

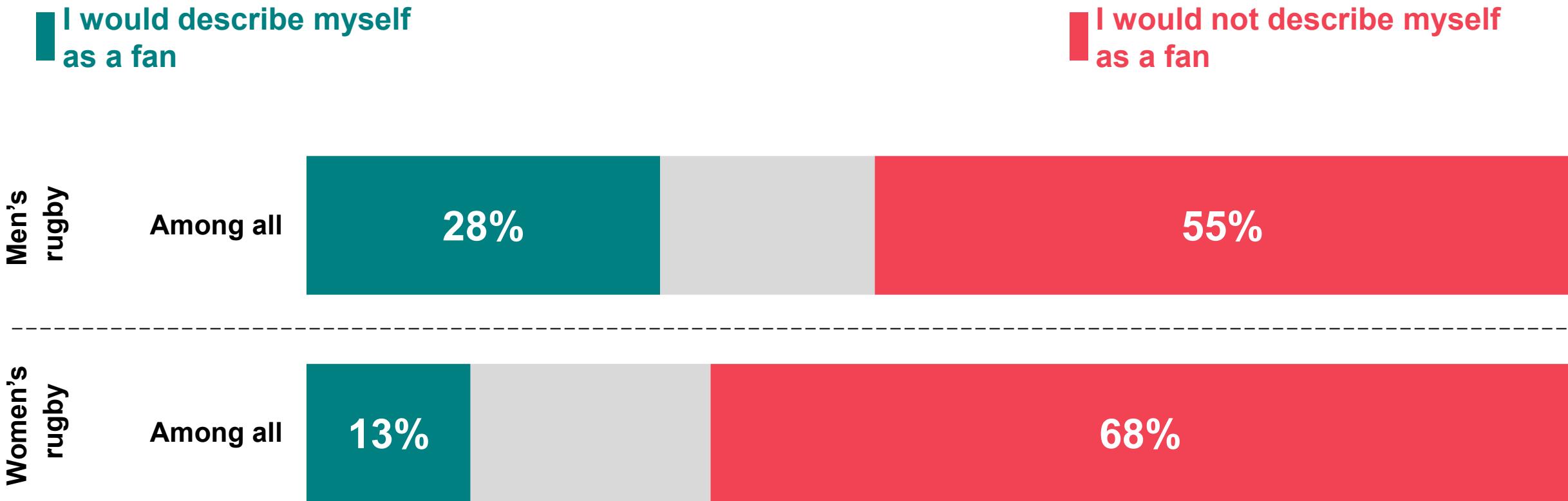
Ipsos Observer Perceptions of English Rugby

October 2023



Almost 3 in 10 adults describe themselves as fans of men's rugby. This is more than double the proportion who are women's rugby fans.

Would you describe yourself as a fan of the following sports?



Base: 2,188 Online British adults aged 16-75, 7th – 11th July 2023, including 1,078 Men and 1,108 Women

39%

of English rugby fans believe the England men's rugby union team have shown better skills compared to 19% for the England women's team.



1 in 3 English rugby fans (34%) think the men's team have had better results on the pitch compared to just over a quarter (27%) who think the women's team have

Over the past two years, which England international rugby union team do you believe has...?

The England women's team

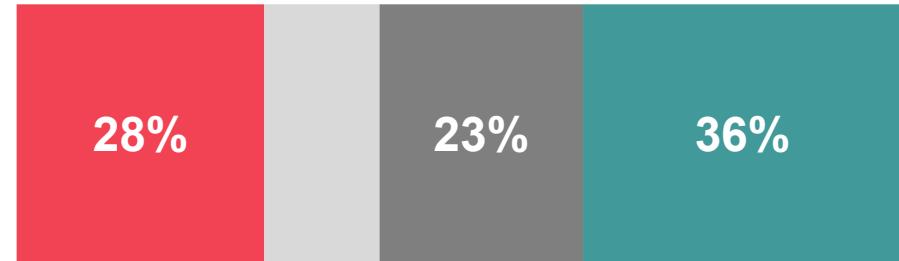
Equally successful in the last 2 years

The England men's team

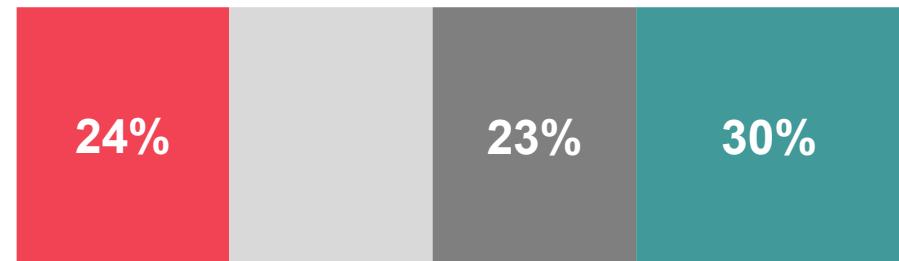
Had better results on the pitch



Male - English rugby fans



Female - English rugby fans



Base: 581 Online English fans of either men's or women's rugby aged 16-75, 7th– 11th July 2023, including 389 Male Fans and 191 Female Fans



