150	292	165	1052	596	142	866	155	152	112	367	132	131	131	159	1454	412	638	1396	765	483	206				
The England men's team	500 27%	161 30%	139 27%	30 24%	120 24%	180 25%	175 28%	391 42%	66 8%	302 50%	89 28%	391 42%	320 42%	69 46%	245 35%	250 22%	94 30%	151 30%	35 31%	65 19%	37 25%	73 25%	44 27%	322 31%	163 27%	30 21%	240 28%	59 38%	44 29%	31 27%	118 32%	40 31%	53 41%	40 31%	48 30%	421 29%	77 19%	196 31%	402 29%	220 28%	135 28%	66 32%				
The England women's team	476 25%	133 25%	145 28%	31 24%	101 20%	192 27%	166 26%	237 26%	202 25%	135 22%	103 33%	237 26%	193 25%	42 28%	221 31%	248 22%	78 25%	122 24%	27 24%	98 29%	34 23%	73 25%	38 23%	273 26%	164 28%	43 30%	231 27%	46 30%	51 23%	35 31%	96 26%	45 35%	38 29%	30 23%	50 31%	377 26%	95 23%	176 27%	361 26%	182 24%	137 28%	58 28%				
Equally successful in the last 2 years	370 20%	103 19%	103 20%	27 21%	98 20%	153 21%	118 19%	243 26%	85 11%	139 23%	104 33%	243 26%	209 27%	31 21%	211 30%	154 13%	51 16%	101 20%	24 21%	73 22%	31 20%	55 19%	35 21%	218 21%	135 23%	38 27%	169 20%	32 20%	34 23%	28 25%	85 23%	23 18%	27 21%	38 29%	36 23%	302 21%	64 15%	142 22%	292 21%	149 19%	105 22%	48 23%				
Don't know	540 29%	134 25%	126 25%	40 31%	174 35%	186 26%	172 27%	51 5%	442 56%	31 5%	20 6%	51 5%	43 6%	7 5%	27 4%	498 43%	90 29%	133 26%	28 24%	96 29%	48 32%	91 31%	47 29%	239 23%	134 22%	31 22%	226 26%	19 12%	22 15%	18 16%	67 18%	23 17%	13 10%	23 18%	25 15%	354 24%	177 43%	125 20%	341 24%	214 28%	106 22%	33 16%				

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y/Z/a,b/c,d/h/f/g/h,i/j,k/l/n/m/o/p/q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y/Z/a,b/c,d/h/f/g/h,i/j,k/l,n/m/o/p/q Minimum Base: 30(**) Small Base: 100(*)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had greater social impact
All Adults aged 16-75 in England

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1883	928	947	647	683	553	318	604	470	491	527	571	478	307	-	-	1306	577	1277	606	999	884	1609	258	1102	600	181	682	1201
Weighted base	1887	943	935	652	670	564	333	586	453	515	511	568	492	316	-	-	1237	649	1090	796	595	1291	1619	252	1075	611	200	660	1226
The England men's team	405	247	156	226	115	63	136	147	65	58	118	110	88	89	-	-	288	116	227	178	123	282	306	97	214	164	27	184	221
	21% C	26% C	17% EF	35% EF	17% F	11% F	41% HIJ	25% IJ	14% I	11% J	23% K	19% L	18% M	28% LM	- O	- P	23% R	18% R	21% S	22% T	21% U	22% V	19% W	39% W	20% Ya	27% Ya	13% c	28% c	18% c
The England women's team	729	349	376	189	271	268	82	210	189	247	190	228	210	101	-	-	467	261	455	274	254	474	662	63	439	207	83	236	493
	39% D	37% D	40% DE	29% D	40% DE	48% DE	25% G	36% G	42% G	48% GH	37% N	40% N	43% N	32% O	- P	- P	38% R	40% R	42% T	34% U	43% V	37% V	41% X	25% X	41% Z	34% Z	41% Z	36% c	40% c
Equally successful in the last 2 years	255	143	112	116	85	55	61	97	43	54	59	82	67	48	-	-	185	70	147	108	84	172	211	39	165	73	18	109	147
	14% EF	15% B	12% EF	18% EF	13% D	10% D	18% IJ	17% IJ	10% I	10% J	11% K	14% L	14% M	15% N	- O	- P	15% R	11% R	14% S	14% T	14% U	13% V	13% W	16% X	15% a	12% Z	9% Z	16% c	12% c
Don't know	498	204	291	122	199	177	54	131	156	156	146	149	127	77	-	-	297	201	261	236	135	363	441	52	257	168	72	132	366
	26% B	22% B	31% B	19% D	30% D	31% D	16% G	22% G	34% GH	30% GH	28% K	26% L	26% M	24% N	- O	- P	24% R	31% Q	24% S	30% T	23% U	28% U	27% X	21% X	24% Y	27% Y	36% Y	20% c	30% b

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(**)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had greater social impact

