

Table 1  
 Q1 - Would you describe yourself as a football fan, or not?

Base: All adults 16-75 in England

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	1883	880	984	247	364	322	355	595	611	677	595	301	552	481	549	1080	803	1883	516	570	498	299
WEIGHTED BASE	1883	925	939	266	347	330	334	606	613	664	606	314	548	463	558	1068	815	1883	519	561	492	310
100%	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	25%	30%	57%	43%	100%	28%	30%	26%	16%
I would describe myself as a football fan	806	564	236	119	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
	43%	61%	25%	45%	47%	48%	43%	37%	46%	45%	37%	45%	47%	44%	36%	45%	41%	43%	48%	39%	35%	54%
		b		g	g	g	j	j	n	n	n	n	n	n	n	st	qst	st	qst	st	qst	st
I would not describe myself as a football fan	934	307	615	122	146	152	164	349	268	316	349	141	245	223	325	524	410	934	235	307	270	121
	50%	33%	66%	46%	42%	46%	49%	58%	44%	48%	58%	45%	45%	48%	58%	49%	50%	50%	45%	55%	55%	39%
		a		a	g	g	j	hi	n	n	n	10%	7%	6%	6%	6%	8%	7%	7%	6%	9%	6%
Neither	131	49	82	21	35	19	23	34	56	41	34	30	41	29	31	64	67	131	34	35	43	20
	7%	5%	9%	8%	10%	6%	7%	6%	9%	6%	6%	n	7%	6%	6%	6%	8%	7%	7%	6%	9%	6%
Don't know	12	5	7	3	2	2	4	1	5	6	1	3	3	5	1	5	7	12	3	3	6	1
	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	1%	*	1%	*	1%	1%	1%	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used.

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.

Table 2  
 Q1 - Would you describe yourself as a football fan, or not?

Base: All adults 16-75 in England

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)
UNWEIGHTED BASE	1883	987	662	234	564	1319	942	941	1235	648	1535	332	524	533	157	133	741	623	619	162	241	238	242	206	606	186
WEIGHTED BASE	1883	983	671	228	549	1334	641	1242	1253	630	1543	324	531	519	141	135	711	646	629	164	235	254	236	225	611	195
100%		52%	36%	12%	29%	71%	34%	66%	67%	33%	82%	17%	28%	28%	7%	7%	38%	34%	33%	9%	12%	13%	13%	12%	32%	10%
I would describe myself as a football fan	806	435	287	83	279	527	300	506	594	212	625	174	257	270	48	56	328	301	629	164	235	254	236	225	611	195
	43%	44%	43%	36%	51%	39%	47%	41%	47%	34%	41%	54%	48%	52%	34%	42%	46%	47%	100%	100%	100%	100%	100%	100%	100%	100%
I would not describe myself as a football fan	934	485	317	132	229	704	293	640	576	357	808	119	245	218	83	73	339	309	-	-	-	-	-	-	-	-
	50%	49%	47%	58%	42%	53%	46%	52%	46%	57%	52%	37%	46%	42%	59%	54%	48%	48%	-	-	-	-	-	-	-	-
Neither	131	59	61	11	38	94	44	87	72	59	104	27	28	28	10	4	40	36	-	-	-	-	-	-	-	-
	7%	6%	9%	5%	7%	7%	7%	7%	6%	9%	7%	8%	5%	5%	7%	3%	6%	6%	-	-	-	-	-	-	-	-
Don't know	12	4	7	2	3	10	4	8	10	2	6	4	1	3	-	1	5	-	-	-	-	-	-	-	-	-
	1%	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%	*	1%	-	1%	1%	q	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used.

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.

Table 3  
 Q2 - Would you describe yourself as a supporter of a football club in any of the following leagues?

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
Premier league	611	442	166	93	134	113	110	160	227	223	160	109	202	153	146	353	258	611	187	152	138	134
76%	78%	70%	78%	82%	72%	76%	72%	80%	74%	72%	78%	78%	75%	73%	74%	78%	76%	75%	70%	80%	80%	80%
b																		s	s	s	s	s
The Championship	260	181	77	31	66	52	47	65	96	99	65	43	93	65	58	159	101	260	82	71	51	57
32%	32%	33%	26%	40%	33%	32%	29%	34%	33%	29%	31%	36%	32%	29%	33%	31%	32%	33%	33%	29%	34%	34%
cg																						
League one	96	66	30	16	28	24	9	19	44	33	19	21	42	16	18	65	32	96	22	25	26	23
12%	12%	13%	14%	17%	15%	6%	8%	16%	11%	8%	15%	16%	8%	9%	14%	10%	12%	9%	11%	15%	14%	14%
fg									j			mn										
League two	67	46	20	14	20	11	8	15	33	19	15	15	26	13	13	41	27	67	25	11	16	15
8%	8%	9%	11%	12%	7%	6%	7%	12%	6%	7%	11%	10%	6%	6%	9%	8%	8%	10%	5%	9%	9%	9%
i																						
Non-league	40	32	8	6	11	4	9	10	17	14	10	6	13	11	10	26	15	40	12	12	12	5
5%	6%	4%	5%	7%	3%	7%	5%	6%	5%	5%	5%	5%	5%	5%	5%	4%	5%	5%	6%	7%	3%	
Other [please specify]	9	5	3	-	3	2	2	2	3	4	2	1	4	2	2	4	5	9	2	2	2	2
1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
I do not support a football club	17	3	14	1	3	8	1	4	4	8	4	1	8	4	4	13	4	17	1	5	7	3
2%	1%	6%	1%	2%	5%	*	2%	1%	3%	2%	1%	3%	2%	2%	3%	1%	2%	2%	1%	2%	4%	2%
a																		r	r	r	r	
Don't know	2	-	1	2	1	-	-	-	2	-	-	2	1	-	-	2	-	2	-	-	-	2
*	-	1%	1%	*	-	-	-	1%	-	-	1%	*	-	-	1%	-	*	-	-	-	-	1%
																	q					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 4  
 Q2 - Would you describe yourself as a supporter of a football club in any of the following leagues?

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	Premier League Fans (x)	Not Premier League Fans (y)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195
	100%	54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%
Premier league	611	331	225	55	219	392	233	377	443	168	457	148	191	210	35	39	241	231	492	112	199	167	203	157	611	-
	76%	76%	78%	66%	79%	74%	78%	75%	75%	79%	73%	85%	74%	78%	72%	69%	74%	77%	78%	69%	85%	86%	86%	70%	100%	-
The Championship	260	151	77	32	107	153	108	152	199	61	194	65	97	96	16	17	112	104	223	33	104	72	95	66	144	116
	32%	35%	27%	38%	39%	29%	36%	30%	33%	29%	31%	37%	38%	35%	34%	31%	34%	35%	36%	20%	44%	28%	41%	29%	24%	59%
League one	96	60	30	6	47	49	44	52	83	14	73	23	29	29	9	11	46	30	81	16	40	28	42	20	58	38
	12%	14%	11%	7%	17%	9%	15%	10%	14%	6%	12%	13%	11%	11%	19%	20%	14%	10%	13%	9%	17%	11%	18%	9%	10%	19%
League two	67	38	21	8	25	42	28	39	53	14	49	17	17	22	8	9	22	30	57	10	28	20	26	18	42	25
	8%	9%	7%	9%	9%	8%	8%	8%	9%	7%	8%	10%	7%	8%	17%	15%	7%	10%	9%	6%	12%	8%	11%	8%	7%	13%
Non-league	40	29	8	3	16	24	17	23	28	12	36	5	12	10	4	4	16	15	30	10	10	14	9	13	31	10
	5%	7%	3%	4%	6%	5%	6%	5%	5%	6%	6%	3%	5%	4%	8%	7%	5%	5%	5%	6%	4%	6%	4%	6%	5%	5%
Other [please specify]	9	3	4	2	3	6	5	3	5	4	6	3	2	2	-	1	5	2	4	5	2	3	2	3	3	6
	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	*	3%
I do not support a football club	17	7	8	3	5	12	7	10	13	4	15	2	6	3	-	-	3	5	7	8	5	1	4	2	-	17
	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	-	-	1%	2%	1%	5%	2%	1%	2%	1%	-	9%
Don't know	2	-	2	-	-	2	2	-	2	1	-	*	*	*	-	*	-	1	1	1	1	1	1	1	-	2
	*	-	1%	-	-	*	1%	-	*	*	*	*	*	*	-	*	-	1%	*	*	1%	*	*	*	-	1%
																										x

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - i/g - h/i - j/k - l/m/n/o - p/q - r/s - t/u - v/w - x/y

Overlap formulae used. \* small base

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.

Table 5

Q3 - How likely are you to watch the upcoming Men's FA cup final between Manchester United and Manchester City?

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION						
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164	
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168	
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%	
(4) Very likely	382	300	80	69	86	73	64	89	156	137	89	79	134	85	84	226	156	382	117	98	81	86	
	47%	53%	34%	58%	52%	47%	44%	40%	55%	46%	40%	56%	52%	42%	42%	48%	47%	47%	47%	45%	47%	51%	
		b		fg	g				ij			mn	m										
(3) Fairly likely	248	159	87	30	49	58	41	69	79	99	69	38	84	65	61	143	105	248	74	76	44	54	
	31%	28%	37%	25%	30%	37%	28%	31%	28%	33%	31%	27%	32%	32%	30%	30%	32%	31%	30%	35%	25%	32%	
(2) Not very likely	102	60	40	16	20	14	23	30	35	37	30	19	26	31	27	61	41	102	31	21	33	17	
	13%	11%	17%	13%	12%	9%	16%	13%	12%	12%	13%	13%	10%	15%	13%	13%	13%	13%	12%	10%	19%	10%	
		a																			qsu		
(1) Not likely at all	62	35	27	3	9	8	12	29	13	20	29	4	13	18	26	37	25	62	19	20	14	10	
	8%	6%	12%	3%	6%	5%	8%	13%	4%	7%	13%	3%	5%	9%	13%	8%	8%	8%	8%	9%	8%	6%	
Don't know	13	10	1	1	-	3	4	4	1	8	4	1	3	6	3	8	4	13	6	2	3	2	
	2%	2%	1%	1%	-	2%	3%	2%	d	*	3%	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%	1%	
									h														
Likely (NET)	629	459	167	99	136	131	105	158	235	236	158	116	218	150	145	369	260	629	191	174	125	140	
	78%	81%	71%	83%	82%	84%	73%	72%	83%	79%	72%	83%	84%	73%	72%	78%	79%	78%	77%	80%	72%	83%	
		b		g	g	fg			j			n	mn					t					
Not likely (NET)	164	95	67	19	29	22	35	59	48	57	59	23	39	49	53	98	66	164	50	41	46	27	
	20%	17%	28%	16%	18%	14%	24%	27%	17%	19%	27%	16%	15%	24%	26%	21%	20%	20%	20%	19%	27%	16%	
Mean	3.2	3.31	2.94	3.4	3.29	3.28	3.12	3	3.34	3.21	3	3.37	3.32	3.09	3.02	3.2	3.2	3.2	3.2	3.17	3.12	3.3	
		b		fg	g	g			j	j		mn	mn										

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 6  
 Q3 - How likely are you to watch the upcoming Men's FA cup final between Manchester United and Manchester City?

