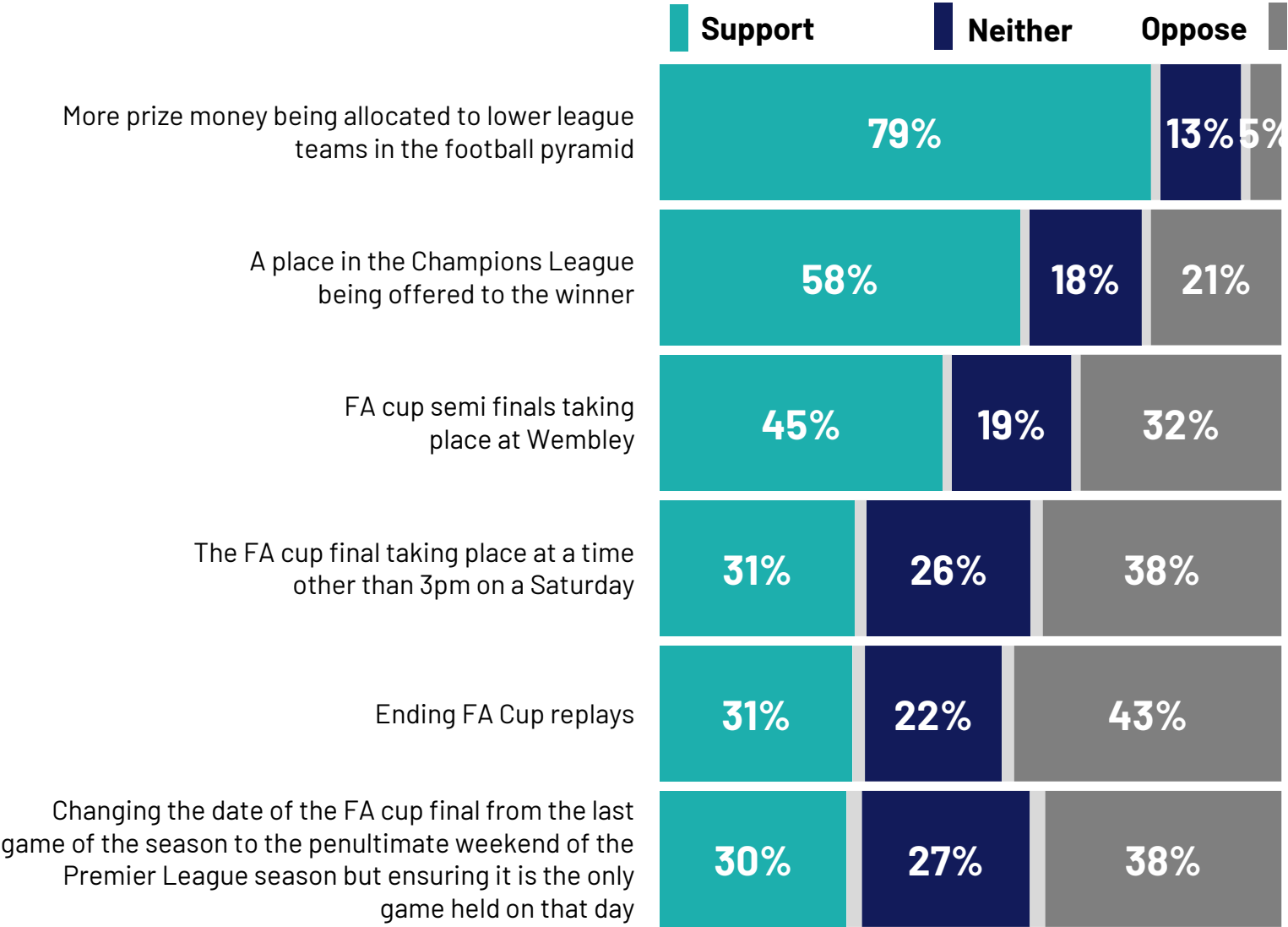


# IPSOS Men's FA Cup Final

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?