All Adults aged 16-75 in England

		GE 2019 Vote				EU Referendum Vote		Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV	Light (1-2 ns)	Moderate (3-4 subscription ns)	Heavy (5+)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)				
Unweighted base	1883	524	543	147	457	776	588	949	774	615	334	949	781	160	732	1122	321	498	110	329	160	275	176	1080	614	149	898	189	158	126	396	156	140	141	164	1478	383	681	1419	750	493	235				
Weighted base	1887	531	513	128	493	710	631	922	795	606	315	922	765	150	704	1150	312	507	114	332	150	292	165	1052	596	142	866	155	152	112	367	132	131	131	159	1454	412	638	1396	765	483	206				
The England men's team	405 21%	95 18%	106 21%	26 20%	119 24% 8	125 18%	126 20%	284 31% i	80 10%	197 33%	87 28%	284 31%	213 28%	71 47%	177 25% P	222 19%	59 19%	125 25%	21 19% *	69 21%	34 22%	60 21%	36 22%	257 24% a	138 23%	24 17%	185 21%	43 28% z	30 20%	24 21% *	107 29% xYz	39 30% Zac	47 36% Zac	35 26% xYz	60 38% xYz	354 24% k	50 12% Zac	188 29% Zac	333 24% k	186 24% k	114 24% k	54 26% k				
The England women's team	729 39%	238 45% f	225 44% f	55 43% e	141 29% G	331 47% G	246 39% i	400 43% i	272 34% i	258 43% i	141 45% i	400 43% i	352 46% i	46 30% P	361 51% P	360 31% P	129 41% P	194 38% P	45 39% *	136 41% xYz	53 35% xYz	104 36% xYz	63 38% e	427 41% e	255 43% xYz	74 52% e	371 43% e	65 42% xYz	79 52% xYz	50 45% e*	152 42% e	55 42% e	33 25% e	43% 36% e	57 40% e	57 40% e	146 36% e	251 39% e	557 40% n	281 37% n	194 40% n	101 49% Zac				
Equally successful in the last 2 years	255 14%	72 14%	70 14%	15 12%	72 15%	87 12%	94 15%	173 19%	59 7%	106 17%	67 21%	173 19%	148 19%	21 14%	139 20% P	114 10% P	43 14% P	69 14% P	13 11% *	35 10% P	16 10% P	50 17% T	29 17% T	159 15% T	89 15% T	21 14% T	124 17% T	27 16% T	24 21% *	54 15% T	19 15% xYz	38 15% xYz	20 16% xYz	25 14% xYz	210 14% n	42 10% n	99 15% n	203 15% n	92 12% n	88 18% Zac	30					
Don't know	498 26%	126 24%	112 22%	32 25%	161 33% BC	167 24%	166 26%	64 7%	384 48% H	45 7%	20 6%	64 7%	52 7%	12 8%	27 4%	454 39% O	81 26% O	119 23%	35 31% *	92 28% *	48 32%	78 27%	37 22%	209 20% bcap	113 19% cap	22 16% bcap	187 22% bcap	21 13% bcap	19 12% bcap	14 13% *	54 15% bcap	18 14% bcap	13 10% bcap	19 15% bcap	17 11% bcap	214 22% bcap	173 42% bcap	101 16% bcap	303 27% bcap	206 18% bcap	87 18% bcap	22				

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Overlap formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Summary

All Adults aged 16-75 in Scotland

	Q8. Over the past two years, which international football team, if any, do you believe has...?		
	Had better results on the pitch	Shown better football skills	Had greater social impact
	(A)	(B)	(C)
Unweighted base	190	190	190
Weighted base	187	187	187
The Scotland men's team	69 37%	67 36%	65 35%
The Scotland women's team	22 12%	15 8%	28 15% B
Equally successful in the last 2 years	20 11%	26 14%	18 9%
Don't know	75 40%	79 42%	77 41%

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Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch
All Adults aged 16-75 in Scotland

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	190	94	96	37	70	83	17	44	53	76	-	-	-	-	-	190	109	81	111	79	120	70	182	7	115	57	18	46	144
Weighted base	187	96	91	33	68	86	14	46	47	80	-	-	-	-	-	187	97	90	97	90	79	108	181	4	112	57	19	45	142
The Scotland men's team	69	44	26	15	20	35	4	18	13	34	-	-	-	-	-	69	38	31	29	41	27	42	68	1	39	22	8	19	51
	37%	45% C*	29% *	45% **	29% *	41% *	33% **	39% *	27% *	43% *	-	-	-	-	-	37%	40% *	34% *	30% *	45% 5*	34% *	39% *	38% *	32% **	35% *	40% *	42% **	42% *	36%
The Scotland women's team	22	12	10	4	7	12	1	5	5	12	-	-	-	-	-	22	9	13	12	11	10	12	22	-	15	7	1	4	18
	12%	13% *	11% *	12% **	10% *	14% *	10% **	10% *	10% *	15% *	-	-	-	-	-	12%	10% *	14% *	12% *	12% *	13% *	11% *	12% *	- **	14% *	12% *	3% **	9% *	13%
Equally successful in the last 2 years	20	12	8	5	10	5	3	5	8	5	-	-	-	-	-	20	13	8	12	9	10	11	20	1	14	6	1	7	14
	11%	13% *	9% *	15% **	15% *	6% *	21% **	10% *	17% *	6% *	-	-	-	-	-	11%	13% *	9% *	12% *	10% *	12% *	10% *	11% *	24% **	12% *	10% *	5% **	15% *	10%
Don't know	75	28	46	9	32	34	5	19	22	29	-	-	-	-	-	75	36	38	45	30	32	43	71	2	43	22	9	15	59
	40%	29% *	51% B*	28% **	46% *	39% *	36% **	41% *	46% *	36% *	-	-	-	-	-	40%	38% *	42% *	46% *	33% *	40% *	40% *	39% *	44% **	39% *	39% *	50% **	34% *	42%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K,L/M,N/O/P,Q,R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K,L/M,N/O/P,Q,R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch

