Table 1

Q9 - Overall, do you think the introduction of VAR for Premier League football matches has had a positive or negative impact on the following? Summary Table

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

	The quality of decisions made by match officials	The experience of match going fans	Football overall
UNWEIGHTED BASE	792	792	792
WEIGHTED BASE	806	806	806
(+2) Very positive	77	67	88
	10%	8%	11%
(+1) Fairly positive	202	173	211
	25%	21%	26%
(0) Neither positive nor negative	167	141	140
	21%	17%	17%
(-1) Fairly negative	200	223	219
	25%	28%	27%
(-2) Very negative	149	184	137
	19%	23%	17%
Don't know	11	18	10
	1%	2%	1%
Positive (NET)	279	241	300
	35%	30%	37%
Negative (NET)	349	407	357
	43%	50%	44%
Mean	-0.18	-0.36	-0.13

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Table 2

Q9_1 - Overall, do you think the introduction of VAR for Premier League football matches has had a positive or negative impact on the following? The quality of decisions made by match officials

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

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION				
		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)	MILLENIALS (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%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Very positive	77	53	23	15	24	16	10	13	39	26	13	20	32	13	13	39	38	77	15	20	14	29
	10%	9%	10%	12%	14%	10%	7%	6%	14%	9%	6%	14%	12%	6%	6%	8%	12%	10%	6%	9%	8%	17%
					fg				j			mn	m						r			qrst
(+1) Fairly positive	202	137	63	29	45	56	30	42	74	86	42	35	82	52	33	129	73	202	52	48	57	44
	25%	24%	27%	24%	27%	36%	21%	19%	26%	29%	19%	25%	31%	25%	16%	27%	22%	25%	21%	22%	33%	26%
						fg				j			n	n							qrs	
(0) Neither positive nor negative	167	118	49	33	35	31	23	44	68	54	44	36	55	33	43	90	77	167	56	49	33	30
	21%	21%	21%	28%	21%	20%	16%	20%	24%	18%	20%	26%	21%	16%	21%	19%	23%	21%	23%	22%	19%	18%
				f								m										
(-1) Fairly negative	200	134	63	27	27	31	51	64	54	82	64	30	44	68	58	120	80	200	73	54	35	38
	25%	24%	27%	22%	16%	20%	35%	29%	19%	27%	29%	22%	17%	33%	29%	25%	24%	25%	29%	25%	20%	22%
							cde	d		h	h			kl	l				t			
(-2) Very negative	149	120	30	14	30	20	27	58	44	47	58	17	42	35	54	94	56	149	49	46	31	23
	19%	21%	13%	12%	18%	13%	19%	26%	16%	16%	26%	12%	16%	17%	27%	20%	17%	19%	20%	21%	18%	14%
		b						ce			hi				klm							
Don't know	11	2	8	1	4	2	4	-	5	6	-	1	6	4	-	4	7	11	2	-	4	5
	1%	*	3%	1%	2%	1%	3%	-	2%	2%	-	1%	2%	2%	-	1%	2%	1%	1%	-	2%	3%
			a		g		g														s	s
Positive (NET)	279	191	86	43	69	72	40	54	112	112	54	55	113	65	46	168	111	279	67	68	71	73
	35%	34%	37%	36%	42%	46%	28%	25%	40%	37%	25%	39%	44%	32%	23%	35%	34%	35%	27%	31%	41%	43%
				g	fg	fg			j	j		n	mn						r		r	qrs
Negative (NET)	349	254	93	41	57	51	77	122	98	129	122	48	86	103	112	213	136	349	122	100	66	61
	43%	45%	40%	34%	35%	33%	54%	55%	35%	43%	55%	34%	33%	50%	56%	45%	41%	43%	49%	46%	38%	36%
							cde	cde			hi			kl	kl				qtu			
Mean	-0.18	-0.23	-0.06	0.02	0.04	0.11	-0.39	-0.51	0.03	-0.13	-0.51	0.07	0.07	-0.3	-0.54	-0.21	-0.13	-0.18	-0.36	-0.27	-0.07	0.11
				fg	fg	fg			j	j		mn	mn						r			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.

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Table 3
Q9_1 - Overall, do you think the introduction of VAR for Premier League football matches has had a positive or negative impact on the following? The quality of decisions made by match officials