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS			
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	Premier League Fans (x)	Not Premier League Fans (y)	
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186	
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195	
	100%	54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%	
(4) Very likely	382	205	142	34	144	238	137	245	285	96	272	106	122	137	24	24	155	146	382	-	144	98	146	80	323	59	
	47%	47%	50%	41%	52%	45%	46%	48%	48%	45%	43%	61%	48%	51%	49%	43%	47%	49%	61%	-	61%	39%	62%	36%	53%	30%	
(3) Fairly likely	248	126	93	29	87	161	105	143	186	62	194	51	84	88	14	17	102	94	248	-	64	80	62	78	169	78	
	31%	29%	32%	34%	31%	31%	35%	28%	31%	29%	31%	29%	33%	32%	29%	30%	31%	31%	39%	-	27%	32%	26%	35%	28%	40%	
(2) Not very likely	102	58	33	11	29	72	36	66	73	29	86	16	26	28	6	8	47	28	-	102	20	45	23	36	73	28	
	13%	13%	11%	13%	11%	14%	12%	13%	12%	14%	14%	9%	10%	10%	14%	15%	14%	14%	9%	-	62%	9%	18%	10%	16%	12%	15%
(1) Not likely at all	62	39	17	6	14	48	19	43	40	22	61	1	22	15	2	5	18	29	-	62	4	24	3	25	39	23	
	8%	9%	6%	7%	5%	9%	6%	9%	7%	10%	10%	1%	9%	6%	5%	9%	5%	10%	-	38%	2%	9%	1%	11%	6%	12%	
Don't know	13	6	3	4	5	7	4	9	10	3	13	-	4	3	1	2	6	4	-	-	1	6	1	5	6	6	
	2%	1%	1%	4%	2%	1%	1%	2%	2%	1%	2%	-	1%	1%	3%	3%	2%	1%	-	-	1%	2%	*	2%	1%	3%	
Likely (NET)	629	332	235	63	230	399	241	388	471	158	466	157	206	224	37	41	257	240	629	-	209	179	208	159	492	137	
	78%	76%	82%	75%	83%	76%	81%	77%	79%	75%	75%	90%	80%	83%	78%	73%	78%	80%	100%	-	89%	70%	88%	71%	81%	70%	
Not likely (NET)	164	97	50	17	43	120	54	109	113	51	147	17	48	43	9	13	65	57	-	164	24	69	27	61	112	51	
	20%	22%	17%	20%	16%	23%	18%	22%	19%	24%	23%	10%	19%	16%	19%	24%	20%	19%	-	100%	10%	27%	11%	27%	18%	26%	
Mean	3.2	3.16	3.27	3.14	3.32	3.13	3.22	3.19	3.23	3.11	3.11	3.5	3.21	3.3	3.26	3.11	3.22	3.2	3.61	1.62	3.5	3.02	3.49	2.97	3.28	2.92	

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.

Table 7  
 Q4 - Who do you want to win the FA cup final?

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION						
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164	
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168	
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%	
Manchester City	296	229	65	44	61	60	48	83	105	108	83	54	97	68	77	174	121	296	93	79	51	73	
	37%	41%	28%	b	37%	37%	38%	33%	37%	37%	36%	39%	37%	33%	38%	37%	37%	37%	38%	36%	29%	43%	
Manchester United	275	185	89	48	75	53	43	55	124	96	55	56	110	59	50	159	115	275	76	71	59	69	
	34%	33%	38%	g	40%	46%	34%	30%	25%	44%	32%	25%	40%	42%	29%	25%	33%	35%	34%	31%	33%	34%	41%
Neither	195	139	53	24	23	38	46	65	47	84	65	27	44	68	56	115	81	195	67	55	54	19	
	24%	25%	23%	20%	14%	24%	32%	29%	16%	28%	29%	19%	17%	33%	28%	24%	24%	24%	27%	26%	31%	11%	
Don't know	40	11	28	4	5	6	7	19	8	13	19	4	8	11	18	27	13	40	11	11	10	8	
	5%	2%	12%	a	3%	4%	5%	9%	3%	4%	9%	3%	3%	5%	9%	6%	4%	5%	4%	5%	6%	5%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 8  
 Q4 - Who do you want to win the FA cup final?

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS			
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)	
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186	
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195	
100%		54%	36%	10%*		35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%
Manchester City	296	167	100	28	107	189	114	181	220	76	229	66	104	99	17	16	123	120	257	37	103	83	96	76	224	72	
	37%	38%	35%	34%	38%	36%	36%	38%	37%	36%	37%	38%	41%	37%	36%	29%	37%	40%	41%	23%	44%	33%	41%	34%	37%	37%	37%
Manchester United	275	145	107	23	104	170	106	169	211	64	187	83	84	98	21	21	117	95	251	23	90	76	102	61	218	57	
	34%	33%	37%	28%	37%	32%	35%	33%	36%	30%	30%	48%	33%	36%	44%	38%	36%	32%	40%	14%	39%	30%	43%	27%	36%	29%	29%
Neither	195	106	68	21	56	140	62	133	135	60	171	23	55	62	8	17	70	72	102	83	36	86	33	81	146	49	
	24%	24%	24%	26%	20%	26%	21%	26%	23%	29%	27%	13%	22%	23%	18%	31%	21%	24%	16%	51%	15%	34%	14%	36%	24%	25%	
Don't know	40	17	13	11	12	28	18	22	28	12	37	2	13	11	1	1	18	14	19	20	5	10	4	6	23	17	
	5%	4%	4%	13%	4%	5%	6%	4%	5%	6%	6%	1%	5%	4%	3%	2%	5%	5%	3%	12%	2%	4%	2%	3%	4%	9%	x
		ab									k								r								

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.



23-085423-20 - FOOTBALL FANS

17TH - 20TH MAY 2024

PUBLIC  
IPSOS

24 May 2024

**Table 9**

**Q5 - Do you think the FA cup has become more or less important, if either, in the past 10 years for the following? Summary Table**

**Base: All adults 16-75 in England who are football fans**

	Football clubs in England	Football fans in England
UNWEIGHTED BASE	792	792
WEIGHTED BASE	806	806
(+2) Much more important	106 13%	109 14%
(+1) A little more important	129 16%	126 16%
(0) Stayed about the same	293 36%	327 41%
(-1) A little less important	158 20%	163 20%
(-2) Much less important	96 12%	62 8%
Don't know	24 3%	19 2%
More important (NET)	235 29%	236 29%
Less important (NET)	254 32%	225 28%
Mean	-0.01	0.07

**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.**

Table 10

Q5\_1 - Do you think the FA cup has become more or less important, if either, in the past 10 years for the following? Football clubs in England

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Much more important	106	75	31	23	28	26	15	14	51	41	14	27	46	19	14	68	38	106	29	30	21	27
	13%	13%	13%	19%	17%	17%	10%	6%	18%	14%	6%	19%	18%	9%	7%	14%	11%	13%	12%	14%	12%	16%
(+1) A little more important	129	88	39	35	35	21	14	22	71	36	22	42	51	15	21	76	53	129	35	33	27	34
	16%	16%	16%	30%	21%	14%	10%	10%	25%	12%	10%	30%	19%	7%	11%	16%	16%	16%	14%	15%	15%	20%
(0) Stayed about the same	293	191	102	36	57	62	59	80	92	121	80	42	86	95	70	154	139	293	79	80	78	56
	36%	34%	43%	30%	34%	40%	41%	36%	32%	40%	36%	30%	33%	48%	35%	32%	42%	36%	32%	37%	45%	33%
(-1) A little less important	158	123	32	13	21	28	29	67	34	57	67	18	38	44	59	98	60	158	61	45	26	27
	20%	22%	13%	11%	13%	18%	20%	30%	12%	19%	30%	13%	15%	21%	29%	21%	21%	20%	25%	21%	15%	16%
(-2) Much less important	96	80	16	9	15	13	25	35	24	37	35	9	25	29	33	64	32	96	33	23	20	20
	12%	14%	7%	8%	9%	8%	17%	16%	8%	12%	16%	6%	10%	14%	17%	13%	10%	12%	13%	11%	12%	12%
Don't know	24	7	16	3	9	6	2	4	12	8	4	3	14	3	4	15	9	24	11	6	3	5
	3%	1%	7%	3%	5%	4%	2%	2%	4%	3%	2%	2%	5%	2%	2%	3%	3%	3%	4%	3%	2%	3%
a									ij	j		lmn	mn	mn	mn	mn	mn	mn	mn	mn	mn	mn
More important (NET)	235	164	69	58	63	48	29	36	121	77	36	69	97	34	35	144	91	235	64	63	47	61
	29%	29%	29%	49%	39%	31%	20%	16%	43%	26%	16%	49%	37%	17%	18%	30%	27%	29%	26%	29%	27%	36%
Less important (NET)	254	203	48	22	36	41	53	102	58	94	102	27	63	73	92	162	92	254	93	68	46	47
	32%	36%	20%	19%	22%	26%	37%	46%	20%	31%	46%	19%	24%	35%	46%	34%	28%	32%	38%	31%	26%	28%
Mean	-0.01	-0.08	0.16	0.43	0.26	0.14	-0.24	-0.4	0.33	-0.05	-0.4	0.44	0.23	-0.24	-0.39	-0.03	0.01	-0.01	-0.14	0.01	0.01	0.13
		a		fg	fg	fg			ij	j		mn	mn	mn	mn	mn	mn	mn	mn	mn	mn	r