All Adults aged 16-75 in Scotland

			GE 2019 Vote					EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 ns)	Moderate (3-4 subscription ns)	Heavy (5+)							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)							
Unweighted base	190	35	26	21	29	108	48	79	96	55	24	-	-	-	34	156	19	54	17	33	26	28	11	104	53	14	84	17	10	13	27	7	12	13	9	143	46	52	138	85	40	18							
Weighted base	187	33	24	21	31	101	48	79	97	56	23	-	-	-	31	156	17	58	16	34	24	26	10	102	47	12	80	15	10	10	22	7	10	9	7	138	48	45	134	87	37	14							
The Scotland men's team	69	8	12	8	11	37	20	57	8	41	16	-	-	-	21	49	3	24	4	12	9	12	4	34	19	3	32	7	4	3	8	3	7	5	4	52	17	21	50	31	15	6							
	37%	23%	49%	39%	36%	37%	41%	72%	9%	74%	69%	-	-	-	68%	31%	16%	41%	28%	37%	37%	47%	42%	33%	40%	30%	39%	45%	45%	30%	37%	42%	65%	49%	59%	38%	36%	47%	40%	45%									
		**	**	**	**	*	*	1*	*	*	**				**	*	**	*	**	**	**	**	*	*	*	**	*	*	**	**	**	**	**	**	*	*	*	*	*	*	**								
The Scotland women's team	22	6	4	1	2	15	4	8	13	4	4	-	-	-	5	17	3	4	3	4	5	1	11	4	1	9	1	-	2	2	1	-	3	-	16	6	5	15	11	4	1								
	12%	18%	19%	4%	8%	14%	8%	10%	14%	6%	18%	-	-	-	17%	11%	19%	7%	17%	13%	21%	5%	13%	11%	9%	12%	11%	7%	-	18%	9%	12%	-	27%	-	12%	13%	11%	13%	10%	10%								
		**	**	**	**	*	*	*	*	*	**				**	*	**	*	**	**	**	**	**	*	*	**	*	**	**	**	**	**	**	**	**	*	*	*	*	*	**								
Equally successful in the last 2 years	20	3	5	2	1	15	2	10	7	8	2	-	-	-	5	16	1	7	2	3	3	3	1	17	8	4	9	-	-	1	5	1	2	*	6	18	11	4	3										
	11%	9%	19%	12%	3%	15%	4%	13%	7%	14%	10%	-	-	-	16%	10%	7%	12%	15%	8%	13%	11%	11%	16%	16%	33%	11%	-	-	11%	25%	8%	21%	5%	9%	18	3	6	18	11	4								
		**	**	**	**	*	*	*	*	*	**				**	*	**	*	**	**	**	**	**	*	*	**	*	**	**	**	**	**	**	**	**	*	*	*	*	*	**								
Don't know	75	17	3	9	16	35	23	4	68	3	1	-	-	-	-	75	10	23	7	14	7	10	3	40	16	3	31	7	6	4	6	3	1	2	2	52	22	13	51	34	15	3							
	40%	50%	13%	45%	53%	34%	47%	5%	70%	6%	3%	-	-	-	-	48%	57%	40%	40%	42%	28%	37%	34%	40%	35%	25%	38%	48%	55%	40%	29%	38%	13%	20%	32%	38%	28%	38%	39%	40%	23%								
		**	**	**	**	*	*	*	10*	**	**				**	*	**	*	**	**	**	**	**	*	*	*	*	*	**	**	**	**	**	**	**	*	*	*	*	*	*	**							

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y/Z/a,b/c,d,e/f,g,h,i,j,k,l,m,n,o/p,q,r/s,t,u,v,w,x,y,z. Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y/Z/a,b/c,d,e/f,g,h,i,j,k,l,m,n,o/p,q,r/s,t,u,v,w,x,y,z. Minimum Base: 30(**) Small Base: 100(*)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Shown better football skills
All Adults aged 16-75 in Scotland

