

IPSOS Men's FA Cup Final

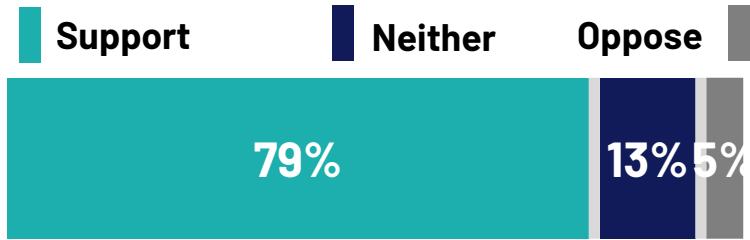
May 2024



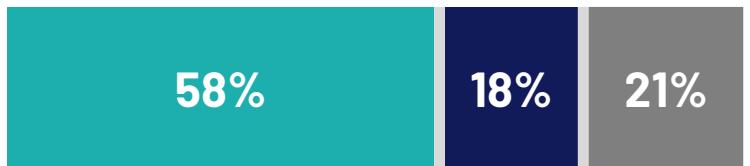
Almost four in five football fans would support more prize money being allocated to lower league teams

Thinking about the following changes to the FA cup format that have taken place or could take place in the future, do you support or oppose the following, if either?

More prize money being allocated to lower league teams in the football pyramid



A place in the Champions League being offered to the winner



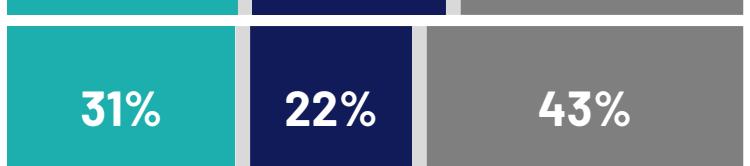
FA cup semi finals taking place at Wembley



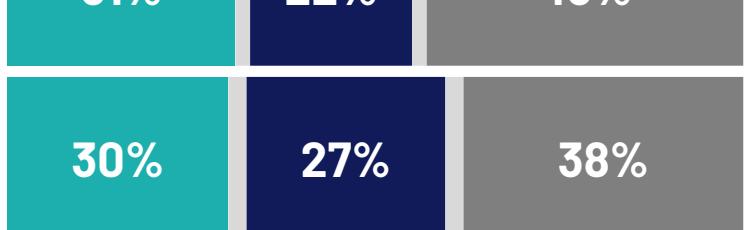
The FA cup final taking place at a time other than 3pm on a Saturday



Ending FA Cup replays



Changing the date of the FA cup final from the last game of the season to the penultimate weekend of the Premier League season but ensuring it is the only game held on that day