Base: All adults 16-75 in England who are football 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)	VOTE TO STOP (A)	VOTE TO KEEP (B)	NO PREF/DON'T KNOW (C)	VOTE TO STOP (D)	VOTE TO KEEP (E)	NO PREF/DON'T KNOW (F)	POSITIVE (G)	NEGATIVE (H)	NEITHER/DON'T KNOW (I)	POSITIVE (J)	NEGATIVE (K)	NEITHER/DON'T KNOW (L)	POSITIVE (M)	NEGATIVE (N)	NEITHER/DON'T KNOW (O)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	340	321	131	280	391	121	286	329	177	243	395	154	304	340	148
WEIGHTED BASE	806 100%	435 54%	287 36%	83* 10%*	279 35%	527 65%	300 37%	506 63%	594 74%	212 26%	625 78%	174 22%	257 32%	270 34%	48* 6%*	56* 7%*	328 41%	301 37%	353 44%	318 40%	135 17%	285 35%	391 48%	130 16%	279 35%	349 43%	178 22%	241 30%	407 50%	158 20%	300 37%	357 44%	150 19%
(+2) Very positive	77 10%	40 9%	31 11%	7 8%	37 13% e	40 8%	36 12%	41 8%	56 9%	21 10%	47 8%	30 17% j	23 9%	24 9%	9 19% lm	7 12%	29 9%	27 9%	12 3%	55 17% AC	10 7%	12 4%	56 14% DF	9 7%	77 28% HI	-	-	56 23% KL	4 1%	17 11% K	71 24% NO	3 1%	3 2%
(+1) Fairly positive	202 25%	122 28% b	59 21%	21 25%	97 35% e	105 20%	92 31% g	110 22%	162 27%	40 19%	146 23%	55 31% j	67 26%	66 24%	13 28%	13 23%	82 25%	68 23%	44 12%	126 40% AC	32 24% A	39 14%	132 34% DF	31 24% D	202 72% HI	-	-	118 49% KL	35 9%	48 30% K	146 49% NO	22 6%	34 23% N
(0) Neither positive nor negative	167 21%	77 18%	76 27% a	14 17%	48 17%	119 23%	61 20%	106 21%	125 21%	42 20%	128 20%	37 21%	53 21%	66 24%	5 11%	13 23%	69 21%	60 20%	59 17%	62 19%	46 34% AB	49 17%	79 20%	38 29% D	-	-	167 94% GH	36 15%	78 19%	53 33% JK	49 16%	55 15%	63 42% MN
(-1) Fairly negative	200 25%	98 22%	75 26%	27 32%	53 19%	146 28% d	71 24%	129 25%	132 22%	68 32% h	166 28%	33 19%	66 26%	58 21%	10 22%	13 23%	81 25%	80 27%	114 32% B	52 16%	34 25% B	84 30% E	78 20%	37 29%	-	200 57% GI	-	17 7%	162 40% JL	21 13%	23 8%	144 40% MO	33 22% M
(-2) Very negative	149 19%	97 22% b	38 13%	15 18%	40 14%	109 21% d	37 12%	113 22% f	111 19%	38 18%	131 21% k	18 11%	47 18%	56 21%	9 20%	9 16%	64 20%	65 22%	123 35% BC	20 6%	6 4%	99 35% EF	42 11%	8 6%	-	149 43% GI	-	12 5%	127 31% JL	10 6%	9 3%	132 37% MO	9 6%
Don't know	11 1%	3 1%	8 3% a	-	4 1%	7 1%	3 1%	7 1%	8 1%	3 1%	8 1%	1 *	1 1%	1 *	-	2 4% lm	4 1%	1 *	1 *	3 1%	7 5% AB	-	3 1%	8 6% DE	-	-	11 6% GH	1 *	-	10 6% JK	2 1%	1 *	8 6% MN
Positive (NET)	279 35%	162 37%	90 31%	28 33%	134 48% e	145 28%	128 43% g	151 30%	218 37%	61 29%	193 31%	85 49% j	90 35%	90 33%	23 47%	19 34%	110 34%	95 32%	56 18%	181 57% AC	42 31% A	52 18%	188 48% DF	39 30% D	279 100% HI	-	-	174 72% KL	40 10%	65 41% K	217 73% NO	25 7%	37 25% N
Negative (NET)	349 43%	194 45%	113 39%	42 50%	93 33%	256 49% d	107 36%	242 48% f	243 41%	106 50% h	297 47% k	51 29%	113 44%	113 42%	20 41%	22 39%	145 44%	145 48%	237 67% BC	72 23%	40 29%	184 64% EF	120 31%	45 35%	-	349 100% GI	-	29 12%	289 71% JL	31 19%	32 11%	276 77% MO	41 28% M
Mean	-0.18	-0.21	-0.11	-0.27	0.14 e	-0.35	0.07 g	-0.32	-0.14	-0.3	-0.3	0.26 j	-0.19	-0.2	0.06	-0.09	-0.22	-0.3	-0.83	0.46 AC	0.05 A	-0.77	0.21 D	-0.04 D	1.28 HI	-1.43	0 H	0.79 KL	-0.92	0.28 K	0.83 NO	-1.07	-0.07 N

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 - A/B/C - D/E/F - G/H/I - J/K/L - M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 4

Q9_2 - Overall, do you think the introduction of VAR for Premier League football matches has had a positive or negative impact on the following? The experience of match going fans