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 11

Q5\_1 - Do you think the FA cup has become more or less important, if either, in the past 10 years for the following? Football clubs in England

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	Premier League Fans (x)	Not Premier League Fans (y)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195
100%	54%	36%	35%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%
(+2) Much more important	106	62	37	7	51	55	57	49	82	24	65	40	35	35	6	4	42	37	95	10	106	-	100	4	95	11
13%	14%	13%	8%		18%	10%	19%	10%	14%	11%	10%	23%	14%	13%	13%	8%	13%	12%	15%	6%	45%	-	43%	2%	15%	6%
(+1) A little more important	129	65	52	12	63	66	56	73	103	26	88	39	29	45	8	15	58	37	114	14	129	-	82	15	105	24
16%	15%	18%	14%		23%	13%	19%	14%	17%	12%	14%	22%	11%	17%	16%	27%	18%	12%	18%	9%	55%	-	35%	6%	17%	12%
(0) Stayed about the same	293	150	107	36	101	192	103	190	214	79	233	58	103	95	17	23	109	117	228	62	-	-	37	30	228	64
36%	35%	37%	43%		36%	36%	34%	38%	36%	37%	37%	33%	40%	35%	35%	40%	33%	39%	36%	38%	-	-	16%	13%	37%	33%
(-1) A little less important	158	89	43	26	38	121	51	107	110	48	134	23	56	53	13	6	72	60	113	40	-	158	8	103	106	52
20%	21%	15%	31%		13%	23%	17%	21%	19%	23%	21%	13%	22%	20%	26%	11%	22%	20%	18%	24%	-	62%	3%	46%	17%	27%
(-2) Much less important	96	56	36	4	19	77	25	71	66	30	85	11	31	31	4	6	41	42	65	30	-	96	6	72	62	34
12%	13%	13%	5%		7%	15%	8%	14%	11%	14%	14%	6%	12%	11%	8%	11%	13%	14%	10%	18%	-	38%	2%	32%	10%	18%
Don't know	24	12	12	-	6	18	8	16	19	5	20	3	4	12	-	2	5	9	14	8	-	-	2	1	16	8
3%	3%	4%	-		2%	3%	3%	3%	3%	3%	3%	2%	1%	4%	-	3%	1%	3%	2%	5%	-	-	1%	1%	3%	4%
More important (NET)	235	128	89	18	114	121	113	122	185	49	154	79	64	80	15	20	100	74	209	24	235	-	182	19	199	36
29%	29%	31%	22%		41%	23%	38%	24%	31%	23%	25%	45%	25%	30%	31%	35%	30%	24%	33%	15%	100%	-	77%	8%	33%	18%
Less important (NET)	254	145	79	29	57	197	76	178	176	78	219	34	87	83	16	12	114	102	179	69	-	254	14	175	167	87
32%	33%	28%	35%		20%	37%	25%	35%	30%	37%	35%	20%	34%	31%	34%	22%	35%	34%	28%	42%	-	100%	6%	78%	27%	44%
Mean	-0.01	-0.03	0.04	-0.1	0.33	-0.19	0.24	-0.16	0.05	-0.17	-0.14	0.43	-0.07	*	0.02	0.1	-0.04	-0.11	0.1	-0.42	1.45	-1.38	1.13	-1.01	0.11	-0.4

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.

Table 12  
 Q5\_2 - Do you think the FA cup has become more or less important, if either, in the past 10 years for the following? Football fans in England

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Much more important	109	78	31	26	27	33	12	12	52	45	12	30	53	15	12	72	38	109	31	31	15	32
	14%	14%	13%	21%	16%	21%	8%	5%	18%	15%	5%	21%	20%	7%	6%	15%	11%	14%	13%	14%	9%	19%
				fg	fg	fg			j	j		mn	mn			t					qt	
(+1) A little more important	126	88	37	38	35	25	15	13	74	40	13	46	44	24	12	79	47	126	30	33	32	32
	16%	16%	16%	32%	21%	16%	10%	6%	26%	13%	6%	33%	17%	12%	6%	17%	14%	16%	12%	15%	18%	19%
				efg	fg	g			ij	j		lmn	n									
(0) Stayed about the same	327	216	110	35	52	64	70	105	87	134	105	41	90	100	96	180	147	327	97	96	73	60
	41%	38%	47%	30%	32%	41%	48%	48%	31%	44%	48%	29%	35%	49%	48%	38%	44%	41%	39%	44%	42%	36%
				a					cd	cd	h	h	kl	kl								
(-1) A little less important	163	131	30	17	27	22	33	63	45	55	63	21	42	45	55	94	68	163	65	34	37	27
	20%	23%	13%	15%	17%	14%	23%	28%	16%	18%	28%	15%	16%	22%	27%	20%	21%	20%	26%	15%	21%	16%
				b					cde		hi		kl	kl								
(-2) Much less important	62	50	13	3	13	8	13	25	16	22	25	3	19	18	23	37	25	62	18	17	14	12
	8%	9%	5%	2%	8%	5%	9%	11%	6%	7%	11%	2%	7%	9%	11%	8%	8%	8%	7%	8%	8%	7%
Don't know	19	2	16	-	10	4	1	4	10	5	4	-	13	2	4	14	5	19	5	6	3	5
	2%	*	7%	-	6%	3%	1%	2%	3%	2%	2%	-	5%	1%	2%	3%	2%	2%	2%	3%	2%	3%
				a					ctg			km										
More important (NET)	236	166	68	64	62	58	27	24	126	85	24	76	96	40	24	151	85	236	61	64	47	63
	29%	29%	29%	54%	38%	37%	19%	11%	44%	28%	11%	54%	37%	19%	12%	32%	26%	29%	25%	30%	27%	38%
				defg	fg	fg			ij	j		lmn	mn									qr
Less important (NET)	225	181	42	20	41	31	46	88	60	77	88	24	61	63	78	131	93	225	83	51	51	40
	28%	32%	18%	17%	25%	20%	32%	40%	21%	26%	40%	17%	23%	31%	39%	28%	28%	28%	34%	23%	29%	24%
Mean	0.07	0.02	0.2	0.56	0.23	0.34	-0.14	-0.35	0.37	0.11	-0.35	0.57	0.28	-0.13	-0.33	0.12	0.01	0.07	-0.04	0.13	-0.02	0.26
				dfg	fg	fg					lmn	mn										qrt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 13  
 Q5\_2 - Do you think the FA cup has become more or less important, if either, in the past 10 years for the following? Football fans in England

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS									
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	Premier League Fans (x)	Not Premier League Fans (y)							
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186							
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195							
100%	54%	36%	35%	10%*	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%								
(+2) Much more important	109	61	42	7	55	54	59	50	82	27	61	47	32	43	8	5	45	39	102	7	97	4	109	-	97	12							
14%	14%	15%	8%		20%	10%	10%	14%	13%	10%	27%	13%	13%	16%	17%	10%	14%	13%	16%	4%	41%	2%	46%	-	16%	6%							
(+1) A little more important	126	64	56	7	57	69	54	72	102	25	85	39	28	39	12	14	39	41	106	19	86	10	126	-	106	20							
16%	15%	19%	8%		21%	13%	18%	14%	17%	12%	14%	22%	11%	14%	24%	25%	12%	14%	17%	12%	37%	4%	54%	-	17%	10%							
(0) Stayed about the same	327	182	102	44	108	219	114	213	234	93	268	58	118	97	21	26	141	122	252	68	34	65	-	-	-	240	87						
41%	42%	35%	52%		39%	41%	38%	42%	39%	44%	43%	33%	46%	36%	44%	46%	43%	40%	40%	41%	14%	26%	-	-	-	39%	44%						
(-1) A little less important	163	85	57	20	40	123	48	115	121	41	142	20	53	63	5	9	65	67	120	39	15	121	-	163	115	47							
20%	20%	20%	25%		14%	23%	16%	23%	20%	19%	23%	11%	21%	23%	10%	16%	20%	19%	24%	6%	47%	-	72%	19%	24%								
(-2) Much less important	62	34	23	6	15	47	17	46	40	22	53	9	23	19	2	2	33	25	39	22	4	55	-	62	42	20							
8%	8%	8%	7%		5%	9%	6%	9%	7%	10%	9%	5%	9%	7%	4%	4%	10%	8%	6%	14%	2%	22%	-	28%	7%	10%							
Don't know	19	10	9	-	4	15	8	11	15	4	16	1	4	10	-	-	4	7	11	8	-	-	-	-	11	8							
2%	2%	3%	-		1%	3%	3%	2%	2%	3%	1%	1%	1%	4%	-	-	1%	2%	2%	5%	-	-	-	-	2%	4%							
More important (NET)	236	125	97	14	112	123	113	122	184	52	145	86	60	82	20	20	84	80	208	27	182	14	236	-	203	33							
29%	29%	34%	16%		40%	23%	38%	24%	31%	24%	23%	49%	23%	30%	42%	35%	26%	26%	33%	16%	78%	5%	100%	-	33%	17%							
Less important (NET)	225	119	80	26	55	170	64	160	162	63	196	28	76	82	7	11	98	93	159	61	19	175	-	225	157	68							
28%	27%	28%	31%		20%	32%	21%	32%	27%	30%	31%	16%	30%	30%	14%	19%	30%	31%	25%	37%	8%	69%	-	100%	26%	35%							
Mean	0.07	0.08	0.13	-0.14	0.36	-0.08	0.31	-0.07	0.11	-0.03	-0.07	0.56	-0.03	0.09	0.4	0.21	*	*	0.18	-0.32	1.09	-0.84	1.46	-1.28	0.17	-0.23							
					e	g			j				i				s	u															

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.



