

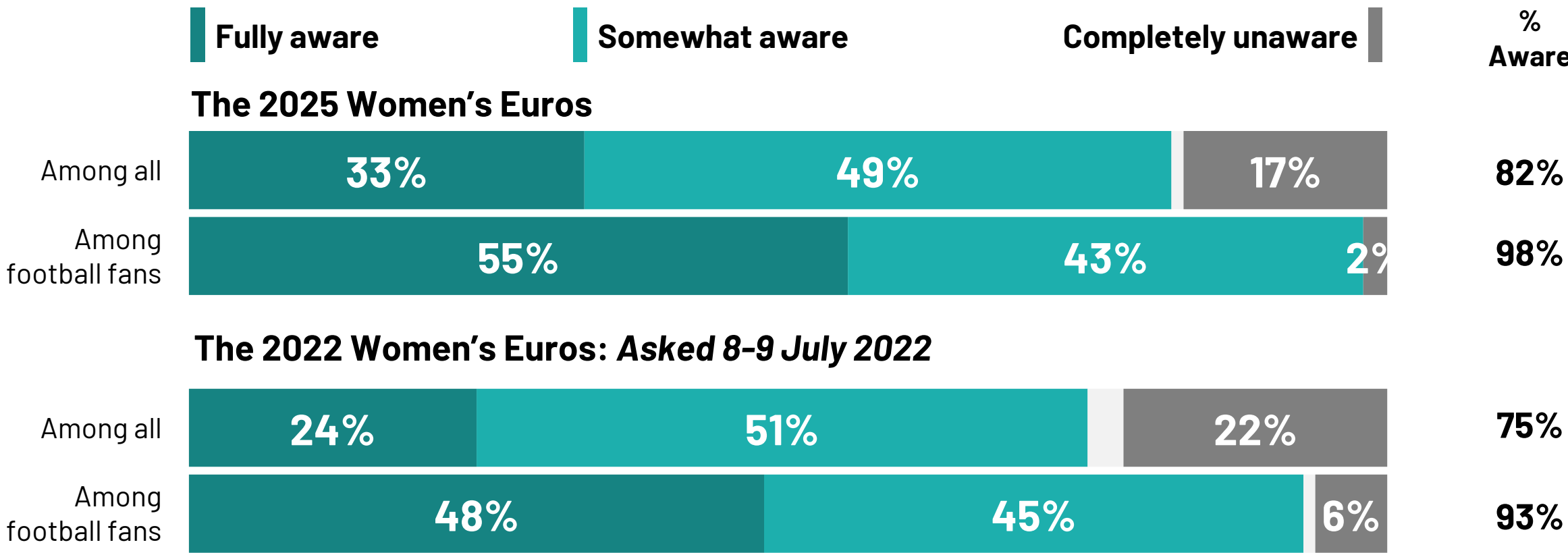
# Ipsos Women's Euros

July 2025



# 8 in 10 Britons are aware of the 2025 Women’s Euros (after two qualifying rounds) – slightly higher than after the first qualifying round in the 2022 tournament

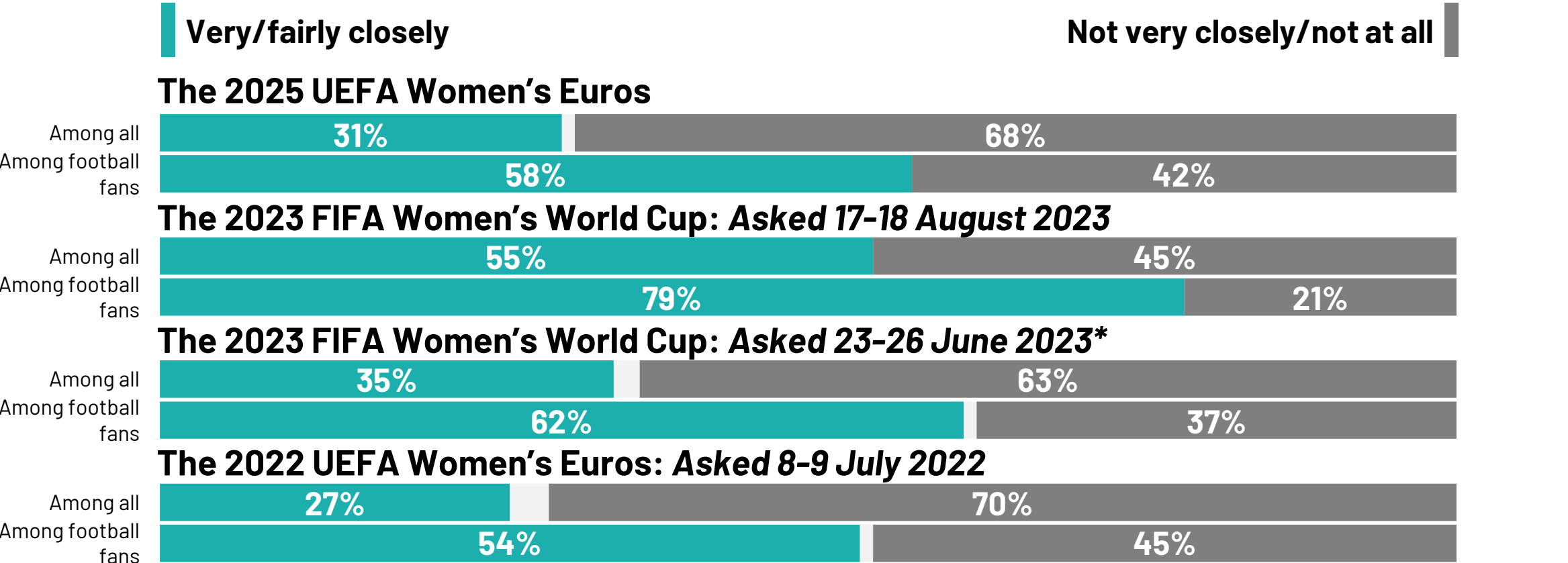
Prior to this survey, how would you best describe your awareness of the 2025 UEFA Women’s European Championship football tournament?