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

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION				
		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)	MILLENIALS (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%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Very positive	67	51	16	13	28	10	6	11	41	16	11	16	35	6	11	39	28	67	16	15	15	21
	8%	9%	7%	11%	17%	6%	4%	5%	14%	5%	5%	11%	13%	3%	5%	8%	9%	8%	6%	7%	9%	13%
					efg				ij			m	mn									r
(+1) Fairly positive	173	116	57	41	45	38	24	25	87	62	25	46	73	34	20	104	69	173	48	37	43	45
	21%	21%	24%	34%	28%	25%	16%	11%	30%	21%	11%	33%	28%	17%	10%	22%	21%	21%	19%	17%	25%	27%
				fg	fg	g			ij	j		mn	mn									s
(0) Neither positive nor negative	141	98	42	30	27	31	24	28	57	56	28	37	37	41	25	84	57	141	32	40	34	35
	17%	17%	18%	25%	17%	20%	17%	13%	20%	19%	13%	27%	14%	20%	12%	18%	17%	17%	13%	18%	20%	21%
				g					j			ln							r			r
(-1) Fairly negative	223	144	77	24	32	43	41	81	57	85	81	27	58	63	74	126	97	223	77	60	47	39
	28%	25%	33%	20%	20%	28%	29%	37%	20%	28%	37%	20%	23%	31%	37%	27%	29%	28%	31%	28%	27%	23%
			a					cd		h	h			k	kl							
(-2) Very negative	184	149	34	11	27	28	45	73	38	73	73	13	49	55	67	110	74	184	72	60	29	23
	23%	26%	15%	9%	16%	18%	31%	33%	13%	24%	33%	9%	19%	27%	34%	23%	22%	23%	29%	28%	16%	14%
		b					cde	cde		h	hi		k	kl	kl			tu	qtu	tu		
Don't know	18	7	9	1	4	6	3	4	5	9	4	1	8	5	4	12	5	18	3	5	5	5
	2%	1%	4%	1%	3%	4%	2%	2%	2%	3%	2%	1%	3%	3%	2%	3%	2%	2%	1%	2%	3%	3%
			a																			
Positive (NET)	241	166	72	54	73	48	30	35	127	78	35	62	107	40	31	143	98	241	64	52	59	66
	30%	30%	31%	45%	45%	31%	21%	16%	45%	26%	16%	44%	41%	20%	15%	30%	30%	30%	26%	24%	34%	40%
				efg	efg	g			ij	j		mn	mn					s				qrs
Negative (NET)	407	292	112	35	60	71	87	154	94	158	154	40	107	118	142	236	171	407	149	120	76	62
	50%	52%	47%	29%	36%	46%	60%	70%	33%	53%	70%	29%	41%	58%	71%	50%	52%	50%	60%	55%	44%	37%
						c	cde	cde		h	hi		k	kl	klm			u	qtu	tu		
Mean	-0.36	-0.4	-0.26	0.18	0.09	-0.28	-0.68	-0.83	0.13	-0.47	-0.83	0.18	-0.05	-0.63	-0.85	-0.35	-0.37	-0.36	-0.58	-0.53	-0.18	0.02
				efg	efg	fg			ij	j		mn	mn					rs			rs	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

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

28 May 2024

Table 5

Q9_2 - Overall, do you think the introduction of VAR for Premier League football matches has had a positive or negative impact on the following? The experience of match going fans

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

Column groups: MARITAL STATUS (a–c) · CHILDREN IN HOUSEHOLD (d–e) · EDUCATION (f–g) · WORKING STATUS (h–i) · ETHNICITY (j–k) · GENERAL ELECTION 2019 VOTE (l–o) · REFERENDUM 2016 VOTE (p–q) · VOTE ON VAR (A–C) · VOTE ON VAR IF CHANGES (D–F) · IMPACT OF VAR: THE QUALITY OF DECISIONS MADE BY MATCH OFFICIALS (G–I) · THE EXPERIENCE OF MATCH GOING FANS (J–L) · FOOTBALL OVERALL (M–O)