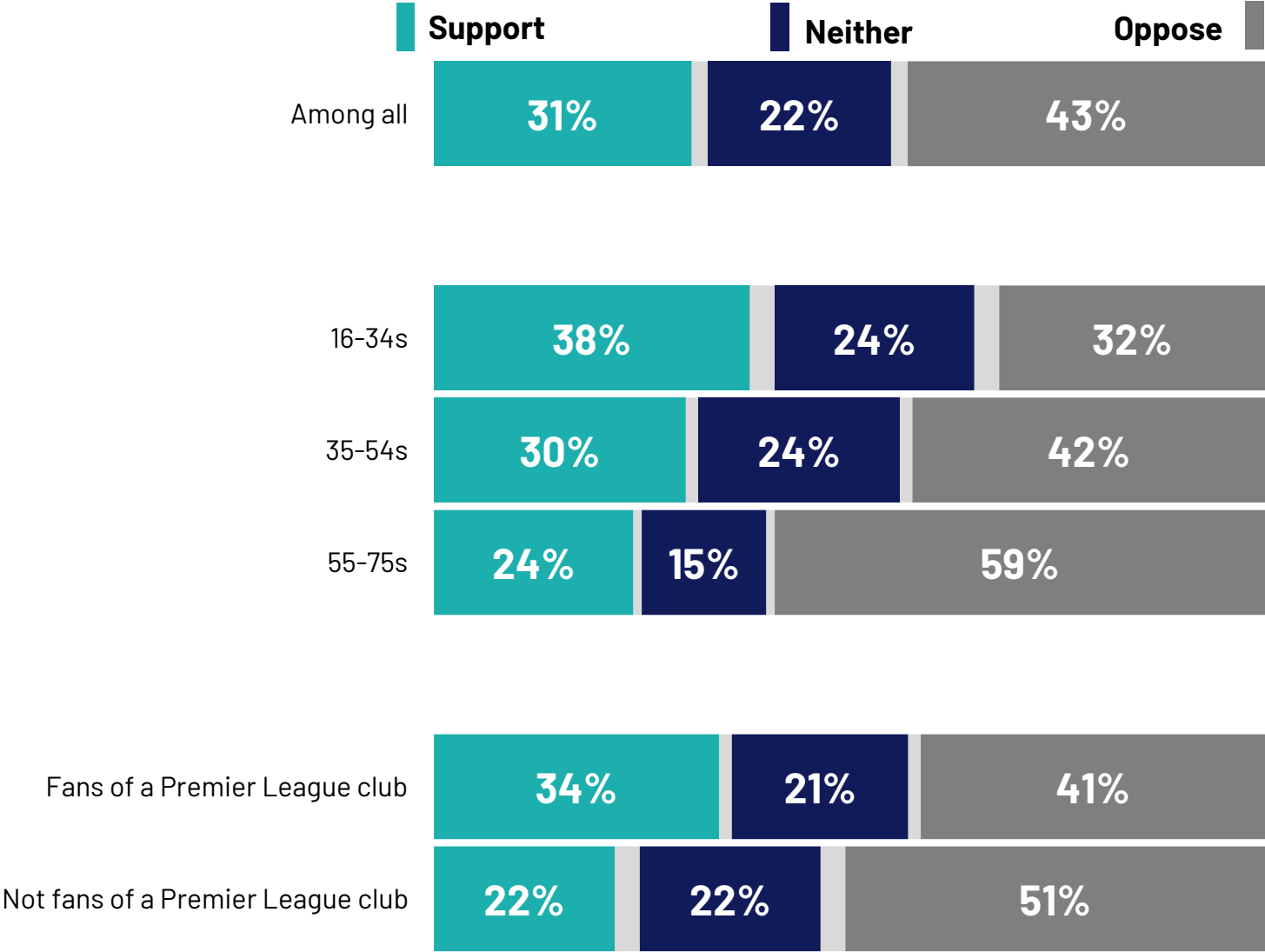
**Base: 792** Online British adults aged 16-75 in England who say they are football fans, 17-20 May 2024