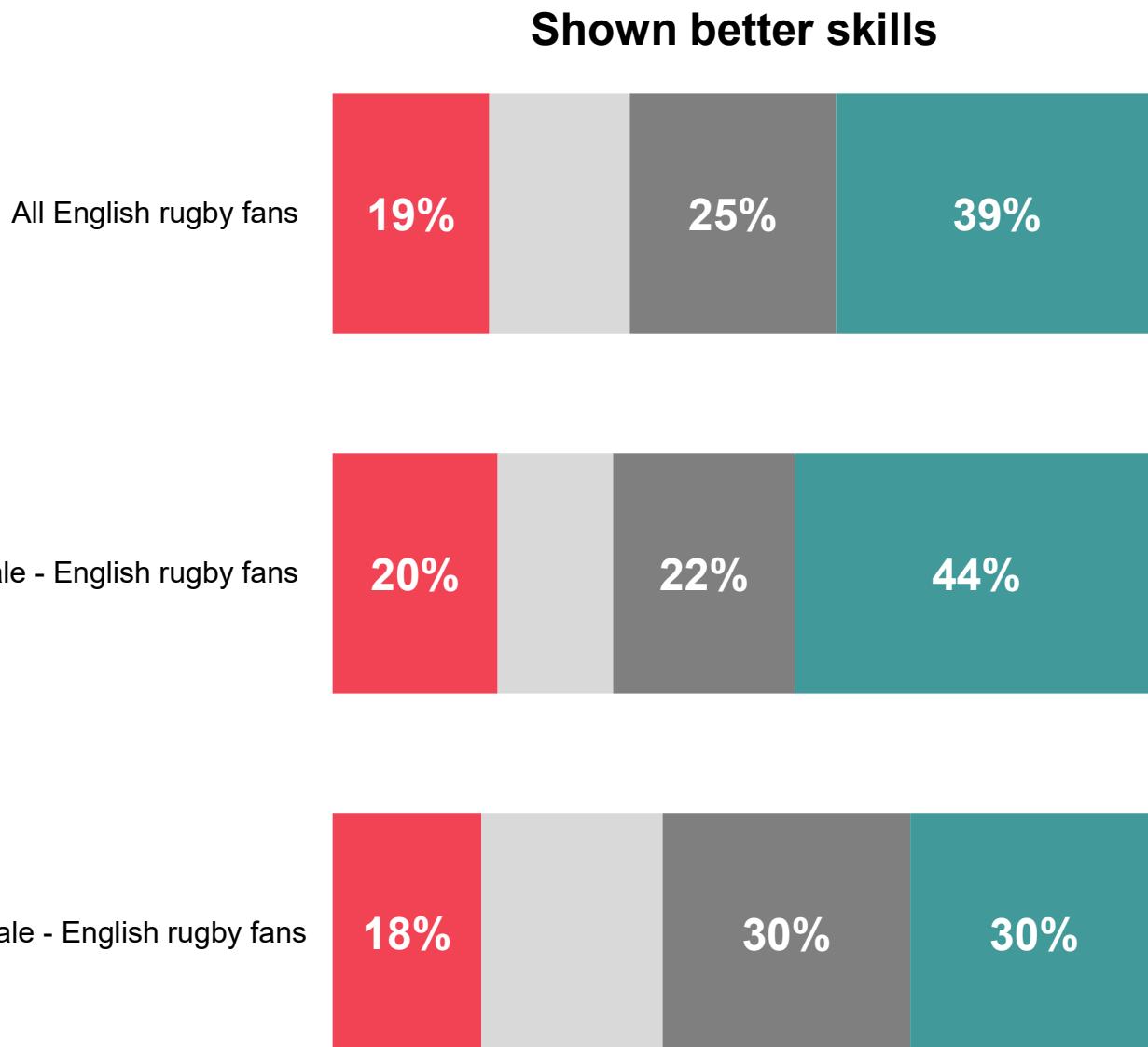
44% of English male rugby fans believe the England men's rugby union team have shown better skills, compare to 30% of English female fans who believe they have .

Over the past two years, which England international rugby union team do you believe has...?