	TOTAL	Married/Living as (a)	Single (b)	Wid/Div/Sep (c)	Children Yes (d)	Children No (e)	Graduates (f)	Non Grad (g)	Working (h)	Not Working (i)	White (j)	Ethnic Min (k)	Conservative (l)	Labour (m)	Lib Dem (n)	Other (o)	Remain (p)	Leave (q)	Vote Stop (A)	Vote Keep (B)	No Pref/DK (C)	Vote Stop if (D)	Vote Keep if (E)	No Pref/DK if (F)	Positive (G)	Negative (H)	Neither/DK (I)	Positive (J)	Negative (K)	Neither/DK (L)	Positive (M)	Negative (N)	Neither/DK (O)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	340	321	131	280	391	121	286	329	177	243	395	154	304	340	148
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	353	318	135	285	391	130	279	349	178	241	407	158	300	357	150
	100%	54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	44%	40%	17%	35%	48%	16%	35%	43%	22%	30%	50%	20%	37%	44%	19%
(+2) Very positive	67	33	28	7	33	34	31	36	54	13	36	31	27	21	4	5	31	21	16	44	7	19	41	8	54	5	8	67	-	-	61	6	1
	8%	8%	10%	8%	12%	7%	10%	7%	9%	6%	6%	18%	10%	8%	8%	9%	9%	7%	5%	14% AC	5%	7%	10%	6%	19% HI	1%	5%	28% H	-	-	20% NO	2%	1%
(+1) Fairly positive	173	96	64	13	82	91	80	93	140	34	118	52	47	64	11	18	70	48	41	107	26	39	104	31	120	24	29	173	-	-	130	10	34
	21%	22%	22%	15%	29% e	17%	27% g	18%	24%	16%	19%	30% j	18%	24%	24%	32%	21%	16%	12%	33% AC	19%	14%	27% D	24%	43% HI	7%	16% H	72% KL	-	-	43% NO	3%	23% N
(0) Neither positive nor negative	141	63	67	11	43	98	52	89	102	39	98	41	43	41	13	8	48	52	28	70	43	27	74	39	59	29	52	-	-	141	66	23	52
	17%	14%	23% a	13%	15%	19%	17%	18%	17%	18%	16%	24%	17%	15%	28% m	15%	15%	17%	8%	22% A	32% AB	10%	19% D	30% AB	21%	8%	29% H	-	-	89% JK	22%	7%	35% MN
(-1) Fairly negative	223	122	75	27	64	159	82	141	158	65	192	30	77	78	8	12	98	88	113	68	41	86	105	32	28	129	66	-	223	-	31	148	44
	28%	28%	26%	32%	23%	30% d	27%	28%	27%	31%	31% k	17%	30%	29%	16%	21%	30%	29%	32% B	21%	31% B	30%	27%	24%	10%	39% G	37% G	-	55%	-	10%	41% MO	29% M
(-2) Very negative	184	112	46	26	52	132	48	136	128	56	166	18	62	60	11	13	78	86	154	20	10	114	58	12	12	160	12	-	184	-	5	168	11
	23%	26% b	16%	32% b	19%	25%	16%	27% f	22%	26%	27% k	10%	24%	22%	23%	23%	24%	29%	44% BC	6%	8%	40% EF	15%	9%	4%	46% Gi	7%	-	45% Gi	-	2%	47% MO	7% M
Don't know	18	10	8	-	5	13	6	12	12	5	15	2	2	6	1	1	3	6	1	9	7	-	9	9	6	1	10	-	-	18	7	2	9
	2%	2%	3%	-	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	2%	*	3% A	5% A	-	2% D	7% DE	2%	*	6% GH	-	-	11% JK	2%	1%	6% N
Positive (NET)	241	129	92	19	115	126	111	129	194	47	154	83	74	84	15	23	101	69	57	151	33	57	145	39	174	29	37	241	-	-	190	15	35
	30%	30%	32%	23%	41% e	24%	37% g	26%	33%	22%	25%	48% j	29%	31%	32%	41%	31% q	23%	16%	47% AC	24% A	20%	37% D	30%	62% HI	8%	21% H	100%	-	-	64% NO	4%	23% N
Negative (NET)	407	234	120	53	116	291	130	276	286	121	358	48	139	138	18	25	176	174	267	88	52	200	163	44	40	289	78	-	407	-	36	316	54
	50%	54% b	42%	64% b	42%	55% d	44%	55% f	48%	57% h	57% k	28%	54%	51%	39%	44%	54%	58%	76% BC	28%	38% B	70% EF	42%	33%	14%	83% Gi	44% G	-	100%	-	12%	89% MO	36% M
Mean	-0.36	-0.43 ac	-0.17	-0.64	-0.07 e	-0.51	-0.12 g	-0.5	-0.29 i	-0.56	-0.55	0.28 j	-0.4	-0.35	-0.22	-0.18	-0.38	-0.58	-0.99	0.28 AC	-0.17 A	-0.84	-0.09 D	-0.07 D	0.65 HI	-1.2	-0.26 H	1.28 KL	-1.45	0 K	0.72 NO	-1.31	-0.21 N

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 - A/B/C - D/E/F - G/H/I - J/K/L - M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

28 May 2024

Table 6

Q9_3 - Overall, do you think the introduction of VAR for Premier League football matches has had a positive or negative impact on the following? Football overall