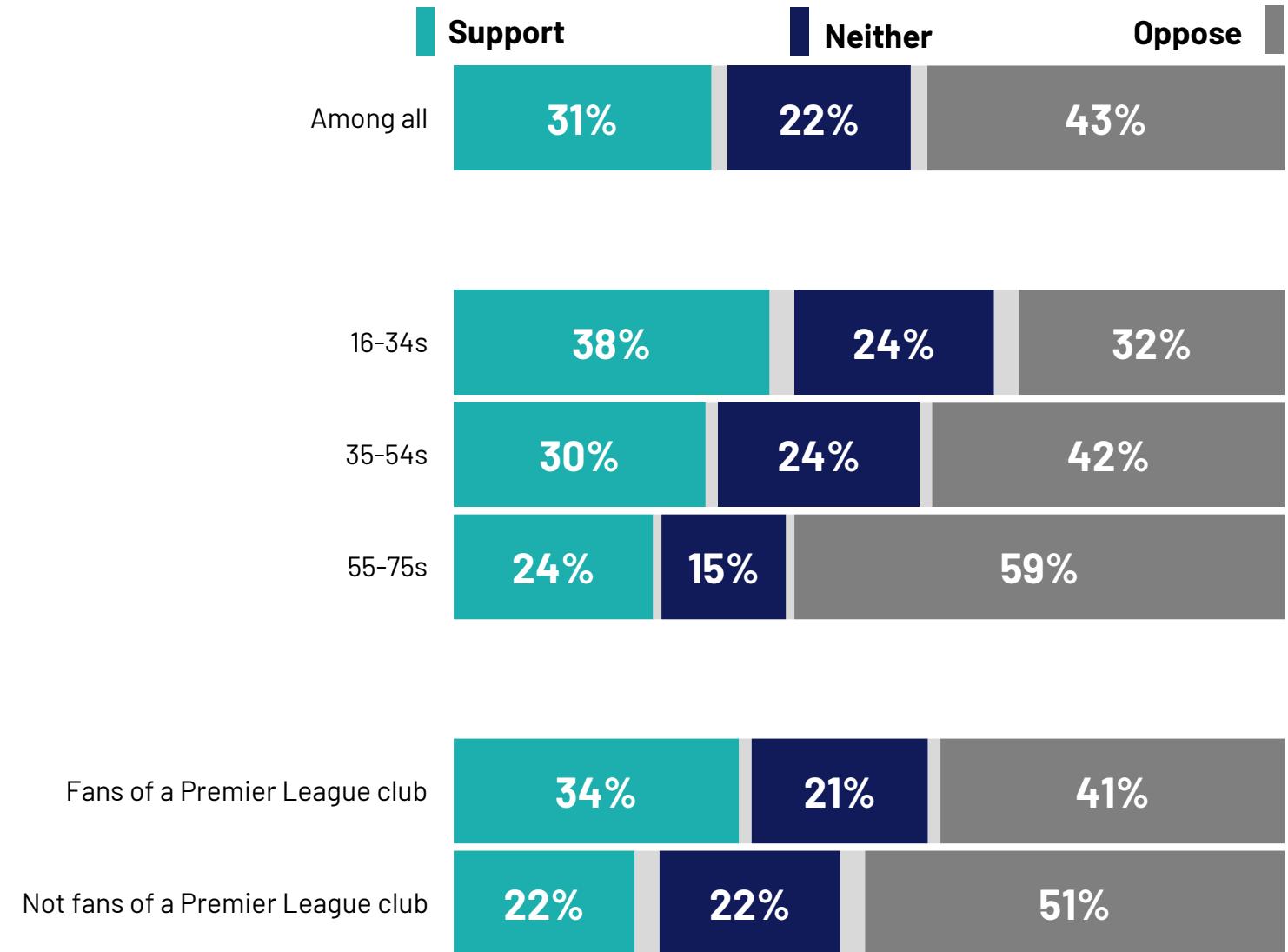


Base: 792 Online British adults aged 16-75 in England who say they are football fans, 17-20 May 2024

Older football fans, and those who support teams that are not in the Premier League are mostly likely to oppose ending FA Cup replays

Thinking about the following changes to the FA cup format that have taken place or could take place in the future, do you support or oppose the following, if either?