23-085423-20 - FOOTBALL FANS

17TH - 20TH MAY 2024

PUBLIC

IPSOS

24 May 2024

Table 14

Q6\_1 - 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? Summary Table

Base: All adults 16-75 in England who are football fans

	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	More prize money being allocated to lower league teams in the football pyramid	A place in the Champions League being offered to the winner	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
UNWEIGHTED BASE	792	792	792	792	792	792
WEIGHTED BASE	806	806	806	806	806	806
(+2) Strongly support	152 19%	92 11%	85 11%	315 39%	167 21%	74 9%
(+1) Tend to support	214 27%	156 19%	168 21%	319 40%	301 37%	166 21%
(0) Neither support nor oppose	156 19%	212 26%	173 22%	105 13%	148 18%	218 27%
(-1) Tend to oppose	148 18%	190 24%	201 25%	34 4%	98 12%	165 20%
(-2) Strongly oppose	114 14%	120 15%	149 18%	10 1%	69 9%	141 17%
Don't know	22 3%	35 4%	29 4%	23 3%	24 3%	42 5%
Support (NET)	366	248	253	634	468	240

	45%	31%	31%	79%	58%	30%
Oppose (NET)	262	310	350	44	167	305
	32%	38%	43%	5%	21%	38%
Mean	0.18	-0.12	-0.21	1.14	0.51	-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.

Table 15  
 Q6\_1 - 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? FA cup semi finals taking place at Wembley

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Strongly support	152	111	40	40	31	25	18	38	71	43	38	43	46	29	35	89	64	152	31	50	30	41
	19%	20%	17%	34%	19%	16%	12%	17%	25%	14%	17%	31%	18%	14%	17%	19%	19%	19%	13%	23%	17%	24%
			defg						i			lmn				r		r		r		r
(+1) Tend to support	214	127	85	35	58	49	32	40	92	81	40	44	86	46	38	139	75	214	59	59	46	49
	27%	23%	36%	29%	35%	31%	22%	18%	32%	27%	18%	31%	33%	22%	19%	29%	23%	27%	24%	27%	27%	29%
a			g		fg	g			j	j		n	mn									
(0) Neither support nor oppose	156	107	48	21	35	26	33	40	56	59	40	27	46	51	32	90	66	156	46	34	42	35
	19%	19%	20%	18%	21%	17%	23%	18%	20%	20%	18%	19%	18%	25%	16%	19%	20%	19%	18%	15%	24%	21%
												n						s				
(-1) Tend to oppose	148	113	33	13	18	32	31	54	31	63	54	15	41	39	52	86	62	148	51	37	27	33
	18%	20%	14%	11%	11%	20%	22%	24%	11%	21%	24%	11%	16%	19%	26%	18%	19%	18%	21%	21%	17%	20%
			d		cd	cd			h	h		k	kl									
(-2) Strongly oppose	114	99	15	6	16	20	26	46	22	46	46	7	30	35	41	63	51	114	56	28	24	6
	14%	17%	6%	5%	10%	13%	18%	21%	8%	15%	21%	5%	12%	17%	20%	13%	15%	14%	23%	13%	14%	3%
			b		cd	cd			h	h		k	kl					u	qstu	u	qstu	
Don't know	22	7	15	4	6	4	3	10	9	3	4	10	5	3	3	9	13	22	4	9	5	5
	3%	1%	6%	3%	4%	3%	3%	1%	4%	3%	1%	3%	4%	3%	2%	2%	4%	3%	2%	4%	3%	3%
			a						ij													
Support (NET)	366	239	125	75	89	74	50	78	164	124	78	87	132	74	73	227	139	366	90	110	76	90
	45%	42%	53%	63%	54%	47%	35%	35%	58%	41%	35%	62%	51%	36%	36%	48%	42%	45%	37%	51%	44%	54%
			a	efg	fg	fg			ij			mn	mn					r		r		qr
Oppose (NET)	262	211	48	19	34	52	57	99	54	109	99	23	72	75	92	149	113	262	107	65	51	39
	32%	37%	21%	16%	21%	33%	39%	45%	19%	36%	45%	16%	28%	37%	46%	31%	34%	32%	43%	30%	29%	23%
			b		cd	cd	cde		h	h		k	k	kl			u	qstu	u	qstu		
Mean	0.18	0.07	0.46	0.77	0.44	0.18	-0.11	-0.13	0.58	0.04	-0.13	0.73	0.3	-0.04	-0.13	0.22	0.12	0.18	-0.17	0.32	0.19	0.53
			a	defg	fg	g			ij			lmn	mn					r		r		qrt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 16  
 Q6\_1 - 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? FA cup semi finals taking place at Wembley

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS			
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)	
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186	
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195	
(+2) Strongly support	152	73	64	15	62	90	50	103	107	45	107	42	49	50	7	13	50	59	126	25	71	30	71	35	130	22	
19%	17%	22%	18%	22%	17%	17%	20%	18%	21%	17%	24%	19%	19%	19%	14%	23%	15%	20%	20%	15%	30%	12%	30%	16%	21%	11%	
(+1) Tend to support	214	133	66	15	103	111	106	108	167	47	147	66	61	73	19	13	98	63	165	46	87	33	77	37	169	45	
27%	31%	23%	17%	37%	21%	35%	21%	28%	22%	24%	38%	24%	27%	35%	23%	30%	21%	26%	28%	37%	13%	33%	16%	28%	23%	w	w
(0) Neither support nor oppose	156	75	59	22	51	105	63	93	117	39	122	34	46	52	6	11	64	56	117	37	34	44	39	37	116	40	
19%	17%	20%	26%	18%	20%	20%	21%	18%	20%	18%	19%	19%	18%	19%	13%	15%	20%	18%	19%	18%	23%	14%	17%	17%	19%	21%	
(-1) Tend to oppose	148	76	54	18	29	119	47	101	97	50	129	17	62	48	10	9	58	64	117	25	20	85	22	68	98	50	
18%	17%	19%	21%	10%	23%	16%	20%	16%	16%	24%	21%	10%	24%	18%	20%	15%	18%	21%	19%	16%	8%	33%	9%	30%	16%	26%	
(-2) Strongly oppose	114	71	32	11	29	85	29	84	90	24	100	14	36	40	7	8	54	49	92	21	22	60	24	45	85	29	
14%	16%	11%	13%	10%	16%	10%	17%	15%	11%	16%	8%	14%	15%	14%	15%	16%	16%	15%	13%	9%	24%	10%	20%	14%	15%		
Don't know	22	8	12	3	5	17	4	18	16	7	20	2	5	8	-	3	4	10	12	9	2	3	3	2	13	9	
3%	2%	4%	4%	2%	3%	1%	3%	3%	3%	3%	1%	2%	3%	3%	-	6%	1%	3%	2%	6%	1%	1%	1%	1%	2%	5%	
Support (NET)	366	206	131	29	165	201	156	210	274	92	254	108	109	123	25	26	148	122	291	71	158	63	148	72	300	67	
45%	47%	45%	35%	59%	38%	52%	42%	46%	43%	41%	62%	42%	46%	53%	46%	45%	41%	46%	43%	67%	25%	63%	32%	49%	34%	w	y
Oppose (NET)	262	146	86	29	58	204	77	185	188	74	229	31	98	88	16	17	112	113	209	47	41	145	46	113	183	79	
32%	34%	30%	35%	21%	39%	26%	37%	32%	35%	37%	18%	38%	32%	34%	30%	34%	38%	33%	29%	18%	57%	20%	50%	30%	40%	x	
Mean	0.18	0.14	0.28	0.06	0.51	*	0.34	0.09	0.18	0.19	0.05	0.61	0.09	0.17	0.18	0.26	0.1	0.06	0.19	0.18	0.71	-0.45	0.64	-0.23	0.27	-0.1	
					e	g	j													u					y		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/l - j/k - l/m/n/o - p/q - r/s - t/u - v/w - x/y  
 Overlap formulae used. \* small base

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.

Table 17

Q6\_2 - 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? The FA cup final taking place at a time other than 3pm on a Saturday

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Strongly support	92	74	18	23	30	16	16	6	53	33	6	29	38	19	5	48	44	92	27	25	20	20
11%	13%	7%		20%	18%	11%	11%	3%	19%	11%	3%	21%	15%	9%	2%	10%	13%	11%	11%	12%	11%	12%
b	g	g		g	g	g	g	g	ij	j	j	mn	n	n	n							
(+1) Tend to support	156	93	61	30	45	40	23	20	74	62	20	36	69	38	14	88	69	156	44	36	29	48
19%	16%	26%		25%	27%	25%	16%	9%	26%	21%	9%	26%	26%	19%	7%	18%	21%	19%	18%	17%	17%	28% qrst
a	g	fg	g	j	j	j	j	j	j	j	j	n	n	n	n							
(0) Neither support nor oppose	212	149	62	33	43	41	43	53	76	84	53	39	60	62	51	143	70	212	58	52	57	45
26%	26%	26%		27%	26%	26%	30%	24%	27%	28%	24%	28%	23%	30%	25%	30%	21%	26%	24%	24%	33%	27%
p																						
(-1) Tend to oppose	190	134	54	19	24	36	34	77	43	70	77	21	51	47	71	98	91	190	65	50	37	38
24%	24%	23%		16%	15%	23%	24%	35%	15%	23%	35%	15%	20%	23%	35%	21%	28%	24%	26%	23%	21%	22%
h	hi	hi		cdef	cdef	cde	cd	cd	h	hi	hi	k	klm	klm	klm	o						
(-2) Strongly oppose	120	99	21	7	15	15	25	58	22	40	58	7	26	33	55	79	42	120	42	45	22	11
15%	18%	9%		6%	9%	9%	18%	26%	8%	13%	26%	5%	10%	16%	27%	17%	13%	15%	17%	21%	13%	6%
b	cd	cd		cd	cd	cd	cd	cd	h	hi	hi	k	klm	klm	klm	u	u	u	u	u	u	u
Don't know	35	15	19	7	8	9	3	8	15	12	8	7	16	6	6	20	15	35	11	8	9	7
4%	3%	8%		6%	5%	5%	2%	4%	5%	4%	4%	5%	6%	3%	3%	4%	4%	5%	4%	5%	4%	4%
a	fg	fg	g	g	g	g	g	g	ij	j	j	mn	mn	n	n							
Support (NET)	248	167	79	53	74	56	39	26	127	95	26	65	107	57	19	135	113	248	71	61	49	68
31%	30%	34%		45%	45%	36%	27%	12%	45%	32%	12%	47%	41%	28%	9%	28%	34%	31%	29%	28%	40%	40% qrst
Oppose (NET)	310	233	75	26	39	51	59	135	65	110	135	28	77	79	126	177	133	310	107	95	59	48
38%	41%	32%		22%	24%	33%	41%	61%	23%	37%	61%	20%	30%	39%	62%	37%	40%	38%	43%	44%	34%	29%
b	cd	cd		cdef	cdef	cde	cd	cd	h	hi	hi	k	klm	klm	klm	u	u	u	u	u	u	u
Mean	-0.12	-0.16	*	0.38	0.32	0.05	-0.21	-0.75	0.34	-0.08	-0.75	0.44	0.18	-0.18	-0.8	-0.16	-0.05	-0.12	-0.22	-0.26	-0.08	0.18 qrs