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

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION				
		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)	MILLENIALS (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%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
(+2) Very positive	88	64	23	20	33	14	9	13	53	23	13	25	40	11	13	48	40	88	19	27	17	25
	11%	11%	10%	17%	20%	9%	6%	6%	19%	8%	6%	18%	15%	5%	6%	10%	12%	11%	8%	13%	10%	15%
				fg	efg				ij			mn	mn									r
(+1) Fairly positive	211	140	71	36	48	48	33	45	84	81	45	40	80	51	40	125	86	211	57	37	64	54
	26%	25%	30%	30%	29%	31%	23%	21%	30%	27%	21%	29%	31%	25%	20%	26%	26%	26%	23%	17%	37%	32%
						g			j				n					s			qrs	s
(0) Neither positive nor negative	140	102	36	26	28	30	20	37	54	49	37	34	40	32	34	79	61	140	44	39	31	26
	17%	18%	15%	22%	17%	19%	14%	17%	19%	16%	17%	24%	15%	16%	17%	17%	18%	17%	18%	18%	18%	15%
												l										
(-1) Fairly negative	219	149	70	27	36	41	48	67	62	90	67	29	62	69	59	127	93	219	76	72	33	38
	27%	26%	30%	22%	22%	26%	34%	30%	22%	30%	30%	21%	24%	34%	29%	27%	28%	27%	31%	33%	19%	23%
							d			h				kl				t	t	qtu		
(-2) Very negative	137	105	31	9	16	21	32	59	25	53	59	10	32	40	56	90	48	137	47	42	28	20
	17%	19%	13%	7%	10%	13%	22%	27%	9%	18%	27%	7%	12%	19%	28%	19%	14%	17%	19%	19%	16%	12%
							cd	cde		h	hi			kl	kl							
Don't know	10	4	5	2	3	3	2	-	5	4	-	2	6	2	-	7	3	10	4	-	1	5
	1%	1%	2%	2%	2%	2%	1%	-	2%	1%	-	1%	2%	1%	-	1%	1%	1%	2%	-	*	3%
					g								n									s
Positive (NET)	300	203	93	56	81	62	42	58	137	104	58	65	120	62	53	173	126	300	76	64	81	79
	37%	36%	40%	47%	49%	40%	29%	26%	48%	35%	26%	46%	46%	30%	26%	36%	38%	37%	31%	30%	46%	47%
				fg	fg	g			ij			mn	mn					rs			qrs	qrs
Negative (NET)	357	255	101	35	52	62	81	126	88	143	126	39	94	109	115	216	141	357	123	114	61	59
	44%	45%	43%	30%	32%	40%	56%	57%	31%	48%	57%	28%	36%	53%	57%	45%	43%	44%	50%	53%	35%	35%
							cde	cde		h	h			kl	kl			tu	tu	qtu		
Mean	-0.13	-0.17	-0.07	0.27	0.28	-0.04	-0.44	-0.51	0.27	-0.23	-0.51	0.29	0.14	-0.37	-0.53	-0.18	-0.07	-0.13	-0.31	-0.3	0.05	0.15
				fg	efg	fg			ij	j		mn	mn					rs			rs	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.

28 May 2024

Table 7

Q9_3 - Overall, do you think the introduction of VAR for Premier League football matches has had a positive or negative impact on the following? Football overall