Ending FA Cup replays

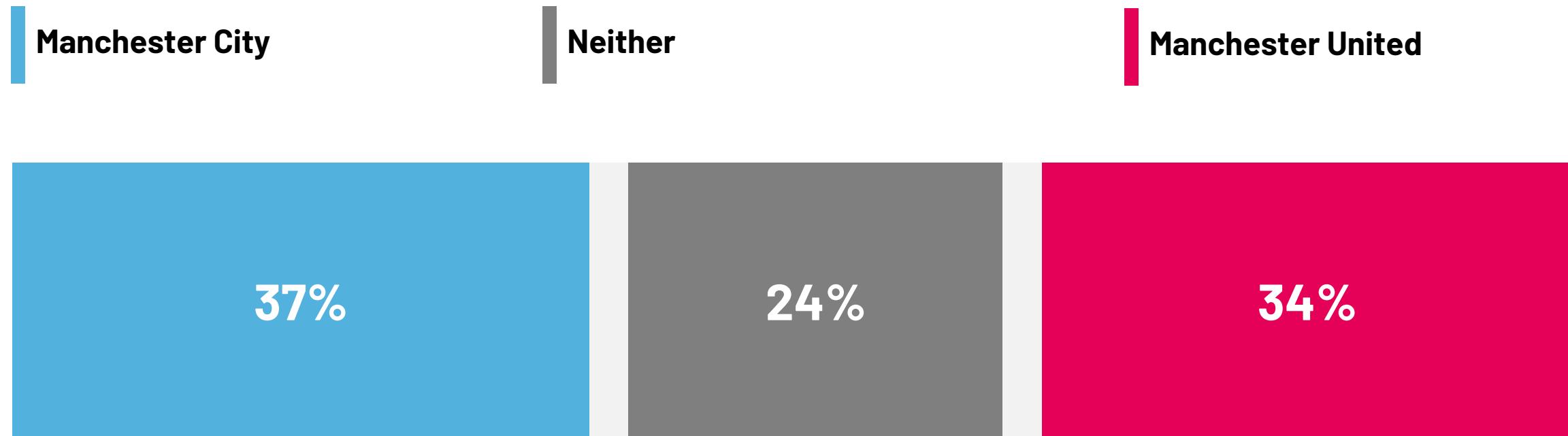


Base: 792 Online British adults aged 16-75 in England who say they are football fans, including (282) 16-34s, (301) 35-54s, (209) 55-75s, 17-20 May 2024, (606) who are fans of a Premier League Club, and (186) who are not fans of a Premier League Club.

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Football fans in England are split on who they want to win the upcoming Men's FA Cup Final

Who do you want to win the FA cup final?



Base: 792 Online British adults aged 16-75 in England who say they are football fans, 17-20 May 2024

Football fans are split on whether the FA Cup has become more or less important in the past 10 years for both clubs and fans

Do you think the FA cup has become more or less important, if either, in the past 10 years for the following?



Base: 792 Online British adults aged 16-75 in England who say they are football fans, 17-20 May 2024

Football fans are most likely to say that their first choice would be for their team to win their league, however the most popular second choice would be to win the FA Cup

Imagine you had the choice, which of the following would you prefer?

1st choice

2nd choice

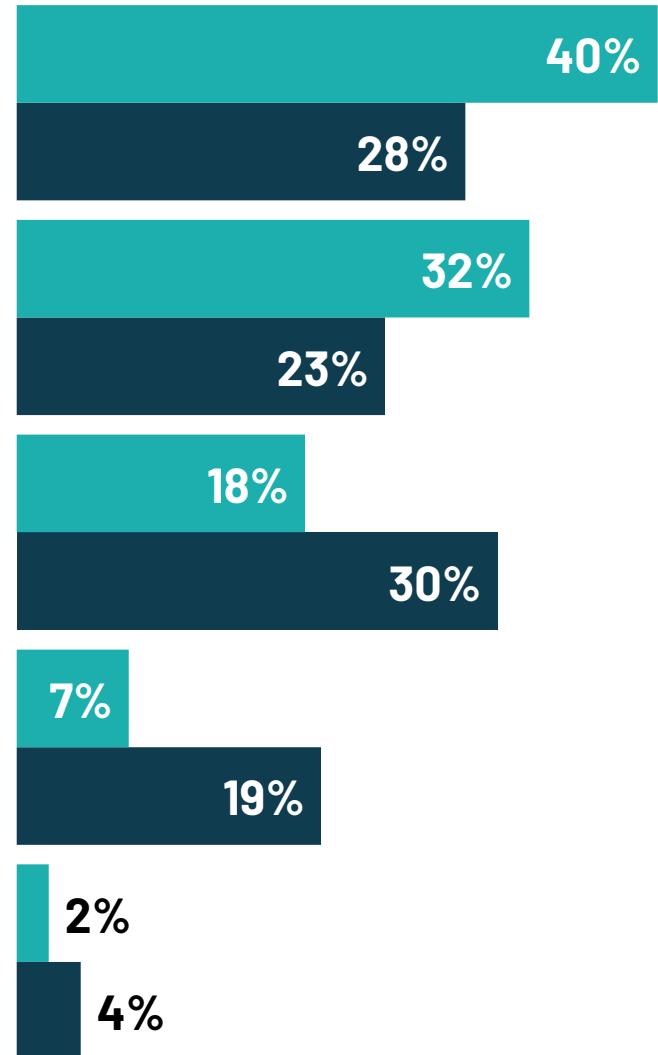
The football team you support wins their division/league

England men's or women's team win the World Cup

The football team you support win the FA cup

England men's or women's team win the European Championships

Don't know



Base: 792 Online British adults aged 16-75 in England who say they are football fans, 17-20 May 2024

The nation is split on whether they would describe themselves as football fans or not