# 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**

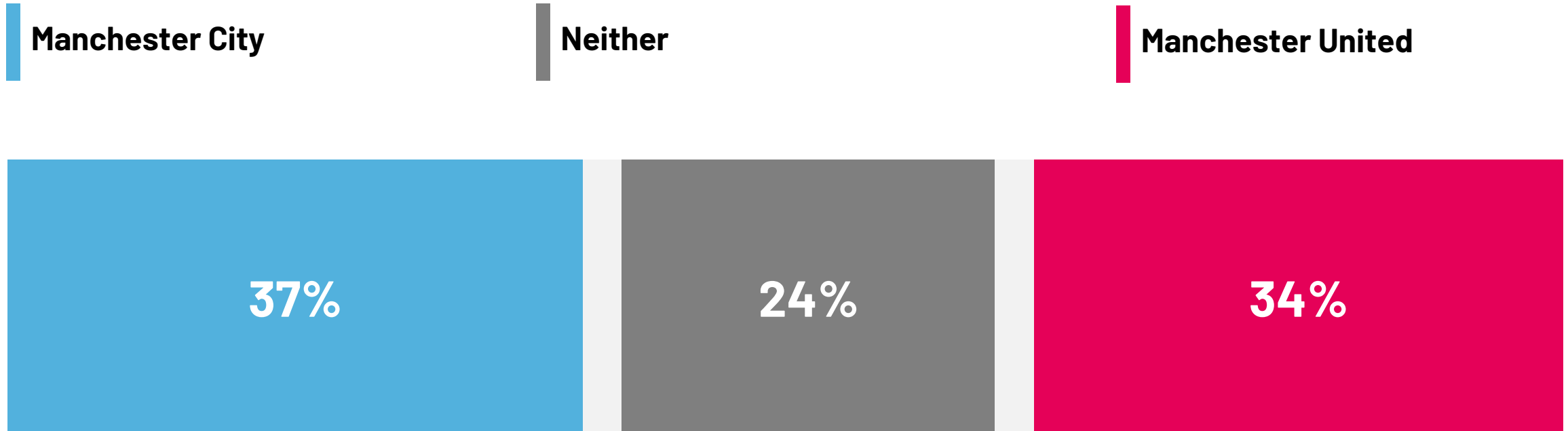
**Base: 792** Online British adults aged 16-75 in England who say they are football fans, including (282) 16-34s, (301) 35-54s, (209) 55-75s, 17-20 May 2024, (606) who are fans of a Premier League Club, and (186) who are not fans of a Premier League Club.

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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

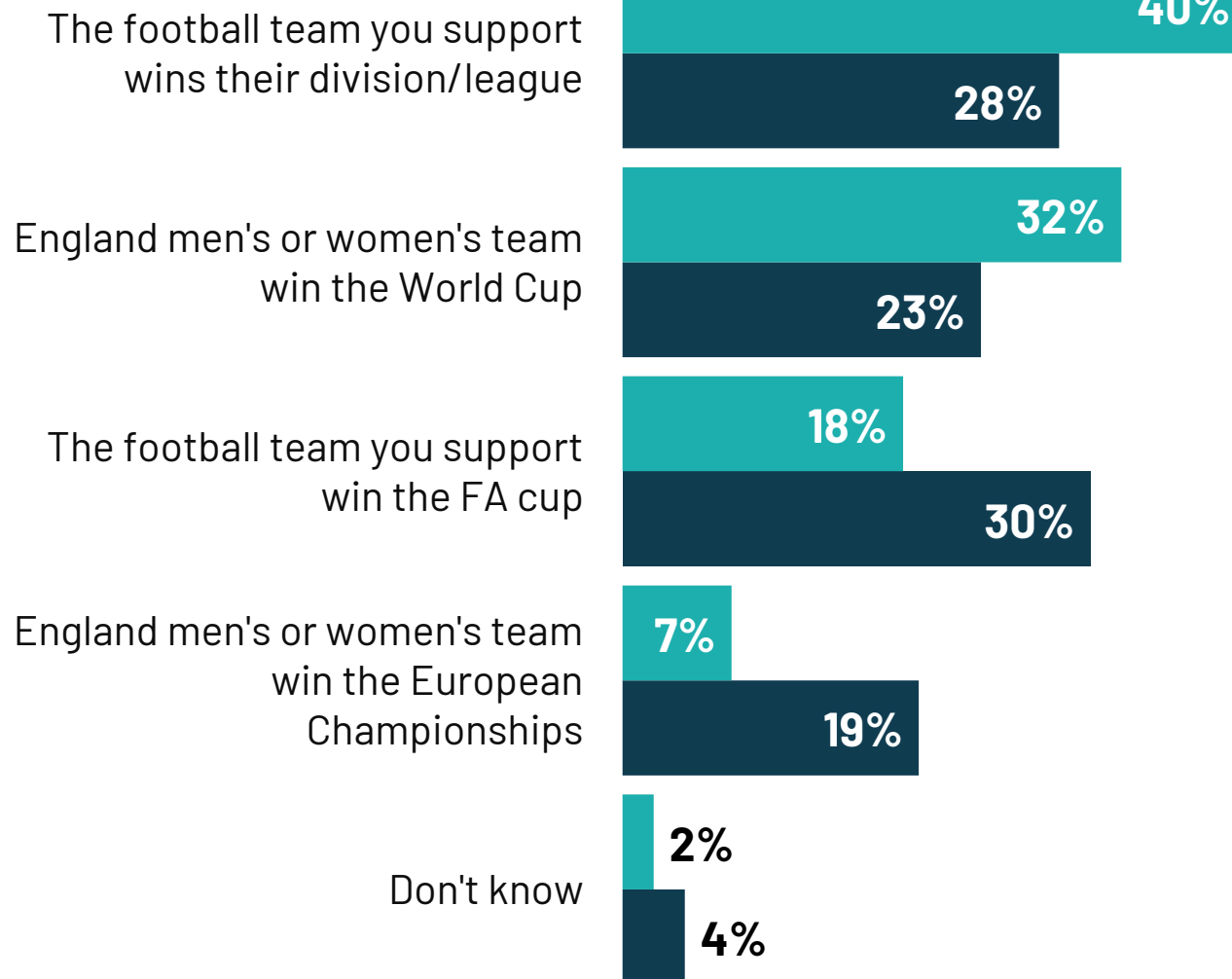
# Football fans are most likely to say that their first choice would be for their team to win their league, however the most popular second choice would be to win the FA Cup