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 18  
 Q6\_2 - 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? The FA cup final taking place at a time other than 3pm on a Saturday

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	Premier League Fans (x)	Not Premier League Fans (y)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195
	100%	54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%
(+2) Strongly support	92	42	46	4	40	51	34	58	72	20	65	26	21	38	11	6	40	29	82	10	48	22	48	20	72	20
	11%	10%	16%	4%	15%	10%	11%	11%	12%	10%	10%	15%	8%	14%	23%	10%	12%	10%	13%	6%	21%	8%	20%	9%	12%	10%
(+1) Tend to support	156	87	58	11	69	88	76	81	128	28	94	63	40	51	12	13	68	43	127	28	74	28	72	34	130	26
	19%	20%	20%	13%	25%	1.7%	25%	16%	22%	13%	15%	36%	15%	19%	25%	23%	21%	14%	20%	17%	32%	11%	31%	15%	21%	14%
(0) Neither support nor oppose	212	109	81	23	76	137	90	122	164	49	163	48	59	81	8	14	95	64	165	44	54	54	54	46	163	50
	26%	25%	28%	27%	27%	26%	30%	24%	28%	23%	26%	27%	23%	30%	18%	25%	29%	21%	26%	27%	23%	21%	23%	21%	27%	26%
(-1) Tend to oppose	190	108	54	28	61	129	59	131	121	69	168	20	81	52	7	11	67	90	146	42	31	77	30	67	138	52
	24%	25%	19%	34%	22%	25%	20%	26%	20%	32%	27%	11%	31%	19%	15%	20%	20%	30%	23%	26%	13%	30%	13%	30%	23%	26%
(-2) Strongly oppose	120	71	33	17	21	99	32	88	86	34	105	15	49	36	9	6	51	62	94	23	21	67	25	51	84	36
	15%	16%	11%	20%	8%	19%	11%	17%	15%	16%	17%	9%	19%	13%	19%	11%	16%	21%	15%	14%	9%	26%	10%	22%	14%	19%
Don't know	35	19	15	1	12	23	8	27	23	12	30	3	7	12	1	6	7	13	16	16	5	7	7	23	12	
	4%	4%	5%	1%	4%	4%	3%	5%	4%	6%	5%	2%	3%	5%	2%	10%	2%	4%	3%	3%	2%	3%	3%	4%	6%	
Support (NET)	248	129	104	15	109	139	110	138	200	49	159	89	61	89	23	19	109	72	209	38	123	50	120	54	202	46
	31%	30%	36%	18%	39%	26%	37%	27%	34%	23%	25%	51%	24%	33%	48%	33%	33%	24%	33%	23%	52%	20%	51%	24%	33%	24%
Oppose (NET)	310	178	87	45	82	228	91	219	207	103	273	35	130	88	16	17	117	153	240	65	52	144	54	118	222	88
	38%	41%	30%	54%	29%	43%	30%	43%	35%	49%	44%	20%	51%	33%	33%	31%	36%	51%	38%	40%	22%	56%	23%	52%	36%	45%
Mean	-0.12	-0.18	0.11	-0.53	0.18	-0.27	0.07	-0.23	-0.04	-0.34	-0.26	0.38	-0.39	0.01	0.19	0.02	-0.06	-0.39	-0.07	-0.27	0.43	-0.56	0.39	-0.43	-0.05	-0.32
	c	ac	ac	e	e	g	g	i	j	l	l	l	l	l	l	l	q	u	u	w	w	y	w	y		

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.

Table 19  
 Q6\_3 - 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: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Strongly support	85	67	17	17	26	9	12	22	42	20	22	18	29	18	20	43	41	85	26	23	22	13
	11%	12%	7%	14%	16%	5%	8%	10%	15%	7%	10%	13%	11%	9%	10%	9%	12%	11%	11%	11%	13%	8%
e			e						i													
(+1) Tend to support	168	120	47	24	42	40	31	31	66	71	31	34	60	48	27	98	71	168	45	44	39	39
	21%	21%	20%	20%	25%	26%	21%	14%	23%	24%	14%	24%	23%	23%	13%	21%	21%	21%	18%	20%	23%	23%
g			g						j	j		n	n	n								
(0) Neither support nor oppose	173	100	72	29	39	40	32	33	68	72	33	34	60	51	29	106	68	173	53	46	34	40
	22%	18%	30%	24%	24%	25%	22%	15%	24%	24%	15%	24%	23%	25%	14%	22%	21%	22%	21%	21%	19%	24%
a			a						j	j		n	n	n								
(-1) Tend to oppose	201	149	51	25	30	35	41	71	54	76	71	28	58	53	63	124	78	201	66	51	48	36
	25%	26%	22%	21%	18%	22%	29%	32%	19%	25%	32%	20%	22%	26%	33%	26%	25%	27%	24%	27%	22%	
d			d						h							kl						
(-2) Strongly oppose	149	120	28	21	16	26	25	60	37	52	60	23	35	32	59	88	61	149	51	40	26	32
	18%	21%	12%	18%	10%	17%	17%	27%	13%	17%	27%	16%	13%	16%	29%	18%	19%	18%	20%	19%	15%	19%
b			b						hi			mn				km						
Don't know	29	8	20	4	12	7	3	3	16	10	3	4	18	4	3	18	12	29	6	12	5	7
	4%	1%	9%	3%	7%	4%	2%	2%	6%	3%	2%	3%	7%	2%	2%	4%	4%	4%	2%	5%	3%	4%
a			a						j			n	n									
Support (NET)	253	187	65	40	68	49	43	53	108	92	53	52	89	66	47	141	112	253	72	68	61	52
	31%	33%	27%	34%	41%	31%	30%	24%	38%	30%	24%	37%	34%	32%	23%	30%	34%	31%	29%	31%	35%	31%
fg			fg						j			n	n									
Oppose (NET)	350	269	79	46	45	61	66	131	91	128	131	50	93	85	122	211	139	350	117	91	74	68
	43%	48%	34%	38%	28%	39%	46%	59%	32%	42%	59%	36%	36%	41%	61%	44%	42%	43%	47%	42%	42%	41%
b			b						d	d	cdef	h	hi			kl						
Mean	-0.21	-0.24	-0.12	-0.08	0.21	-0.2	-0.26	-0.53	0.08	-0.23	-0.53	-0.03	-0.04	-0.17	-0.58	-0.25	-0.15	-0.21	-0.29	-0.2	-0.1	-0.22
g			g						ij	j		n	n	n								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 20  
 Q6\_3 - 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: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195
100%		54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%
(+2) Strongly support	85	36	38	10	34	50	31	53	65	19	62	22	26	28	3	11	24	41	70	14	35	25	34	26	72	13
11%		8%	13%	13%	12%	10%	11%	11%	10%	9%	10%	12%	10%	10%	7%	20%	7%	14%	11%	8%	15%	10%	15%	11%	12%	7%
(+1) Tend to support	168	94	59	15	66	103	83	85	128	40	122	47	61	63	8	9	73	57	146	21	63	31	57	37	139	30
21%		22%	21%	18%	24%	20%	28%	17%	22%	19%	19%	27%	24%	23%	17%	16%	22%	19%	23%	13%	27%	12%	24%	17%	23%	15%
(0) Neither support nor oppose	173	86	72	15	64	109	58	115	134	39	128	46	49	52	8	9	71	54	121	50	51	42	61	39	131	42
22%		20%	25%	18%	23%	21%	20%	23%	23%	19%	20%	26%	19%	19%	17%	16%	22%	18%	19%	30%	22%	17%	26%	17%	21%	22%
(-1) Tend to oppose	201	119	56	26	67	134	75	126	144	57	159	39	65	65	14	15	94	76	166	33	48	81	43	69	152	49
25%		27%	20%	31%	24%	25%	25%	25%	24%	27%	25%	22%	25%	24%	28%	27%	29%	25%	26%	20%	20%	32%	18%	31%	25%	25%
b																										
(-2) Strongly oppose	149	85	48	16	37	112	44	105	99	50	131	16	50	55	14	5	59	64	112	34	32	73	33	52	99	50
18%		20%	17%	19%	13%	21%	15%	21%	17%	23%	21%	9%	19%	20%	29%	10%	18%	21%	18%	21%	14%	29%	14%	23%	16%	26%
Don't know	29	14	14	1	10	19	8	21	23	6	24	5	6	7	1	7	7	10	16	12	5	2	7	1	19	11
4%		3%	5%	1%	4%	4%	3%	4%	4%	3%	4%	3%	3%	2%	2%	12%	3%	3%	2%	2%	1%	3%	1%	3%	6%	
Support (NET)	253	131	97	25	100	153	115	138	193	60	184	68	87	91	11	20	96	98	216	35	98	56	91	63	211	42
31%		30%	34%	30%	36%	29%	38%	27%	33%	28%	29%	39%	34%	34%	24%	36%	29%	33%	34%	21%	42%	22%	39%	28%	34%	22%
Oppose (NET)	350	204	104	42	104	246	118	232	243	107	290	55	115	120	28	20	154	140	278	67	80	154	76	121	251	99
43%		47%	36%	50%	37%	47%	39%	46%	41%	50%	46%	32%	45%	45%	58%	36%	47%	46%	44%	41%	34%	60%	32%	54%	41%	51%
b																										
Mean	-0.21	-0.29	-0.06	-0.26	-0.03	-0.3	-0.05	-0.3	-0.15	-0.38	-0.29	0.11	-0.21	-0.22	-0.58	0.12	-0.29	-0.22	-0.17	-0.35	0.09	-0.58	0.07	-0.38	-0.11	-0.51
a																										
e																										
g																										
i																										
j																										

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.

