

IPSOS VAR

May 2024



Half of English football fans think that VAR has had a negative impact on the experience of match going fans

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

■ Positive

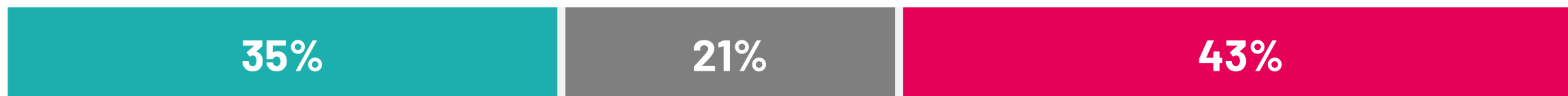
■ Neither

■ Negative

Football overall



The quality of decisions made by match officials



The experience of match going fans

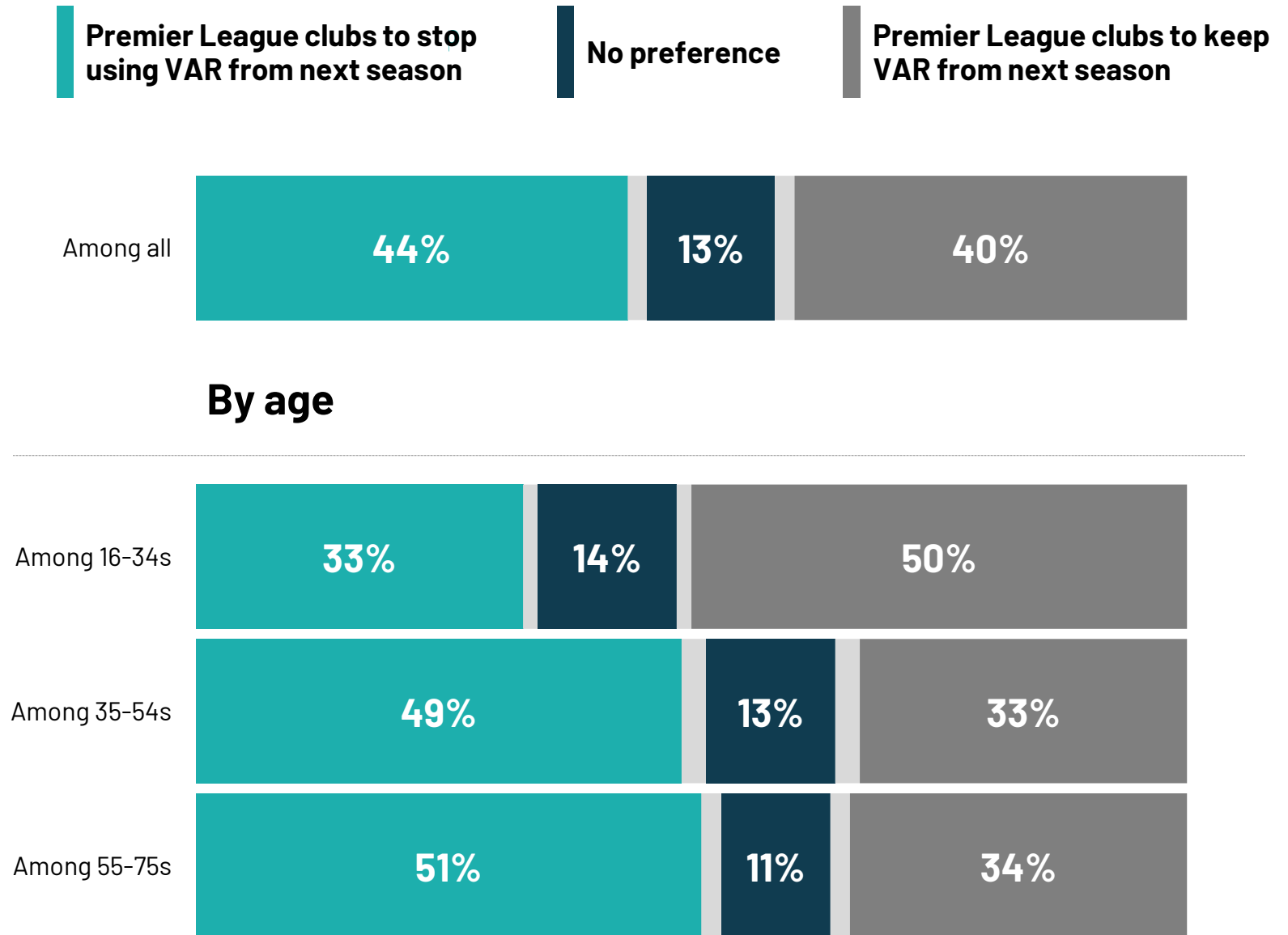


Base: 792 Online British adults aged 16-75 in England who say they are football fans, 17-20 May 2024

Younger football fans are more supportive of keeping VAR than older football fans

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 to stop using VAR from next season onwards or vote to keep it?