█ **The England women's team**

█ **Equally successful in the last 2 years**

█ **The England men's team**



Base: 581 Online English fans of either men's or women's rugby aged 16-75, 7th– 11th July 2023, including 389 Male Fans and 191 Female Fans

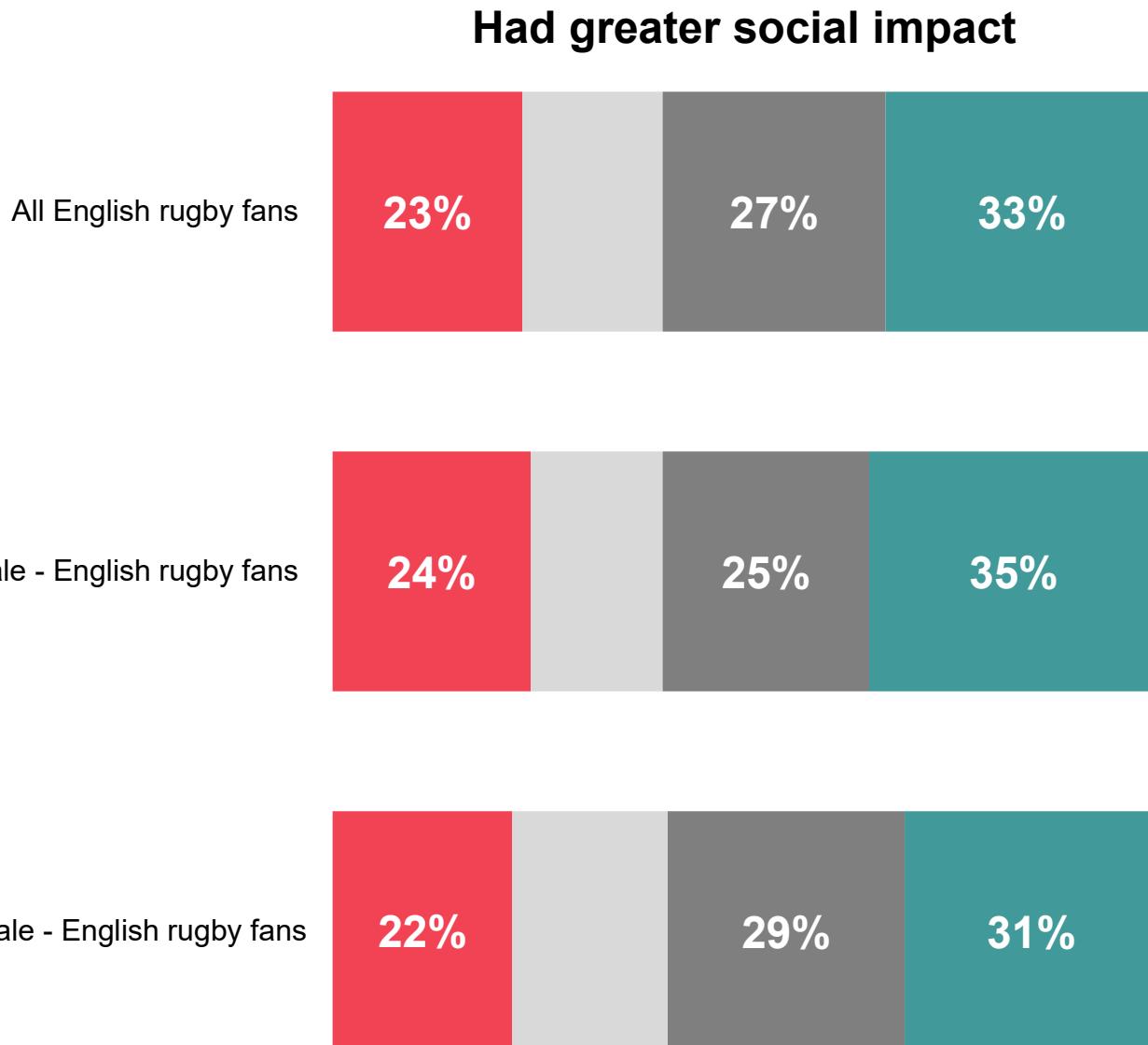
1 in 3 English rugby fans believe the men's team have had greater social impact compared to just under a quarter (23%) who believe the women's team have had greater social impact

Over the past two years, which England international rugby union team do you believe has...?

The England women's team

Equally successful in the last 2 years

The England men's team



Base: 581 Online English fans of either men's or women's rugby aged 16-75, 7th– 11th July 2023, including 389 Male Fans and 191 Female Fans

Technical notes

- The research was carried out by Ipsos Observer.
- Ipsos Observer interviewed a representative quota sample of 2,188 adults aged 16-75 in Great Britain using its online i:omnibus between 7th and 11th July 2023.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region, to reflect the adult population of the United Kingdom.

For more information please contact the Observer team at ipsos.com/en-uk/omnibus-surveys



Sports overview of Men's and Women's Rugby

July 2023

For more information

Peter Cooper
Director
peter.cooper@ipsos.com

Will Edwards
Research Executive
wiliam.edwards@ipsos.com