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	190	94	96	37	70	83	17	44	53	76	-	-	-	-	-	190	109	81	111	79	120	70	182	7	115	57	18	46	144
Weighted base	187	96	91	33	68	86	14	46	47	80	-	-	-	-	-	187	97	90	97	90	79	108	181	4	112	57	19	45	142
The Scotland men's team	67	44	23	14	21	32	4	17	15	32	-	-	-	-	-	67	41	27	29	38	31	36	66	1	40	21	6	18	49
	36%	45%	26%	42%	31%	38%	27%	37%	32%	39%	-	-	-	-	-	36%	42%	29%	30%	43%	39%	34%	37%	28%	36%	37%	33%	41%	35%
		C*	*	**	*	*	**	*	*	*							*	*	*	*		*	**	**	*	*	**	*	
The Scotland women's team	15	7	7	2	6	6	2	4	3	6	-	-	-	-	-	15	6	9	7	7	6	9	14	1	7	5	2	3	12
	8%	8%	8%	7%	9%	7%	14%	9%	6%	7%	-	-	-	-	-	8%	6%	10%	7%	8%	7%	8%	8%	13%	6%	9%	12%	7%	8%
		*	*	**	*	*	**	*	*	*							*	*	*	*		*	**	**	*	*	**	*	
Equally successful in the last 2 years	26	16	10	7	10	9	3	7	7	9	-	-	-	-	-	26	15	11	17	10	11	16	26	-	18	8	1	6	20
	14%	17%	11%	23%	14%	11%	19%	16%	16%	12%	-	-	-	-	-	14%	16%	12%	17%	11%	13%	15%	15%	-	16%	15%	3%	14%	14%
		*	*	**	*	*	**	*	*	*							*	*	*	*		*	**	**	*	*	**	*	
Don't know	79	29	50	9	31	39	5	18	22	34	-	-	-	-	-	79	35	44	44	34	32	47	74	2	47	22	10	17	61
	42%	30%	55%	28%	46%	45%	40%	38%	46%	42%	-	-	-	-	-	42%	36%	48%	45%	38%	40%	43%	41%	59%	42%	38%	53%	38%	43%
		*	B*	**	*	*	**	*	*	*							*	*	*	*		*	**	**	*	*	**	*	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Shown better football skills

All Adults aged 16-75 in Scotland

		GE 2019 Vote										EU Referendum Vote				Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrisons	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	Film/TV (m)	Light (1-2 subs) (ns)	Moderate (3-4 subs) (ns)	Heavy (5+)											
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)											
Unweighted base	190	35	26	21	29	108	48	79	96	55	24	-	-	-	34	156	19	54	17	33	26	28	11	104	53	14	84	17	10	13	27	7	12	13	9	143	46	52	138	85	40	18											
Weighted base	187	33	24	21	31	101	48	79	97	56	23	-	-	-	31	156	17	58	16	34	24	26	10	102	47	12	80	15	10	10	22	7	10	9	7	138	48	45	134	87	37	14											
The Scotland men's team	67 36%	8 24% **	12 50% **	10 46% **	7 24% **	39 38% *	19 40% *	51 65% 1*	10 10% *	39 70% **	12 51% **	- - -	- - -	- - -	20 66% **	47 30% **	1 8% **	22 37% **	7 43% **	10 31% **	11 46% **	10 39% **	5 47% **	35 35% *	19 40% **	6 50% **	30 37% **	6 41% **	4 45% **	4 37% **	11 48% **	3 44% **	6 60% **	4 43% **	4 60% **	51 37% jme*	16 34% *	23 52% jme*	50 37% *	29 33% *	14 38% *	8 58% **											
The Scotland women's team	15 8%	1 3% **	2 8% **	- - **	4 12% **	8 8% *	2 5% *	8 10% *	6 6% *	5 9% **	2 10% **	- - -	- - -	- - -	6 18% **	9 6% **	3 16% **	5 8% **	3 17% **	3 9% **	1 5% **	- - **	- - **	8 8% *	3 5% **	- - **	6 7% **	1 11% **	- - **	1 11% **	1 8% **	1 8% **	10 8% *	4 9% *	3 7% *	10 8% *	7 8% *	2 6% *	1 8% **														
Equally successful in the last 2 years	26 14%	5 16% **	3 13% **	2 9% **	3 10% **	17 17% *	3 6% *	14 18% *	11 11% *	8 15% **	6 27% **	- - -	- - -	- - -	5 16% **	21 14% **	1 7% **	10 18% **	1 4% **	7 20% **	4 16% **	3 12% **	1 6% **	18 18% *	8 17% **	3 25% **	10 12% *	- - **	- - **	1 12% **	3 15% **	1 9% **	2 16% **	1 16% **	1 9% **	23 17% *	3 7% *	5 12% *	22 16% *	17 20% *	4 12% *	2 12% **											
Don't know	79 42%	19 57% **	7 29% **	9 45% **	17 55% **	37 36% *	24 49% *	6 7% *	70 73% 1*	3 6% **	3 12% **	- - -	- - -	- - -	- - **	79 50% **	12 69% **	21 37% **	6 36% **	14 40% **	8 32% **	13 49% **	5 47% **	41 40% *	18 38% **	3 25% **	35 44% *	8 52% **	6 55% **	4 40% **	6 28% **	3 38% **	1 13% **	3 30% **	2 23% **	54 39% *	24 51% *	13 29% *	52 39% *	34 39% *	17 44% *	3 23% **											