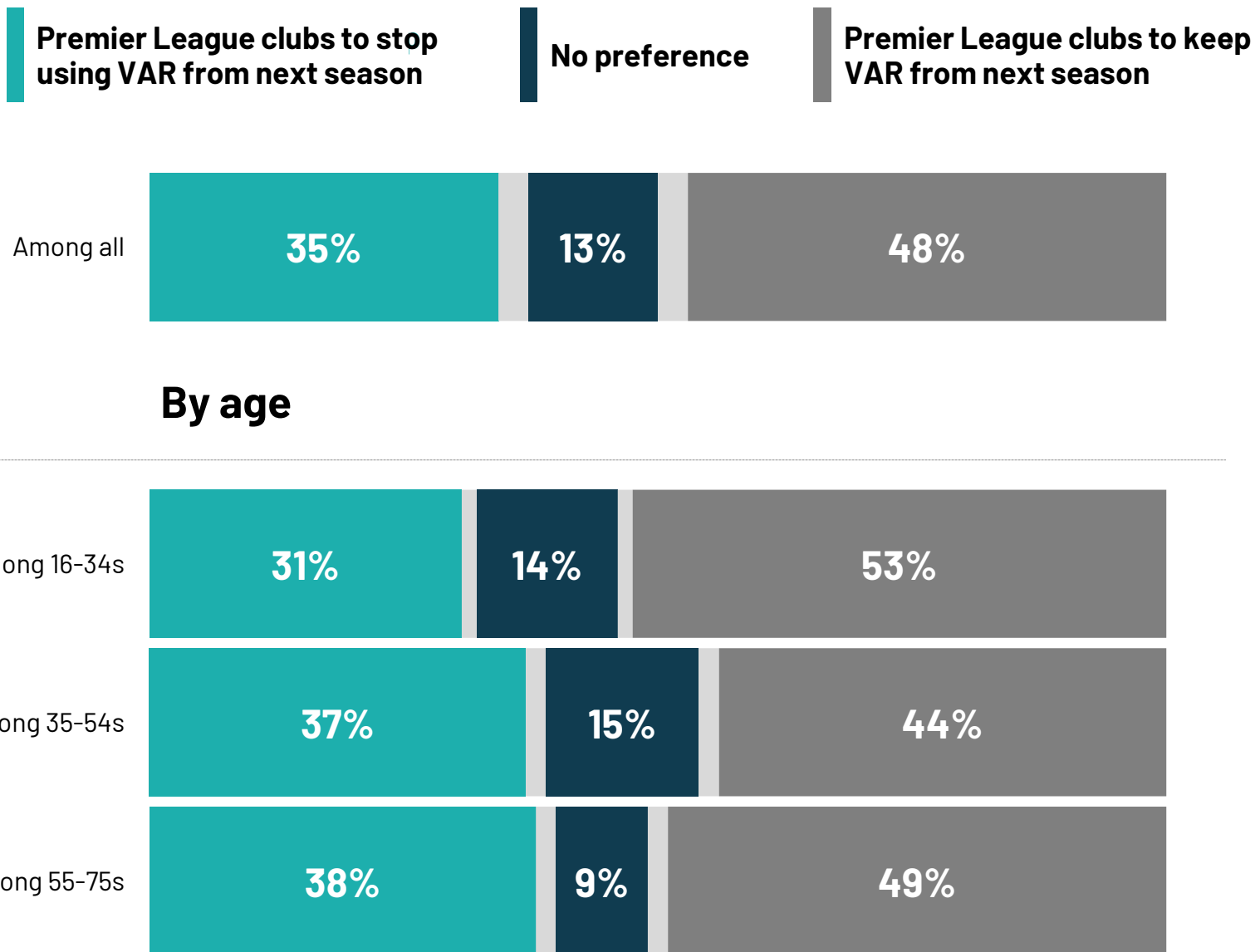
Base: 792 Online British adults aged 16-75 in England who say they are football fans, including (282) 16-34s, (301) 35-54s, (209) 55-75s, 17-20 May 2024



Almost half of football fans would support VAR staying in Premier League if it was used less often and was quicker

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 to stop using VAR from next season onwards or vote to keep it?

Base: 792 Online British adults aged 16-75 in England who say they are football fans, Including (282) 16-34s, (301) 35-54s, (209) 55-75s, 17-20 May 2024



Fans are more likely to support keeping VAR if it was quicker and used less often

Premier League clubs to stop using VAR from next season

No preference

Premier League clubs to keep VAR from next season

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 to stop using VAR from next season onwards or vote to keep it?

44%

13%

40%

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 to stop using VAR from next season onwards or vote to keep it?

35%

13%

48%

Base: 792 Online British adults aged 16-75 in England who say they are football fans, including (606) who are fans of teams in the Premier League 17-20 May 2024

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