Table 21  
 Q6\_4 - 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

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION						
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164	
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168	
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%	
(+2) Strongly support	315	237	77	42	53	55	63	103	95	117	103	46	84	89	96	184	131	315	107	86	67	55	
	39%	42%	33%	35%	32%	35%	43%	46%	33%	39%	46%	33%	32%	44%	48%	39%	40%	39%	43%	40%	39%	33%	
	b								de		h		l		kl								
(+1) Tend to support	319	219	98	43	68	69	59	80	111	128	80	51	113	82	72	183	136	319	88	85	76	70	
	40%	39%	42%	36%	41%	44%	41%	36%	39%	43%	36%	37%	43%	40%	36%	39%	41%	40%	36%	39%	44%	42%	
(0) Neither support nor oppose	105	74	30	26	25	15	15	23	51	31	23	30	34	21	21	68	37	105	33	24	18	30	
	13%	13%	13%	22%	15%	10%	11%	10%	18%	10%	10%	21%	13%	10%	10%	14%	11%	13%	13%	11%	11%	18%	
	efg								ij		mn												
(-1) Tend to oppose	34	20	14	6	8	7	4	8	15	11	8	9	12	8	4	21	12	34	10	13	6	5	
	4%	3%	6%	5%	5%	5%	3%	4%	5%	4%	4%	5%	5%	4%	2%	4%	4%	4%	4%	4%	6%	4%	3%
(-2) Strongly oppose	10	7	2	-	2	4	1	3	2	5	3	1	5	1	3	6	4	10	5	2	*	2	
	1%	1%	1%	-	1%	3%	1%	1%	1%	2%	1%	1%	2%	2%	*	1%	1%	1%	2%	1%	*	1%	
Don't know	23	8	15	2	8	6	2	4	10	9	4	3	12	3	4	13	10	23	4	6	6	7	
	3%	1%	6%	2%	5%	4%	2%	2%	4%	3%	2%	2%	5%	2%	2%	3%	3%	3%	2%	3%	3%	4%	
a																							
Support (NET)	634	456	175	85	121	124	122	183	206	245	183	97	197	172	168	367	266	634	195	171	143	125	
	79%	81%	74%	71%	73%	79%	84%	83%	73%	82%	83%	69%	76%	84%	84%	77%	81%	79%	79%	79%	82%	74%	
	b						cd	cd	h	h			kl	kl									
Oppose (NET)	44	27	16	6	10	11	5	11	16	16	11	10	17	9	7	27	17	44	16	15	7	6	
	5%	5%	7%	5%	6%	7%	3%	5%	6%	5%	5%	7%	7%	5%	4%	6%	5%	5%	6%	7%	4%	4%	
Mean	1.14	1.19	1.05	1.03	1.04	1.08	1.26	1.25	1.03	1.17	1.25	0.96	1.05	1.24	1.29	1.12	1.18	1.14	1.15	1.14	1.21	1.07	
				d	d					h			kl	kl									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 22  
 Q6\_4 - 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

Base: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS			
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)	
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186	
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195	
	100%	54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%	
(+2) Strongly support	315	179	107	29	96	219	109	205	220	94	262	51	109	96	22	15	138	120	253	59	100	123	88	108	228	86	
	39%	41%	37%	34%	34%	42%	37%	41%	37%	45%	42%	29%	42%	42%	36%	47%	42%	40%	40%	36%	43%	48%	38%	48%	37%	44%	
(+1) Tend to support	319	183	105	31	124	195	125	194	235	84	243	75	97	110	15	26	126	113	246	66	94	90	97	80	260	59	
	40%	42%	37%	37%	44%	37%	42%	38%	40%	40%	39%	43%	38%	41%	32%	47%	38%	37%	39%	40%	40%	36%	41%	36%	43%	30%	
(0) Neither support nor oppose	105	42	48	16	39	66	44	61	83	22	69	33	34	38	5	8	41	35	83	19	24	27	35	23	83	22	
	13%	10%	17%	19%	14%	13%	15%	12%	14%	11%	11%	19%	13%	14%	11%	13%	13%	12%	13%	12%	10%	10%	15%	10%	14%	11%	
(-1) Tend to oppose	34	16	11	6	13	21	11	22	31	3	23	11	12	11	2	4	16	14	28	6	8	12	8	12	20	14	
	4%	4%	4%	8%	5%	4%	4%	4%	5%	1%	4%	6%	5%	4%	4%	6%	5%	5%	4%	4%	3%	5%	3%	5%	3%	7%	
(-2) Strongly oppose	10	6	2	2	4	6	2	8	7	3	10	-	1	5	2	2	3	7	6	4	2	4	2	5	5	3%	
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	-	1%	2%	4%	3%	1%	2%	1%	3%	2%	1%	2%	1%	1%	3%	
Don't know	23	9	14	-	4	20	8	16	18	5	18	4	3	10	1	2	4	11	14	10	5	1	3	1	1	15	9
	3%	2%	5%	-	1%	4%	3%	3%	3%	2%	3%	2%	1%	4%	2%	4%	1%	4%	2%	2%	2%	1*	1%	*	2%	4%	
Support (NET)	634	362	212	59	220	414	234	399	455	178	505	126	206	207	38	41	264	233	499	125	194	213	185	188	489	145	
	79%	83%	74%	71%	79%	79%	78%	79%	77%	84%	81%	72%	80%	77%	79%	73%	81%	77%	79%	76%	83%	84%	79%	84%	80%	75%	
Oppose (NET)	44	22	14	8	17	27	13	31	38	6	33	11	14	16	4	5	19	22	34	10	12	14	12	14	25	19	
	5%	5%	5%	10%	6%	5%	4%	6%	6%	3%	5%	6%	5%	6%	8%	10%	6%	7%	5%	6%	5%	5%	6%	4%	10%		
Mean	1.14	1.21	1.11	0.93	1.07	1.18	1.13	1.15	1.1	1.27	1.19	0.98	1.18	1.08	1.16	0.9	1.18	1.11	1.16	1.1	1.21	1.26	1.11	1.25	1.15	1.12	

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.

Table 23  
 Q6\_5 - 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? A place in the Champions League being offered to the winner

Base: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Strongly support	167	126	40	31	44	28	29	35	75	57	35	33	62	40	32	98	69	167	52	42	31	41
	21%	22%	17%	26%	27%	18%	20%	16%	26%	19%	16%	24%	24%	19%	16%	21%	21%	21%	21%	19%	18%	25%
				g	g				ij													
(+1) Tend to support	301	198	102	51	61	68	44	77	112	112	77	64	98	69	70	183	118	301	69	99	75	58
	37%	35%	43%	43%	37%	43%	31%	35%	39%	37%	35%	46%	38%	34%	35%	38%	36%	37%	28%	46%	43%	34%
				a	f				m							r						
(0) Neither support nor oppose	148	94	53	20	25	22	37	44	45	59	44	22	39	46	40	90	58	148	54	37	31	26
	18%	17%	23%	17%	15%	14%	26%	20%	16%	19%	20%	16%	15%	23%	20%	19%	18%	18%	22%	17%	18%	16%
					de																	
(-1) Tend to oppose	98	78	19	10	13	24	21	30	23	45	30	11	31	30	26	52	46	98	32	19	21	26
	12%	14%	8%	8%	8%	15%	15%	14%	8%	15%	14%	8%	8%	12%	13%	11%	14%	12%	13%	9%	12%	15%
				b	d				h							kl						
(-2) Strongly oppose	69	63	4	6	13	11	11	28	19	22	28	8	18	17	26	39	30	69	31	13	13	12
	9%	11%	2%	5%	8%	7%	8%	13%	7%	7%	13%	6%	7%	8%	13%	8%	9%	9%	12%	6%	8%	7%
				b	c				h							qs						
Don't know	24	5	18	2	8	4	2	7	10	6	7	2	12	3	7	14	9	24	8	6	3	5
	3%	1%	7%	2%	5%	3%	1%	3%	4%	2%	3%	1%	5%	1%	4%	3%	3%	3%	3%	3%	2%	3%
				a	fg				ij													
Support (NET)	468	324	142	82	105	96	73	112	186	169	112	97	160	109	102	281	187	468	122	141	105	99
	58%	57%	60%	68%	64%	61%	51%	51%	66%	56%	51%	69%	62%	53%	51%	59%	57%	58%	49%	65%	61%	59%
				fg	fg				ij													
Oppose (NET)	167	141	23	15	26	35	32	58	41	67	58	19	49	47	52	91	76	167	63	32	34	37
	21%	25%	10%	13%	16%	22%	22%	26%	15%	22%	26%	13%	19%	23%	26%	19%	23%	21%	25%	15%	20%	22%
				b	cd				h							k						
Mean	0.51	0.44	0.7	0.78	0.7	0.51	0.42	0.29	0.73	0.46	0.29	0.75	0.62	0.42	0.29	0.54	0.47	0.51	0.34	0.66	0.52	0.56
				fg	g				ij							mn		r				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.