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

**1<sup>st</sup> choice**

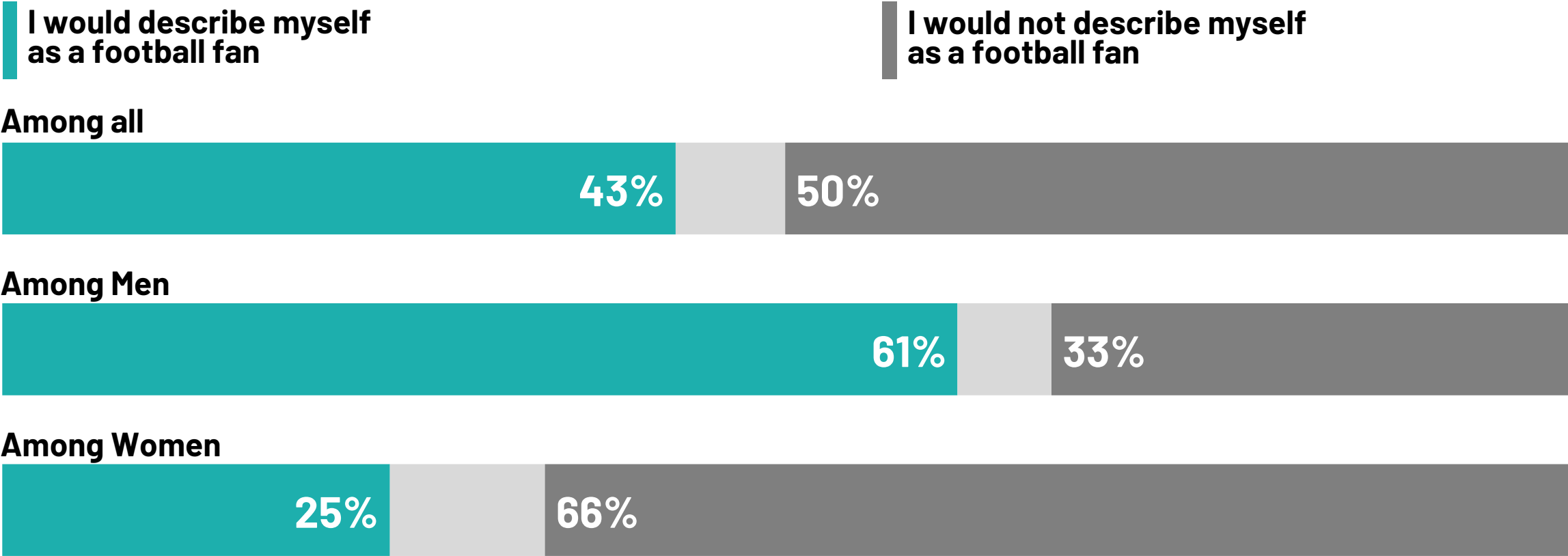
**2<sup>nd</sup> choice**

**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?

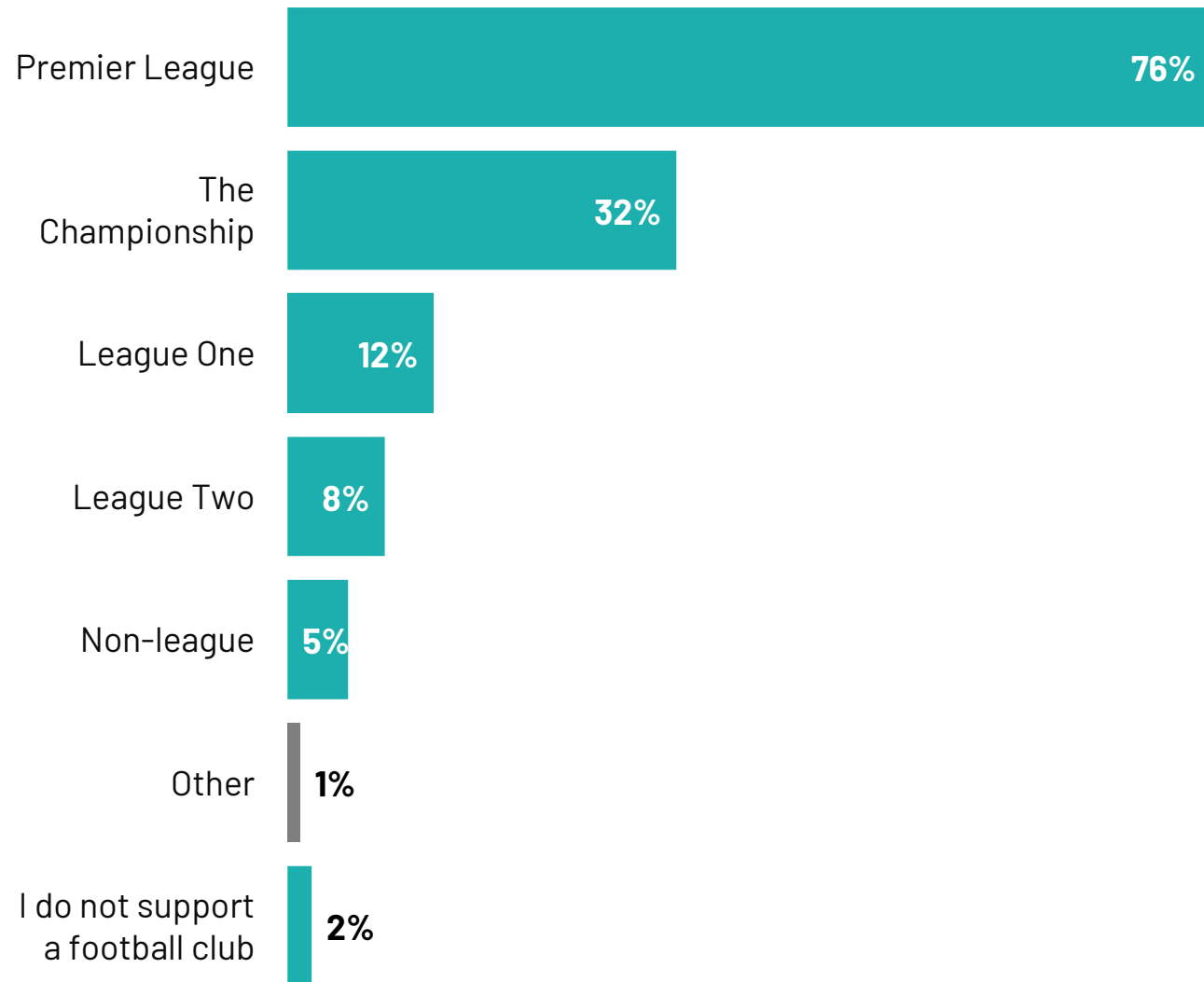


Base: 1,883 Online British adults aged 16-75, 17-20 May 2024 including 880 Men and 984 Women



# 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



# IPSOS

**May 2024**  
**FA Cup Final**

## For more information

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