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp. Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp. Minimum Base: 30(**) Small Base: 100(*)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had greater social impact
All Adults aged 16-75 in Scotland

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	190	94	96	37	70	83	17	44	53	76	-	-	-	-	-	190	109	81	111	79	120	70	182	7	115	57	18	46	144
Weighted base	187	96	91	33	68	86	14	46	47	80	-	-	-	-	-	187	97	90	97	90	79	108	181	4	112	57	19	45	142
The Scotland men's team	65	41	24	16	15	33	3	20	9	32	-	-	-	-	-	65	34	31	26	38	26	39	64	1	42	17	6	14	51
	35%	43%	26%	50%	23%	38%	24%	44%	20%	40%	-	-	-	-	-	35%	35%	34%	27%	43%	33%	36%	35%	17%	37%	30%	33%	31%	36%
The Scotland women's team	28	14	14	5	10	12	4	5	6	12	-	-	-	-	-	28	15	13	14	14	12	16	26	2	16	9	3	7	21
	15%	15%	15%	15%	15%	15%	27%	12%	13%	16%	-	-	-	-	-	15%	16%	14%	14%	16%	15%	15%	14%	43%	14%	16%	14%	15%	15%
Equally successful in the last 2 years	18	10	8	4	8	6	2	3	7	6	-	-	-	-	-	18	10	7	12	5	10	8	18	-	12	6	-	8	10
	9%	10%	8%	12%	11%	7%	15%	7%	14%	7%	-	-	-	-	-	9%	11%	8%	13%	6%	13%	7%	10%	-	11%	10%	-	18%	7%
Don't know	77	31	46	8	35	35	5	17	25	30	-	-	-	-	-	77	37	40	45	32	32	45	73	2	42	25	10	17	60
	41%	32%	50%	23%	51%	40%	34%	38%	53%	37%	-	-	-	-	-	41%	38%	44%	46%	35%	40%	42%	41%	40%	38%	44%	53%	37%	42%
		*	B*	**	*	*	**	*	*	*							*	*	*	*		*		**	*	*	**	*	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L/M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had greater social impact

All Adults aged 16-75 in Scotland

		GE 2019 Vote					EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 ns)	Moderate (3-4 ns)	Heavy (5+)					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)					
Unweighted base	190	35	26	21	29	108	48	79	96	55	24	-	-	-	34	156	19	54	17	33	26	28	11	104	53	14	84	17	10	13	27	7	12	13	9	143	46	52	138	85	40	18					
Weighted base	187	33	24	21	31	101	48	79	97	56	23	-	-	-	31	156	17	58	16	34	24	26	10	102	47	12	80	15	10	10	22	7	10	9	7	138	48	45	134	87	37	14					
The Scotland men's team	65 35%	8 24%	10 44%	7 31%	11 36%	38 37%	17 35%	46 58%	14 14%	35 63%	10 46%	-	-	-	17 57%	47 30%	1 7%	22 39%	4 27%	13 40%	11 47%	7 27%	4 40%	31 30%	16 35%	5 47%	24 30%	5 36%	4 45%	3 25%	7 34%	3 44%	6 56%	5 53%	4 52%	47 34%	18 37%	21 47%	45 33%	29 33%	11 30%	7 49%					
The Scotland women's team	28 15%	5 15%	6 23%	2 11%	5 16%	19 19%	4 8%	13 16%	13 14%	8 15%	5 20%	-	-	-	9 29%	19 12%	5 27%	8 13%	4 22%	3 10%	3 13%	5 19%	-	17 17%	6 12%	2 15%	13 16%	2 12%	-	2 17%	5 22%	1 9%	3 31%	1 12%	1 17%	22 16%	6 13%	7 15%	7 16%	14 16%	14 13%	5 20%	3 20%				
Equally successful in the last 2 years	18 9%	3 8%	2 9%	3 13%	1 2%	9 9%	5 11%	10 12%	6 6%	7 12%	3 14%	-	-	-	4 14%	13 8%	1 3%	6 10%	2 11%	2 7%	4 15%	3 10%	1 13%	10 10%	7 14%	1 6%	9 11%	1 5%	-	2 18%	2 10%	1 9%	-	-	8%	11%	4%	6%	11%	13%	9%	4%					
Don't know	77 41%	18 53%	6 24%	9 45%	14 46%	36 35%	22 46%	10 13%	64 66%	6 10%	5 20%	-	-	-	-	77 49%	11 62%	22 38%	7 40%	14 43%	6 24%	12 44%	5 47%	43 43%	19 40%	4 33%	34 42%	7 48%	6 55%	4 40%	7 34%	3 38%	1 13%	3 35%	2 23%	54 39%	22 46%	14 32%	53 39%	33 38%	18 47%	4 26%					

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Summary

All Adults aged 16-75 in Wales

	Q8. Over the past two years, which international football team, if any, do you believe has...?		
	Had better results on the pitch	Shown better football skills	Had greater social impact
	(A)	(B)	(C)
Unweighted base	106	106	106
Weighted base	106	106	106
The Wales men's team	22 21% *	18 17% *	26 24% *
The Wales women's team	19 18% *	12 11% *	14 14% *
Equally successful in the last 2 years	10 9% *	16 15% *	7 7% *
Don't know	55 52% *	60 57% *	58 55% *