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

	TOTAL	MARITAL STATUS: MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILDREN IN HOUSEHOLD: YES (d)	NO (e)	EDUCATION: GRADUATES (f)	NON GRADUATES (g)	WORKING STATUS: WORKING (h)	NOT WORKING (i)	ETHNICITY: WHITE (j)	ETHNIC MINORITY (k)	GE 2019: CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REF 2016: REMAIN (p)	LEAVE (q)	VOTE ON VAR: VOTE TO STOP (A)	VOTE TO KEEP (B)	NO PREF/ DON'T KNOW (C)	VOTE ON VAR IF CHANGES: VOTE TO STOP (D)	VOTE TO KEEP (E)	NO PREF/ DON'T KNOW (F)	QUALITY OF DECISIONS: POSITIVE (G)	NEGATIVE (H)	NEITHER/ DON'T KNOW (I)	EXPERIENCE OF FANS: POSITIVE (J)	NEGATIVE (K)	NEITHER/ DON'T KNOW (L)	FOOTBALL OVERALL: POSITIVE (M)	NEGATIVE (N)	NEITHER/ DON'T KNOW (O)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	340	321	131	280	391	121	286	329	177	243	395	154	304	340	148
WEIGHTED BASE	806 / 100%	435 / 54%	287 / 36%	83* / 10%*	279 / 35%	527 / 65%	300 / 37%	506 / 63%	594 / 74%	212 / 26%	625 / 78%	174 / 22%	257 / 32%	270 / 34%	48* / 6%*	56* / 7%*	328 / 41%	301 / 37%	353 / 44%	318 / 40%	135 / 17%	285 / 35%	391 / 48%	130 / 16%	279 / 35%	349 / 43%	178 / 22%	241 / 30%	407 / 50%	158 / 20%	300 / 37%	357 / 44%	150 / 19%
(+2) Very positive	88 / 11%	44 / 10%	38 / 13%	7 / 8%	45 / 16% e	43 / 8%	48 / 16%	40 / 8%	73 / 12%	16 / 7%	50 / 8%	37 / 21% j	31 / 12%	29 / 11%	7 / 15%	7 / 12%	36 / 11%	32 / 11%	13 / 4%	67 / 21% AC	9 / 7%	14 / 5%	67 / 17% DF	7 / 5%	75 / 27% HI	7 / 2%	7 / 4%	75 / 31% KL	5 / 1%	9 / 6% K	88 / 30% NO	-	-
(+1) Fairly positive	211 / 26%	114 / 26%	78 / 27%	19 / 23%	90 / 32% e	121 / 23%	84 / 28%	127 / 25%	159 / 27%	52 / 25%	153 / 25%	55 / 32%	65 / 25%	68 / 25%	14 / 29%	16 / 29%	82 / 25%	70 / 23%	42 / 12%	135 / 43% AC	34 / 25% A	41 / 14%	137 / 35% D	33 / 26% D	142 / 51% HI	25 / 7%	44 / 25% H	116 / 48% KL	32 / 8%	63 / 40% K	211 / 70% NO	-	-
(0) Neither positive nor negative	140 / 17%	63 / 14%	65 / 23% a	11 / 14%	38 / 13%	102 / 19%	52 / 17%	88 / 17%	105 / 18%	35 / 16%	101 / 16%	37 / 22%	35 / 13%	56 / 21%	5 / 10%	14 / 25%	58 / 18%	47 / 16%	33 / 9%	62 / 19% A	46 / 34% AB	27 / 9%	71 / 18% D	42 / 32% DE	36 / 13%	40 / 12%	64 / 36% GH	33 / 14%	54 / 13%	53 / 33% JK	-	-	140 / 94% MN
(-1) Fairly negative	219 / 27%	125 / 29%	69 / 24%	25 / 30%	67 / 24%	153 / 29%	73 / 24%	146 / 29%	153 / 26%	66 / 31%	191 / 31% k	28 / 16%	74 / 29%	68 / 25%	11 / 22%	12 / 21%	90 / 28%	90 / 30%	140 / 40% BC	44 / 14%	36 / 26% B	101 / 35% E	81 / 21%	38 / 29%	19 / 7%	152 / 44% GI	48 / 27% G	13 / 5%	184 / 45% JL	23 / 14% J	-	219 / 61% MO	-
(-2) Very negative	137 / 17%	86 / 20% b	31 / 11%	21 / 25% b	37 / 13%	100 / 19%	38 / 13%	100 / 20% f	97 / 16%	40 / 19%	122 / 20% k	14 / 8%	51 / 20%	44 / 16%	12 / 24%	7 / 12%	60 / 18%	61 / 20%	126 / 36% BC	5 / 2%	6 / 5%	101 / 36% EF	30 / 8%	6 / 4%	6 / 2%	124 / 35% Gi	8 / 4%	3 / 1%	132 / 32% J	3 / 2%	-	137 / 39% MO	-
Don't know	10 / 1%	3 / 1%	7 / 2%	-	2 / 1%	7 / 1%	4 / 1%	6 / 1%	7 / 1%	3 / 1%	8 / 1%	2 / 1%	1 / *	4 / 2%	-	1 / 2%	1 / *	2 / 1%	-	5 / 2%	5 / 3% A	-	4 / 1%	5 / 4% DE	1 / *	1 / *	8 / 4% GH	3 / 1%	1 / *	8 / 5% JK	-	-	10 / 6% MN
Positive (NET)	300 / 37%	158 / 36%	115 / 40%	26 / 32%	135 / 48% e	165 / 31%	132 / 44% g	167 / 33%	232 / 39%	68 / 32%	203 / 33%	92 / 53% j	97 / 38%	97 / 36%	21 / 43%	23 / 41%	118 / 36%	101 / 34%	55 / 19%	202 / 63% AC	40 / 32% A	55 / 19%	204 / 52% DF	40 / 31% D	217 / 78% HI	32 / 9%	51 / 28% H	190 / 79% KL	36 / 9%	73 / 46% K	300 / 100% NO	-	-
Negative (NET)	357 / 44%	211 / 49% b	100 / 35%	46 / 55% b	104 / 37%	253 / 48% d	111 / 37%	246 / 48% f	250 / 42%	107 / 50%	314 / 50% k	43 / 25%	126 / 49% o	112 / 42%	22 / 47%	19 / 33%	151 / 46%	152 / 50%	265 / 75% BC	50 / 16%	42 / 31% B	202 / 71% EF	111 / 28%	43 / 33% B	25 / 9%	276 / 79% GI	56 / 31% G	15 / 6%	316 / 78% JL	26 / 16% J	-	357 / 100% MO	-
Mean	-0.13	-0.22 ac	0.08	-0.39	0.14 e	-0.28	0.11 g	-0.28	-0.07 i	-0.3	-0.3	0.42 j	-0.19	-0.11	-0.13	0.07	-0.18	-0.27	-0.92	0.68 AC	0.03 A	-0.82	0.34 DF	-0.01 D	0.94 HI	-1.04	-0.04 H	1.04 KL	-1	0.35 K	1.3 NO	-1.39	0 N

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 - A/B/C - D/E/F - G/H/I - J/K/L - M/N/O

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Q10 - As you may know, Premier League clubs are meeting on June 6th this year to vote on whether to stop using video assistant referees (VAR) from next season (2024/25) onwards following a proposal by Wolverhampton Wanderers. Do you think Premier League clubs VOTE TO STOP to stop using VAR from next season onwards or vote to keep it?