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

I would describe myself
as a football fan

Among all



43% 50%

I would not describe myself
as a football fan

Among Men



61% 33%

Among Women

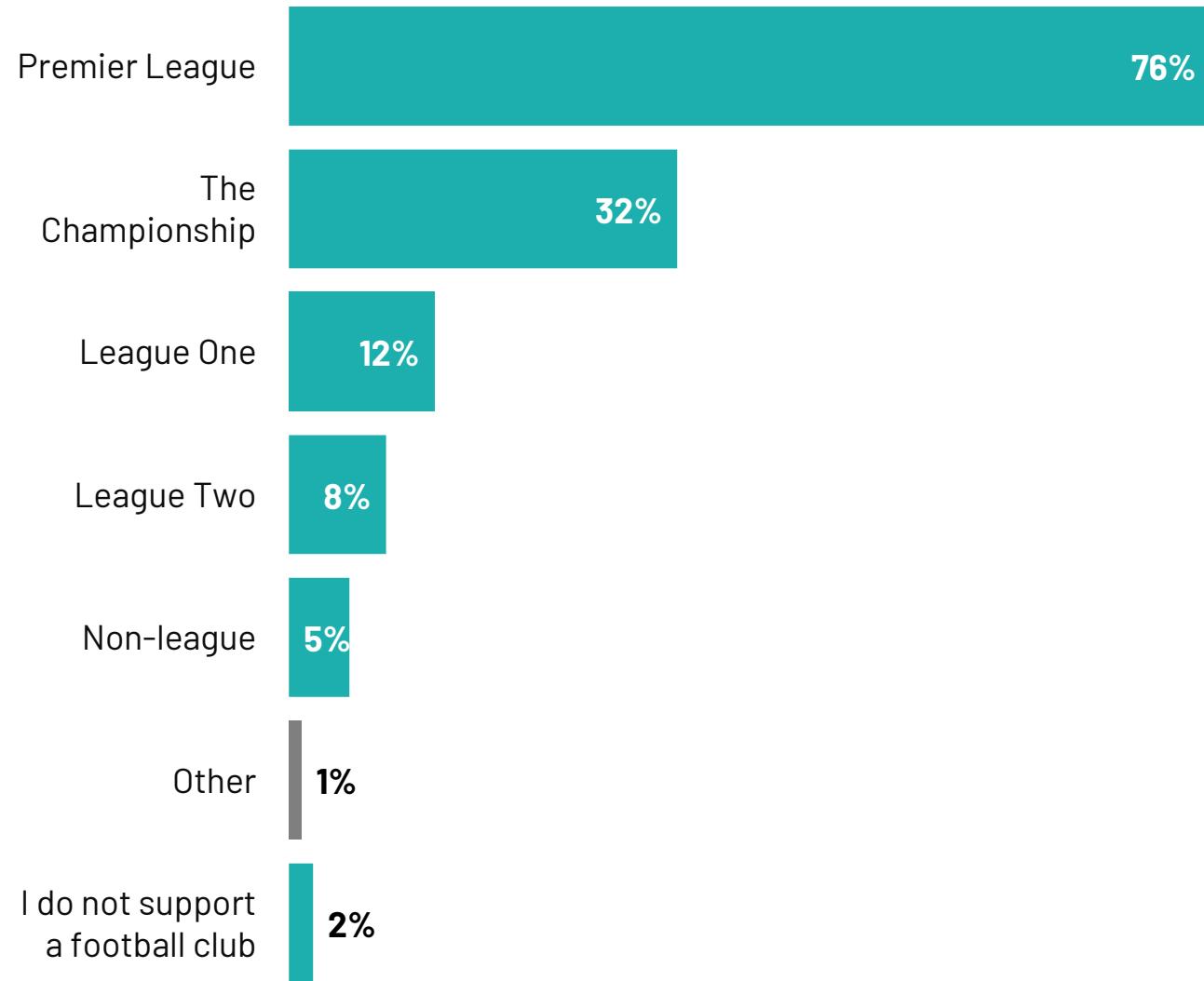


25% 66%

Base: 1,883 Online British adults aged 16-75, 17-20 May 2024 including 880 Men and 984 Women

Three quarters of football fans support a club in the Premier League

Would you describe yourself as a supporter of a football club in any of the following leagues?



Base: 792 Online British adults aged 16-75 in England who say they are football fans, 17-20 May 2024



May 2024 FA Cup Final

For more information

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