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Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch
All Adults aged 16-75 in Wales

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	106	37	68	18	39	49	10	20	31	45	-	-	-	-	106	-	56	50	65	41	54	52	104	2	57	26	23	29	77
Weighted base	106	39	65	21	38	47	11	22	30	43	-	-	-	-	106	-	50	56	53	52	32	73	105	1	58	29	19	30	76
The Wales men's team	22 21%	9 23% **	13 20%	1 5% **	11 30% *	9 20% *	- - **	5 23% **	9 29% **	8 19%	- - -	- - -	- - -	- - -	22 21%	- -	15 30% *	7 13% *	10 18% *	12 23% *	10 31% *	12 16% *	21 20%	1 47% **	15 26%	2 6% **	5 27% **	9 29% **	13 17%
The Wales women's team	19 18%	7 19% **	12 18%	4 18% **	4 11% *	11 24% *	4 33% **	1 2% **	5 16% **	10 24%	- -	- -	- -	- -	19 18%	- -	9 19% *	10 18% *	11 21% *	8 15% *	4 11% *	15 21% *	19 18%	- - **	8 14%	6 21% **	5 25% **	4 12% **	15 20%
Equally successful in the last 2 years	10 9%	4 10% **	5 7%	3 16% **	2 6% *	4 9% *	3 22% **	2 9% **	2 7% **	3 7%	- -	- -	- -	- -	10 9%	- -	6 13% *	3 6% *	8 15% *	2 4% *	5 16% *	5 6% *	9 9%	1 53% **	5 8%	4 14% **	1 6% **	4 14% **	6 7%
Don't know	55 52%	19 48% **	36 55%	13 60% **	20 53% *	22 48% *	5 45% **	14 65% **	14 48% **	21 50%	- -	- -	- -	- -	55 52%	- -	19 39% *	36 64% Q*	25 47% *	30 58% *	13 41% *	42 57% *	55 53%	- - **	30 52%	17 59% **	8 42% **	13 45% **	42 55%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K,L/M,N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

22-087220-25 - 23rd - 26th June 2023

PUBLIC

Women's World Cup 2023

All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch

All Adults aged 16-75 in Wales

			GE 2019 Vote					EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros		Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflifx	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)							
Unweighted base	106	33	35	5	14	55	34	39	55	17	21	-	-	-	26	80	7	32	7	26	10	14	9	62	29	2	56	5	9	8	18	8	2	8	8	78	28	34	76	36	33	9							
Weighted base	106	32	34	5	14	49	38	39	55	19	19	-	-	-	29	76	6	29	8	28	11	14	10	60	30	2	55	5	7	6	16	7	2	7	8	76	29	33	74	35	33	8							
The Wales men's team	22 21%	10 31%	4 11%	- **	3 18%	9 18%	11 29%	14 37%	4 6%	8 40%	7 36%	- -	- -	- -	10 33%	12 16%	1 18%	7 24%	1 10%	5 18%	2 19%	4 29%	1 13%	11 18%	5 18%	- 23%	13 -	- -	1 20%	1 15%	2 14%	2 23%	- -	1 14%	1 8%	15 20%	7 23%	4 12%	15 20%	8 23%	6 18%	1 12%							
The Wales women's team	19 18%	4 13%	11 31%	1 22%	2 12%	11 23%	4 11%	11 29%	8 14%	7 38%	4 22%	- -	- -	- -	10 34%	9 12%	2 40%	4 13%	2 22%	5 19%	3 31%	- -	2 25%	6 11%	3 10%	- 15%	9 -	- -	2 25%	1 20%	4 23%	2 26%	- -	1 17%	3 36%	12 16%	7 23%	9 26%	15 15%	11 21%	7 11%	4 16%							
Equally successful in the last 2 years	10 9%	4 13%	2 5%	- **	2 11%	3 5%	4 11%	5 13%	1 3%	2 9%	3 13%	- -	- -	- -	5 16%	5 7%	1 14%	2 7%	1 8%	5 18%	- -	1 4%	1 6%	6 11%	1 2%	1 68%	3 5%	1 30%	- -	4 56%	3 17%	1 12%	3 23%	1 2%	1 8%	2 28%	9 12%	1 2%	5 14%	8 11%	5 13%	3 10%	1 19%						
Don't know	55 52%	14 43%	18 53%	4 78%	8 58%	26 53%	19 49%	8 21%	43 77%	2 13%	6 29%	- -	- -	- -	5 17%	50 66%	2 28%	16 55%	5 60%	13 45%	5 49%	9 67%	6 57%	36 61%	21 70%	1 32%	31 56%	3 70%	4 55%	1 9%	7 46%	3 39%	2 77%	4 61%	2 29%	40 52%	15 53%	15 47%	40 53%	15 43%	20 61%	4 53%							

Overlap formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

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22-087220-25 - 23rd - 26th June 2023