23-085423-20 - FOOTBALL FANS  
17TH - 20TH MAY 2024  
PUBLIC  
IPSOS

Table 24  
**Q6\_5 - 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? A place in the Champions League being offered to the winner**

Base: All adults 16-75 in England who are football fans

24 May 2024

	Marital Status				Children in Household		Education		Working Status		Ethnicity		General Election 2019 Vote				Referendum 2016 Vote		Watch Men's FA Cup Final		Football Clubs in England		Football Fans in England		Premier League Fans / Not Premier League Fans			
	Married /Living as (a)		Single (b)	Wid/ Div/ Sep (c)	Yes (d)	No (e)	Graduates (f)	Non Graduates (g)	Working (h)	Not Working (i)	White (j)	Ethnic Minority (k)	Conservative (l)	Labour (m)	Liberal Democrats (n)	Other (o)	Remain (p)	Leave (q)	Likely (r)	Unlikely (s)	Important (t)	Less Important (u)	Important (v)	Less Important (w)	Premier League Fans (x)	Not Premier League Fans (y)		
	Total	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186		
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186		
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195		
100%	54%	36%	10%	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	65%	7%	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%			
(+2) Strongly support	167	95	56	16	71	95	66	100	125	42	121	44	59	54	15	8	79	58	143	21	74	43	65	48	139	28		
21%	22%	19%	19%	26%	18%	22%	20%	21%	20%	19%	25%	23%	20%	31%	15%	24%	19%	23%	13%	32%	17%	27%	21%	23%	14%			
(+1) Tend to support	301	162	107	31	115	185	122	179	224	77	233	64	92	105	15	27	113	112	234	62	98	79	110	72	228	73		
37%	37%	37%	38%	41%	35%	41%	35%	38%	36%	37%	37%	36%	39%	31%	47%	34%	37%	37%	38%	42%	31%	47%	32%	37%	38%			
(0) Neither support nor oppose	148	82	47	19	46	102	57	91	111	37	118	31	48	42	8	8	68	55	108	39	36	46	30	44	104	44		
18%	19%	16%	23%	16%	19%	19%	19%	18%	17%	19%	18%	18%	18%	16%	13%	21%	18%	17%	24%	15%	18%	13%	20%	17%	22%			
(-1) Tend to oppose	98	47	40	10	26	72	31	67	70	28	80	17	33	34	5	8	43	32	80	15	16	44	17	33	74	24		
12%	11%	14%	12%	9%	14%	10%	13%	12%	13%	13%	10%	13%	13%	11%	14%	13%	11%	13%	9%	7%	18%	7%	15%	12%	12%			
(-2) Strongly oppose	69	37	27	5	18	51	15	54	48	20	51	17	22	24	5	5	23	32	55	14	9	40	13	25	52	17		
9%	9%	9%	6%	6%	10%	5%	11%	8%	10%	8%	8%	8%	9%	10%	8%	7%	11%	9%	9%	4%	16%	6%	11%	8%	9%			
Don't know	24	12	11	1	2	21	8	16	15	9	22	1	4	10	-	1	2	11	10	13	1	2	1	3	14	9		
3%	3%	4%	1%	1%	4%	3%	3%	3%	4%	3%	4%	2%	4%	-	2%	1%	4%	2%	8%	1%	1%	1%	1%	2%	5%			
Support (NET)	468	257	163	47	187	281	188	279	349	118	354	108	151	160	30	35	192	171	377	83	172	122	174	120	367	101		
58%	59%	57%	57%	67%	53%	63%	55%	56%	59%	57%	62%	59%	59%	62%	62%	59%	57%	60%	51%	73%	48%	74%	53%	60%	52%			
Oppose (NET)	167	84	67	15	44	123	46	120	119	48	132	34	54	58	10	12	66	65	134	29	26	85	30	58	126	41		
21%	19%	23%	18%	16%	23%	15%	24%	20%	23%	21%	20%	21%	21%	22%	22%	20%	21%	21%	18%	11%	33%	13%	26%	21%	21%			
Mean	0.51	0.55	0.45	0.52	0.71	0.4	0.66	0.42	0.53	0.45	0.48	0.59	0.53	0.51	0.62	0.47	0.56	0.45	0.53	0.41	0.9	0.16	0.83	0.38	0.55	0.38		

Proportions/Means: Columns Tested (5% risk level) - 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  
Overlap formulae used. \* small base

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.

Table 25

Q6\_6 - 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? 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: All adults 16-75 in England who are football fans

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	792	530	256	107	175	155	146	209	282	301	209	132	264	204	192	472	320	792	242	215	171	164
WEIGHTED BASE	806	564	236	119*	165	157	144	221	284	301	221	140	260	205	201	475	330	806	247	217	174	168
100%	70%	70%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Strongly support	74	55	18	14	14	15	13	18	28	28	18	14	26	17	16	42	32	74	17	19	18	19
9%	10%	8%	12%	9%	10%	9%	8%	8%	10%	9%	8%	10%	10%	8%	8%	9%	10%	9%	7%	9%	11%	11%
(+1) Tend to support	166	115	51	37	44	34	24	27	81	59	27	43	66	33	25	103	63	166	47	44	34	42
21%	20%	22%	31%	27%	22%	17%	12%	29%	19%	12%	31%	25%	16%	12%	22%	19%	21%	19%	20%	19%	25%	25%
(0) Neither support nor oppose	218	135	83	26	46	44	39	64	72	83	64	33	68	59	57	121	97	218	75	60	44	39
27%	24%	35%	22%	28%	28%	27%	29%	25%	27%	29%	24%	26%	29%	28%	26%	29%	27%	30%	28%	25%	23%	23%
a																						
(-1) Tend to oppose	165	134	29	25	22	34	33	51	47	67	51	28	41	50	45	97	67	165	54	41	42	28
20%	24%	12%	21%	13%	21%	23%	23%	16%	16%	22%	23%	20%	16%	25%	22%	20%	20%	20%	22%	19%	24%	16%
b																						
(-2) Strongly oppose	141	108	30	14	26	20	27	53	40	47	53	17	38	34	51	89	52	141	43	39	28	30
17%	19%	13%	12%	16%	13%	19%	24%	14%	16%	24%	12%	15%	17%	26%	19%	16%	17%	18%	18%	16%	16%	18%
c																						
Don't know	42	17	24	3	13	10	8	8	16	18	8	5	20	11	7	23	19	42	12	13	7	10
5%	3%	10%	3%	8%	7%	5%	4%	6%	6%	4%	3%	8%	5%	3%	5%	6%	5%	5%	6%	4%	6%	6%
a																						
Support (NET)	240	170	69	51	58	50	37	44	109	86	44	57	92	50	41	145	95	240	64	63	52	61
30%	30%	29%	43%	35%	32%	26%	20%	39%	29%	20%	40%	36%	24%	20%	31%	29%	30%	26%	29%	30%	36%	r
fg			g	g				ij	j			mn	mn									
Oppose (NET)	305	242	59	39	48	53	61	105	87	114	105	45	79	85	96	186	119	305	97	80	70	58
38%	43%	25%	32%	29%	34%	42%	47%	31%	38%	47%	32%	31%	41%	48%	39%	36%	38%	39%	37%	40%	34%	
b								d	cde	hi					l	kl						
Mean	-0.17	-0.23	-0.01	0.11	-0.01	-0.06	-0.28	-0.45	0.04	-0.17	-0.45	0.06	0.01	-0.27	-0.46	-0.19	-0.14	-0.17	-0.25	-0.18	-0.17	-0.05
a				fg	g	g		j	j			mn	mn									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 26  
 Q6\_6 - 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? 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: All adults 16-75 in England who are football fans

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	619	162	241	238	242	206	606	186
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	629	164	235	254	236	225	611	195
100%		54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	78%	20%	29%	32%	29%	28%	76%	24%
(+2) Strongly support	74	42	25	7	32	42	32	41	59	14	50	23	23	23	9	4	28	32	63	9	40	15	38	15	57	17
9%	10%	9%	8%	11%	8%	11%	8%	10%	7%	8%	13%	9%	9%	8%	18%	8%	9%	10%	10%	6%	17%	6%	16%	7%	9%	9%
(+1) Tend to support	166	86	68	13	75	92	72	94	123	44	119	47	51	67	9	14	72	50	142	23	73	32	77	29	137	30
21%	20%	24%	15%	27%	17%	24%	19%	21%	21%	19%	27%	27%	20%	25%	16%	24%	22%	16%	22%	14%	31%	12%	33%	13%	22%	15%
(0) Neither support nor oppose	218	114	72	32	80	138	85	134	157	61	169	48	68	74	6	13	94	75	161	55	50	62	54	61	165	53
27%	26%	25%	39%	29%	26%	28%	26%	26%	26%	29%	27%	27%	27%	28%	13%	22%	29%	25%	26%	34%	21%	24%	23%	27%	27%	27%
(-1) Tend to oppose	165	89	58	18	42	122	58	106	125	39	132	32	58	51	8	12	68	64	124	36	35	75	27	62	125	40
20%	20%	20%	21%	15%	23%	19%	21%	21%	19%	21%	18%	22%	22%	19%	16%	22%	21%	21%	20%	22%	15%	30%	12%	27%	20%	20%
(-2) Strongly oppose	141	82	47	12	36	104	36	105	101	40	120	19	49	38	15	9	48	67	115	25	28	62	32	51	100	41
17%	19%	16%	14%	13%	20%	12%	21%	17%	19%	19%	11%	19%	14%	31%	17%	15%	22%	18%	15%	12%	24%	14%	23%	16%	21%	
Don't know	42	23	17	2	14	29	16	26	29	13	35	6	8	17	1	4	17	14	25	15	8	8	6	8	27	15
5%	5%	6%	3%	5%	5%	5%	5%	5%	6%	6%	3%	3%	6%	3%	7%	5%	5%	4%	4%	3%	3%	3%	3%	4%	8%	
Support (NET)	240	128	93	19	107	133	105	135	182	58	169	70	74	90	17	18	100	81	205	33	113	47	116	44	194	46
30%	29%	32%	23%	38%	25%	35%	27%	31%	27%	27%	40%	40%	29%	33%	36%	32%	31%	27%	33%	20%	48%	19%	49%	20%	32%	24%
Oppose (NET)	305	170	106	29	79	227	94	211	226	79	253	51	107	89	23	22	116	131	239	61	63	137	59	112	225	80
38%	39%	37%	35%	28%	43%	31%	42%	38%	37%	40%	29%	42%	33%	48%	39%	36%	43%	38%	37%	27%	54%	25%	50%	37%	41%	
Mean	-0.17	-0.2	-0.13	-0.19	0.09	-0.31	0.03	-0.29	-0.15	-0.24	-0.26	0.13	-0.23	-0.05	-0.25	-0.17	-0.12	-0.3	-0.14	-0.29	0.27	-0.56	0.27	-0.48	-0.13	-0.32

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.