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

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION				
		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)	MILLENIALS (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%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
Premier clubs should vote to stop using VAR from next season	353	250	102	38	54	73	73	114	93	146	114	44	104	103	101	213	140	353	122	108	58	64
	44%	44%	43%	32%	33%	47% cd	51% cd	51% cd	33%	49% h	51% h	32%	40%	50% kl	50% kl	45%	42%	44% t	50% qtu	50% qtu	33%	38%
Premier clubs should vote to keep VAR from next season	318	237	77	63	80	59	41	76	143	100	76	75	111	62	70	196	122	318	81	70	83	84
	40%	42% b	33%	53% efg	48% fg	38%	29%	34%	50% ij	33%	34%	54% mn	43% m	30%	35%	41%	37%	40% rs	33%	33%	48% qrs	50% qrs
No preference	103	56	47	16	24	20	19	23	40	39	23	17	35	29	21	52	50	103	36	28	24	14
	13%	10%	20% a	14%	15%	13%	13%	11%	14%	13%	11%	12%	14%	14%	10%	11%	15%	13%	15%	13%	14%	8%
Don't know	32	21	11	2	6	5	11	8	8	15	8	3	9	11	8	14	18	32	8	9	9	6
	4%	4%	5%	1%	4%	3%	8% c	4%	3%	5%	4%	2%	4%	5%	4%	3%	5%	4%	3%	4%	5%	3%

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

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Table 9

Q10 - As you may know, Premier League clubs are meeting on June 6th this year to vote on whether to stop using video assistant referees (VAR) from next season (2024/25) onwards following a proposal by Wolverhampton Wanderers. Do you think Premier League clubs VOTE TO STOP to stop using VAR from next season onwards or vote to keep it?

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

	TOTAL	MARITAL STATUS: MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILDREN: YES (d)	NO (e)	EDUCATION: GRADUATES (f)	NON GRADUATES (g)	WORKING STATUS: WORKING (h)	NOT WORKING (i)	ETHNICITY: WHITE (j)	ETHNIC MINORITY (k)	GE 2019: CONSERVATIVE (l)	LABOUR (m)	LIBERAL DEMOCRATS (n)	OTHER (o)	REF 2016: REMAIN (p)	LEAVE (q)	VOTE ON VAR: VOTE TO STOP (A)	VOTE TO KEEP (B)	NO PREF/ DON'T KNOW (C)	VOTE ON VAR IF CHANGES: VOTE TO STOP (D)	VOTE TO KEEP (E)	NO PREF/ DON'T KNOW (F)	QUALITY OF DECISIONS: POSITIVE (G)	NEGATIVE (H)	NEITHER/ DON'T KNOW (I)	EXPERIENCE MATCH GOING FANS: POSITIVE (J)	NEGATIVE (K)	NEITHER/ DON'T KNOW (L)	FOOTBALL OVERALL: POSITIVE (M)	NEGATIVE (N)	NEITHER/ DON'T KNOW (O)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	340	321	131	280	391	121	286	329	177	243	395	154	304	340	148
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	353	318	135	285	391	130	279	349	178	241	407	158	300	357	150
WEIGHTED BASE	100%	54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	44%	40%	17%	35%	48%	16%	35%	43%	22%	30%	50%	20%	37%	44%	19%
Premier clubs should vote to stop using VAR from next season	353	205	107	41	110	243	120	233	265	88	302	51	121	122	23	25	150	157	353	-	-	254	69	30	56	237	60	57	267	29	55	265	33
	44%	47% b	37%	49%	39%	46%	40%	46%	45%	41%	48% k	29%	47%	45%	49%	44%	46%	52%	100% BC	-	-	89% EF	18%	23%	20%	68% GI	34% G	24%	66% JL	18%	18%	74% MO	22%
Premier clubs should vote to keep VAR from next season	318	160	129	30	123	195	141	178	239	79	214	98	98	100	19	21	134	96	-	318	-	23	286	9	181	72	65	151	88	79	202	50	67
	40%	37%	45%	36%	44%	37%	47% g	35%	40%	37%	34%	56% j	38%	37%	40%	37%	41%	32%	-	100% AC	-	8%	73% DF	7%	65% HI	21%	36%	63% KL	22%	50%	67% NO	14%	45%
No preference	103	56	40	7	37	66	34	69	71	32	81	21	32	39	3	5	29	39	-	-	103	5	28	70	32	30	41	26	37	39	34	29	39
	13%	13%	14%	8%	13%	13%	11%	14%	12%	15%	13%	12%	13%	14%	6%	9%	9%	13%	-	-	76% AB	2%	7%	53% DF	11%	9%	23% GH	11%	9%	25% K	11%	8%	26% MN
Don't know	32	15	11	5	9	22	6	26	19	13	28	4	6	10	3	6	15	9	-	-	32	2	8	22	10	10	12	7	14	11	8	12	11
	4%	3%	4%	7%	3%	4%	2%	5% f	3%	6%	5%	2%	2%	4%	6%	10% l	4%	3%	-	-	24% AB	1%	2%	17% DE	4%	3%	7%	3%	3%	7%	3%	3%	7% M

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 - A/B/C - D/E/F - G/H/I - J/K/L - M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.

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Table 10

Q11 - Now imagine a scenario where changes were made to how VAR was used so that it was used less often and decisions were made more quickly. In these circumstances do you think Premier League clubs VOTE TO STOP to stop using VAR from next season onwards or vote to keep it?