PUBLIC
Women's World Cup 2023
All adults aged 16-75 in GB

Q8. Over the past two years, which international football team, if any, do you believe has...? - Shown better football skills
All Adults aged 16-75 in Wales

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	106	37	68	18	39	49	10	20	31	45	-	-	-	-	106	-	56	50	65	41	54	52	104	2	57	26	23	29	77
Weighted base	106	39	65	21	38	47	11	22	30	43	-	-	-	-	106	-	50	56	53	52	32	73	105	1	58	29	19	30	76
The Wales men's team	18 17%	5 12% **	13 20%	3 13% **	9 25% *	6 12% *	1 13% **	4 20% **	7 25% **	5 11%	-	-	-	-	18 17%	-	14 28% R*	4 7% *	8 16% *	9 18% *	8 25% *	10 13% *	17 16%	1 53% **	10 18%	2 7% **	5 27% **	9 30% **	9 11%
The Wales women's team	12 11%	4 11% **	8 12%	2 11% **	4 9% *	6 13% *	1 12% **	3 12% **	2 6% **	6 15%	-	-	-	-	12 11%	-	5 9% *	8 13% *	8 15% *	4 8% *	4 13% *	8 11% *	12 12%	-	5 9%	4 14% **	3 13% **	1 2% **	12 15%
Equally successful in the last 2 years	16 15%	9 22% **	6 9%	2 11% **	4 11% *	9 19% *	2 20% **	1 2% **	6 19% **	7 16%	-	-	-	-	16 15%	-	12 24% R*	4 7% *	10 20% *	5 10% *	3 10% *	13 17% *	16 15%	-	9 16%	4 14% **	2 11% **	5 18% **	10 14%
Don't know	60 57%	21 54% **	39 60%	14 65% **	21 55% *	26 55% *	6 54% **	14 65% **	15 50% **	25 58%	-	-	-	-	60 57%	-	20 39% *	41 73% Q*	27 50% *	34 64% *	17 53% *	43 59% *	60 57%	1 47% **	32 56%	19 65% **	9 48% **	15 51% **	45 60%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P,Q/R,S/T,U/V,W/X,Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

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Women's World Cup 2023

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Q8. Over the past two years, which international football team, if any, do you believe has...? - Shown better football skills

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		GE 2019 Vote					EU Referendum Vote			Football fan		Football fans by gender		English football fan	English football fans from white ethnic groups	English football fans from minority ethnic groups	How closely will you follow Women's Euros	Supermarket										Streaming subscriptions										Streaming subscriptions 2									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrison's	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)					
Unweighted base	106	33	35	5	14	55	34	39	55	17	21	-	-	-	26	80	7	32	7	26	10	14	9	62	29	2	56	5	9	8	18	8	2	8	8	78	28	34	76	36	33	9					
Weighted base	106	32	34	5	14	49	38	39	55	19	19	-	-	-	29	76	6	29	8	28	11	14	10	60	30	2	55	5	7	6	16	7	2	7	8	76	29	33	74	35	33	8					
The Wales men's team	18 17%	8 26%	5 16%	- -	3 22%	8 16%	8 20%	13 34%	1 2%	4 21%	10 50%	- -	- -	- -	7 22%	11 15%	1 18%	7 24%	- -	5 17%	2 19%	2 11%	1 6%	9 15%	5 16%	- -	9 16%	- -	1 14%	2 24%	3 21%	2 26%	1 23%	2 22%	2 25%	11 14%	7 23%	5 16%	11 15%	4 11%	5 14%	2 31%					
The Wales women's team	12 11%	3 10%	7 19%	- -	- -	8 16%	2 4%	4 11%	8 14%	2 12%	2 10%	- -	- -	- -	4 15%	8 10%	2 34%	4 13%	2 24%	- -	2 17%	1 4%	2 20%	6 11%	3 11%	- -	9 16%	- -	- -	- 20%	3 -	- -	2 35%	1 10%	10 12%	3 9%	7 20%	13 13%	14 14%	5 14%	4 14%	- -					
Equally successful in the last 2 years	16 15%	8 24%	5 15%	1 22%	1 8%	6 13%	8 20%	11 29%	2 4%	7 38%	3 15%	- -	- -	- -	10 35%	5 7%	1 19%	2 6%	1 8%	9 32%	2 14%	1 9%	1 5%	6 9%	1 4%	1 68%	4 7%	1 30%	2 24%	3 51%	3 17%	1 18%	- -	- 29%	2 14%	11 16%	5 16%	5 12%	9 19%	7 9%	3 16%	1 16%					
Don't know	60 57%	13 40%	17 50%	4 78%	10 69%	27 55%	22 56%	10 27%	44 79%	6 29%	5 25%	- -	- -	- -	8 28%	52 68%	2 28%	16 56%	5 68%	14 52%	5 49%	11 76%	7 70%	39 66%	21 70%	1 32%	34 61%	3 70%	4 62%	2 25%	7 43%	4 57%	2 77%	3 42%	3 35%	45 59%	15 52%	16 48%	45 60%	20 56%	21 63%	4 53%					