Table 27  
 Q7 - Imagine you had the choice, which of the following would you prefer?

Base: All adults 16-75 in England who are football fans and support a team

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION						
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	
UNWEIGHTED BASE	772	528	239	104	171	147	145	205	275	292	205	129	255	200	188	456	316	772	241	208	165	158	
WEIGHTED BASE	786	561	220	116*	161	149	144	217	277	292	217	137	251	201	197	460	327	786	246	211	167	162	
100%	100%	71%	28%	15%*	20%	19%	18%	28%	35%	37%	28%	17%	32%	26%	25%	58%	42%	100%	31%	27%	21%	21%	
The football team you support wins their division/league	314	238	76	30	55	60	68	102	85	128	102	36	93	90	95	168	146	314	121	84	58	51	
	40%	42%	34%	26%	34%	40%	47%	47%	31%	44%	47%	26%	37%	45%	49%	37%	45%	40%	49%	40%	35%	31%	
England men's or women's win the World Cup	255	186	68	41	58	46	44	66	99	90	66	49	84	65	58	162	93	255	71	68	71	46	
	32%	33%	31%	35%	36%	31%	30%	30%	36%	31%	30%	35%	33%	32%	30%	35%	29%	32%	29%	32%	42%	28%	
The football team you support win the FA cup	145	89	55	27	34	24	23	37	61	47	37	33	49	29	35	96	49	145	37	42	26	40	
	18%	16%	25%	a	23%	21%	16%	16%	17%	22%	16%	17%	24%	19%	14%	18%	21%	15%	18%	15%	20%	15%	25%
England men's or women's team win the European Championships	54	37	16	14	9	17	6	8	23	23	8	16	21	11	7	30	24	54	12	13	8	20	
	7%	7%	7%	12% fg	6%	11% fg	4%	4%	8%	8%	4%	12% n	8% n	5%	3%	6%	7%	7%	5%	6%	5%	13% qrst	
Don't know	18	11	6	4	5	2	3	3	9	5	3	4	5	6	2	4	13	18	4	4	4	5	
	2%	2%	3%	4%	3%	1%	2%	1%	3%	2%	1%	3%	2%	3%	1%	1%	4% o	2%	2%	2%	3%	3%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 28

Q7 - Imagine you had the choice, which of the following would you prefer?

Base: All adults 16-75 in England who are football fans and support a team

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)
UNWEIGHTED BASE	772	430	260	82	286	486	408	364	569	203	591	174	244	266	53	56	328	280	612	152	235	236	237	203	606	166
WEIGHTED BASE	786	429	277	81*	274	512	290	496	578	208	609	171	251	266	48*	56*	323	296	623	154	230	252	231	222	611	176
100%	55%	35%	35%	10%*	35%	65%	37%	63%	74%	26%	77%	22%	32%	34%	6%*	7%*	41%	38%	79%	20%	29%	32%	29%	28%	78%	22%
The football team you support wins their division/league	314	184	100	31	92	222	92	222	219	96	264	49	100	99	15	25	127	125	247	62	59	145	64	121	232	82
40%	43%	36%	39%	33%	43%	32%	45%	45%	38%	46%	43%	29%	40%	37%	31%	45%	39%	42%	40%	40%	26%	58%	28%	54%	38%	47%
England men's or women's win the World Cup	255	128	97	29	96	159	104	151	191	64	201	53	82	89	16	12	113	94	202	51	88	63	83	65	210	45
32%	30%	35%	37%	35%	31%	36%	30%	33%	31%	33%	31%	33%	33%	33%	22%	35%	32%	32%	33%	38%	25%	36%	29%	34%	26%	
The football team you support win the FA cup	145	82	50	13	55	90	65	81	112	33	99	44	44	54	14	10	63	53	116	27	55	36	56	21	114	32
18%	19%	18%	17%	20%	18%	22%	16%	19%	16%	16%	25%	17%	20%	29%	18%	20%	18%	19%	18%	24%	14%	24%	9%	19%	18%	
England men's or women's team win the European Championships	54	28	20	6	26	28	23	31	43	11	32	21	22	19	3	7	16	19	47	7	26	6	26	12	40	14
7%	7%	7%	7%	10%	5%	8%	6%	7%	6%	5%	12%	9%	7%	7%	12%	5%	6%	8%	5%	11%	2%	11%	5%	7%	8%	
Don't know	18	6	11	1	5	13	6	12	14	4	13	4	3	6	*	2	3	6	10	7	1	1	2	3	15	3
2%	1%	4%	1%	2%	3%	2%	2%	2%	2%	2%	2%	1%	1%	2%	3%	1%	2%	4%	*	1%	1%	2%	1%	2%	2%	

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.

Table 29  
 Q8 - And what would be your second choice?

Base: All adults 16-75 in England who are football fans and support a team

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION					
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	ENGLAND (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)
UNWEIGHTED BASE	772	528	239	104	171	147	145	205	275	292	205	129	255	200	188	456	316	772	241	208	165	158
WEIGHTED BASE	786	561	220	116*	161	149	144	217	277	292	217	137	251	201	197	460	327	786	246	211	167	162
100%	100%	71%	28%	15%*	20%	19%	18%	28%	35%	37%	28%	17%	32%	26%	25%	58%	42%	100%	31%	27%	21%	21%
The football team you support win the FA cup	237	171	66	28	36	49	48	76	64	97	76	34	67	62	74	131	107	237	91	79	31	36
	30%	30%	30%	24%	23%	33%	33%	35%	23%	33%	35%	25%	27%	31%	38%	28%	33%	30%	37%	37%	19%	22%
The football team you support wins their division/league	188	136	52	22	54	34	27	51	76	61	51	29	75	38	47	123	65	188	54	36	46	52
	24%	24%	24%	19%	33%	23%	19%	24%	27%	21%	24%	21%	30%	19%	24%	27%	20%	24%	22%	17%	28%	32%
England men's or women's win the World Cup	183	126	55	33	32	36	33	48	65	70	48	37	54	52	40	100	82	183	54	47	43	39
	23%	22%	25%	29%	20%	24%	23%	22%	23%	24%	22%	27%	21%	26%	20%	22%	25%	23%	22%	22%	26%	24%
England men's or women's team win the European Championships	151	112	38	28	33	24	31	34	61	56	34	33	46	42	30	94	57	151	40	40	41	29
	19%	20%	17%	24%	21%	16%	22%	16%	22%	19%	16%	24%	18%	21%	15%	20%	17%	19%	16%	19%	25%	18%
Don't know	28	16	10	4	6	6	4	7	11	10	7	4	10	8	6	12	16	28	7	9	5	7
	4%	3%	5%	4%	4%	4%	3%	3%	4%	3%	3%	3%	4%	4%	3%	3%	4%	3%	4%	3%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l - k/l/m/n - o/p - q/r/s/t/u

Overlap formulae used. \* small base

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.

Table 30  
 Q8 - And what would be your second choice?

Base: All adults 16-75 in England who are football fans and support a team

	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		WATCH MEN'S FA CUP FINAL		FOOTBALL CLUBS IN ENGLAND		FOOTBALL FANS IN ENGLAND		PREMIER LEAGUE FANS V NOT PREMIER LEAGUE FANS		
	TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	YES (d)	NO (e)	GRADUATES (f)	NON GRADUATES (g)	WORKING (h)	NOT WORKING (i)	WHITE (j)	ETHNIC MINORITY (k)	CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REMAIN (p)	LEAVE (q)	LIKELY (r)	UNLIKELY (s)	IMPORTANT (t)	LESS IMPORTANT (u)	IMPORTANT (v)	LESS IMPORTANT (w)	PREMIER LEAGUE FANS (x)	NOT PREMIER LEAGUE FANS (y)
UNWEIGHTED BASE	772	430	260	82	286	486	408	364	569	203	591	174	244	266	53	56	328	280	612	152	235	236	237	203	606	166
WEIGHTED BASE	786	429	277	81*	274	512	290	496	578	208	609	171	251	266	48*	56*	323	296	623	154	230	252	231	222	611	176
100%	55%	35%	35%	10%*	35%	65%	37%	63%	74%	26%	77%	22%	32%	34%	6%*	7%*	41%	38%	79%	20%	29%	32%	29%	28%	78%	22%
The football team you support win the FA cup	237	142	74	21	68	169	77	160	159	78	195	41	78	74	17	15	89	97	188	48	56	105	65	84	173	64
30%	33%	27%	26%	25%	33%	27%	32%	28%	37%	h	32%	24%	31%	28%	37%	27%	28%	33%	30%	31%	25%	42%	28%	38%	28%	37%
The football team you support wins their division/league	188	95	71	22	71	117	82	106	146	42	148	39	54	76	11	9	91	60	146	40	61	52	61	47	150	38
24%	22%	26%	28%	26%	23%	28%	21%	25%	20%	g	24%	23%	22%	29%	23%	16%	28%	20%	23%	26%	27%	21%	26%	21%	25%	21%
England men's or women's win the World Cup	183	98	65	20	71	112	61	122	138	45	136	45	61	60	6	19	65	75	150	30	53	57	53	50	140	43
23%	23%	23%	25%	26%	22%	21%	25%	24%	22%	h	22%	26%	24%	23%	12%	34%	20%	25%	24%	19%	23%	23%	23%	22%	23%	24%
England men's or women's team win the European Championships	151	80	55	16	58	93	62	89	113	38	109	41	55	44	13	9	70	53	121	28	58	35	50	34	124	26
19%	19%	20%	20%	21%	18%	21%	18%	19%	18%	18%	24%	22%	17%	27%	16%	22%	18%	19%	18%	25%	14%	22%	15%	20%	15%	
Don't know	28	14	13	2	6	22	8	19	22	6	21	5	3	11	*	4	8	11	18	9	1	3	3	6	23	4
4%	3%	5%	2%	2%	4%	3%	4%	4%	3%	3%	3%	1%	4%	1%	7%	1%	2%	4%	3%	6%	*	1%	1%	1%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - 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

Overlap formulae used. \* small base

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.