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

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		GOVERNMENT OFFICE REGION				
		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)	MILLENIALS (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%	29%	15%*	20%	19%	18%	27%	35%	37%	27%	17%	32%	25%	25%	59%	41%	100%	31%	27%	22%	21%
Premier clubs should vote to keep VAR from next season	391	291	95	60	90	66	66	109	150	132	109	74	127	92	98	231	160	391	112	88	101	90
	48%	52% b	40%	51%	54% e	42%	46%	49%	53% i	44%	49%	53%	49%	45%	49%	49%	48%	48%	45%	41%	58% qrs	54% s
Premier clubs should vote to stop using VAR from next season	285	202	83	40	47	60	53	85	87	113	85	46	87	75	77	170	115	285	93	81	50	61
	35%	36%	35%	34%	29%	38%	37%	38%	31%	37%	38%	33%	33%	37%	38%	36%	35%	35%	37%	38%	29%	36%
No preference	103	55	47	18	20	28	17	19	38	45	19	19	37	28	19	61	42	103	35	38	17	13
	13%	10%	20% a	15%	12%	18% g	12%	9%	14%	15% j	9%	14%	14%	14%	9%	13%	13%	13% u	14%	17% qu	10%	8%
Don't know	28	16	11	1	7	3	8	9	8	11	9	1	10	10	7	14	14	28	8	10	5	5
	3%	3%	5%	1%	4%	2%	6% c	4%	3%	4%	4%	1%	4%	5% k	4%	3%	4%	3%	3%	5%	3%	3%

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

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Table 11

Q11 - Now imagine a scenario where changes were made to how VAR was used so that it was used less often and decisions were made more quickly. In these circumstances do you think Premier League clubs VOTE TO STOP to stop using VAR from next season onwards or vote to keep it?

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

	TOTAL	MARITAL STATUS			CHILDREN IN HOUSEHOLD		EDUCATION		WORKING STATUS		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		VOTE ON VAR			VOTE ON VAR IF CHANGES			IMPACT OF VAR — THE QUALITY OF DECISIONS MADE BY MATCH OFFICIALS			THE EXPERIENCE OF MATCH GOING FANS			FOOTBALL OVERALL		
		MARRIED/LIVING AS	SINGLE	WID/DIV/SEP	YES	NO	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	VOTE TO STOP	VOTE TO KEEP	NO PREF/DON'T KNOW	VOTE TO STOP	VOTE TO KEEP	NO PREF/DON'T KNOW	POSITIVE	NEGATIVE	NEITHER/DON'T KNOW	POSITIVE	NEGATIVE	NEITHER/DON'T KNOW	POSITIVE	NEGATIVE	NEITHER/DON'T KNOW
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
UNWEIGHTED BASE	792	437	270	85	292	500	421	371	585	207	608	177	251	271	53	57	335	284	340	321	131	280	391	121	286	329	177	243	395	154	304	340	148
WEIGHTED BASE	806	435	287	83*	279	527	300	506	594	212	625	174	257	270	48*	56*	328	301	353	318	135	285	391	130	279	349	178	241	407	158	300	357	150
	100%	54%	36%	10%*	35%	65%	37%	63%	74%	26%	78%	22%	32%	34%	6%*	7%*	41%	37%	44%	40%	17%	35%	48%	16%	35%	43%	22%	30%	50%	20%	37%	44%	19%
Premier clubs should vote to keep VAR from next season	391	209	142	40	134	257	160	231	289	102	280	105	130	128	22	20	162	138	69	286	36	-	391	-	188	120	82	145	163	83	204	111	75
	48%	48%	49%	48%	48%	49%	53% g	46%	49%	48%	45%	60% j	51% o	47%	46%	35%	50%	46%	20%	90% AC	27%	-	100% DF	-	67% HI	35%	46% H	60% K	40%	52% K	68% NO	31%	50% N
Premier clubs should vote to stop using VAR from next season	285	162	91	31	102	183	103	182	211	74	235	49	91	98	19	27	121	119	254	23	7	285	-	-	52	184	49	57	200	27	55	202	27
	35%	37%	32%	38%	36%	35%	34%	36%	35%	35%	38% k	28%	35%	36%	39%	48%	37%	39%	72% BC	7%	6%	100% EF	-	-	19%	53% GI	28% G	24%	49% JL	17%	19%	57% MO	18%
No preference	103	52	44	7	36	67	33	70	78	25	84	19	30	35	6	7	34	34	25	8	69	-	-	103	29	36	37	32	31	40	33	31	39
	13%	12%	15%	8%	13%	13%	11%	14%	13%	12%	13%	11%	12%	13%	13%	13%	11%	11%	7% B	3%	52% AB	-	-	79% DE	11%	10%	21% GH	13%	8%	25% JK	11%	9%	26% MN
Don't know	28	13	10	5	8	20	5	23	17	11	26	2	6	9	1	2	10	10	5	1	22	-	-	28	10	9	9	7	13	8	8	12	8
	3%	3%	4%	6%	3%	4%	2%	5% f	3%	5%	4%	1%	2%	3%	2%	4%	3%	3%	1%	*	16% AB	-	-	21% DE	4%	3%	5%	3%	3%	5%	3%	3%	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 - v/w - x/y - A/B/C - D/E/F - G/H/I - J/K/L - M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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