Overlap formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC
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		Gender		Age			Generations				Region						Employment status		Social grade		Education		Ethnicity		Marital Status			Presence of children in HH	
	Total	Male	Female	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	ANY	NONE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	106	37	68	18	39	49	10	20	31	45	-	-	-	-	106	-	56	50	65	41	54	52	104	2	57	26	23	29	77
Weighted base	106	39	65	21	38	47	11	22	30	43	-	-	-	-	106	-	50	56	53	52	32	73	105	1	58	29	19	30	76
The Wales men's team	26 24%	10 25% **	15 22%	5 23% **	9 25% *	11 24% *	4 33% **	3 14% **	11 36% **	8 19%	-	-	-	-	26 24%	-	16 32% *	10 17% *	14 27% *	11 21% *	11 33% *	15 20% *	25 24%	1 47% **	15 26%	6 20% **	5 26% **	9 29% **	17 22%
The Wales women's team	14 14%	4 10% **	10 16%	1 4% **	5 12% *	9 19% *	1 8% **	1 2% **	4 14% **	9 21%	-	-	-	-	14 14%	-	8 16% *	6 11% *	9 16% *	6 11% *	5 16% *	9 13% *	14 14%	- **	8 14%	3 10% **	4 18% **	3 11% **	11 15%
Equally successful in the last 2 years	7 7%	2 5% **	5 8%	3 17% **	2 4% *	2 4% *	3 23% **	1 7% **	1 4% **	2 5%	-	-	-	-	7 7%	-	3 7% *	4 7% *	4 8% *	3 5% *	3 10% *	4 6% *	7 6%	1 53% **	2 3%	4 14% **	1 6% **	2 7% **	5 7%
Don't know	58 55%	23 59% **	35 54%	12 56% **	22 59% *	25 53% *	4 36% **	17 77% **	14 47% **	24 56%	-	-	-	-	58 55%	-	22 45% *	36 65% *	26 48% *	33 63% *	13 42% *	45 61% *	58 56%	- **	33 57%	16 56% **	10 50% **	16 53% **	43 56%

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Overlap formulae used

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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Football fan	Not a football fan	Male	Female	Yes	Yes	Yes	Closely	Not closely/at all	Sainsbury's	Tesco	Morrisons	Aldi	Lidl	Asda	Other	Netflix	Disney+	Now	Amazon Prime Video	Apple TV+	Paramount+	Discovery+	Spotify Premium	Apple Music	YouTube Music	Amazon Music Unlimited	Other	ANY subscription	NO subscription	ANY Audio	ANY Film/TV	Light (1-2 subs)	Moderate (3-4 subs)	Heavy (5+)					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)					
Unweighted base	106	33	35	5	14	55	34	39	55	17	21	-	-	-	26	80	7	32	7	26	10	14	9	62	29	2	56	5	9	8	18	8	2	8	8	78	28	34	76	36	33	9					
Weighted base	106	32	34	5	14	49	38	39	55	19	19	-	-	-	29	76	6	29	8	28	11	14	10	60	30	2	55	5	7	6	16	7	2	7	8	76	29	33	74	35	33	8					
The Wales men's team	26 24%	11 35%	7 21%	1 22%	2 17%	9 19%	15 39%	14 36%	7 13%	6 33%	7 37%	-	-	-	10 35%	15 20%	2 37%	7 23%	-	8 29%	3 27%	4 31%	1 8%	12 20%	7 23%	1 68%	12 21%	1 30%	1 9%	3 41%	5 30%	1 18%	-	1 9%	2 22%	18 24%	7 25%	7 23%	17 23%	9 27%	8 25%	1 8%					
The Wales women's team	14 14%	5 16%	8 24%	-	-	10 20%	4 11%	11 29%	3 6%	4 22%	7 37%	-	-	-	8 28%	6 8%	1 20%	4 13%	2 32%	5 17%	1 10%	1 4%	1 8%	7 12%	1 5%	-	8 14%	-	2 23%	2 25%	2 11%	3 43%	-	* 5%	2 26%	9 12%	5 19%	5 15%	9 12%	4 10%	3 9%	3 32%					
Equally successful in the last 2 years	7 7%	1 3%	1 2%	-	3 22%	2 4%	1 3%	3 7%	3 5%	1 6%	2 8%	-	-	-	1 4%	6 8%	1 14%	1 3%	1 8%	1 13%	4 -	-	1 11%	3 5%	1 3%	-	2 3%	-	1 7%	2 25%	3 20%	-	1 23%	1 8%	2 23%	6 7%	1 5%	5 14%	5 6%	4 10%	2 5%	1 7%					
Don't know	58 55%	14 45%	18 53%	4 78%	9 61%	28 57%	18 47%	11 28%	42 76%	8 40%	3 17%	-	-	-	10 33%	49 64%	2 28%	18 61%	5 60%	11 41%	7 64%	9 65%	7 73%	37 62%	21 69%	1 32%	34 62%	3 70%	4 61%	1 9%	6 39%	3 39%	2 39%	5 77%	2 78%	43 57%	15 52%	16 48%	43 58%	19 54%	20 61%	4 53%					

Overlap formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo/pp Minimum Base: 30(**) Small Base: 100(*)

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