Base: 1,023 Online British adults aged 18-75, including (507) who described themselves as a football fan, 9-10 July 2025

# Around three in ten British adults, and around six in ten football fans are following the Women's Euros closely

How closely, if at all, have you followed the 2025 UEFA Women's European Championship football tournament, held in Switzerland?

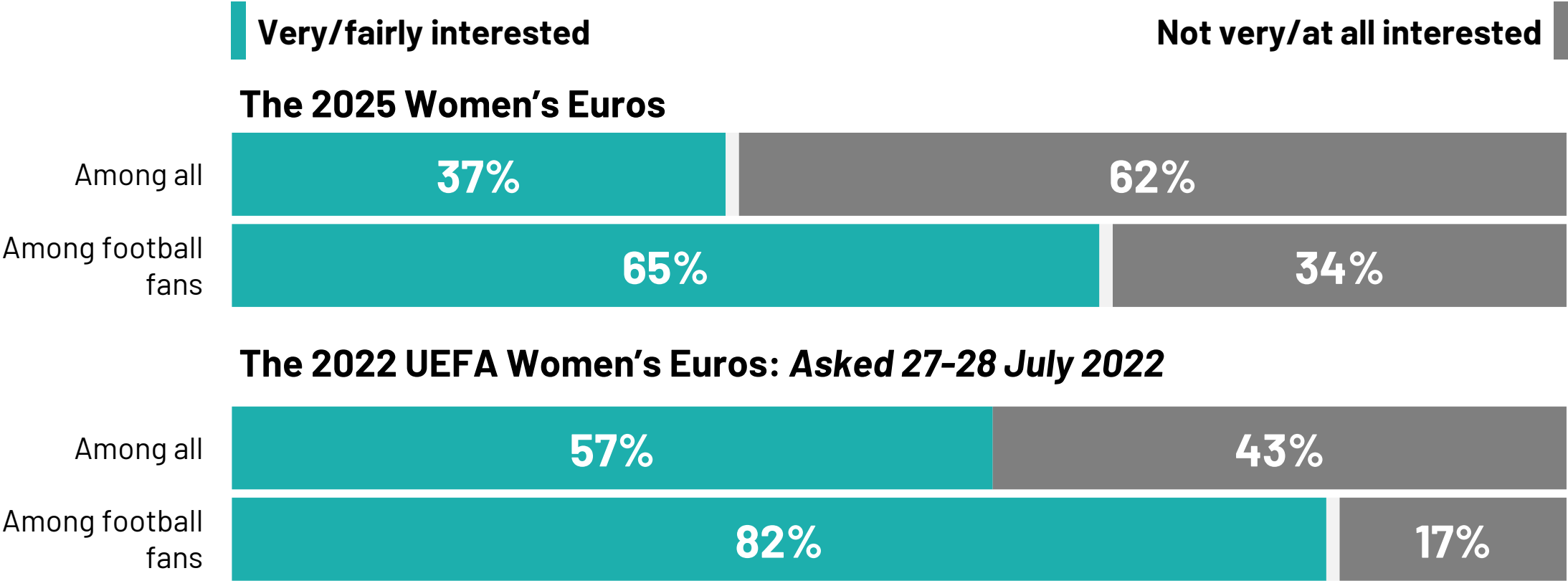


Base: 1,023 Online British adults aged 18-75, including (507) who described themselves as a football fan, 9-10 July 2025. \* Note slight change in question wording. In June 2023 the question was: How closely, if at all, do you plan on following the 2023 FIFA Women's World Cup, to be held in Australia/New Zealand?



# Two thirds of football fans are interested in the Women's Euros

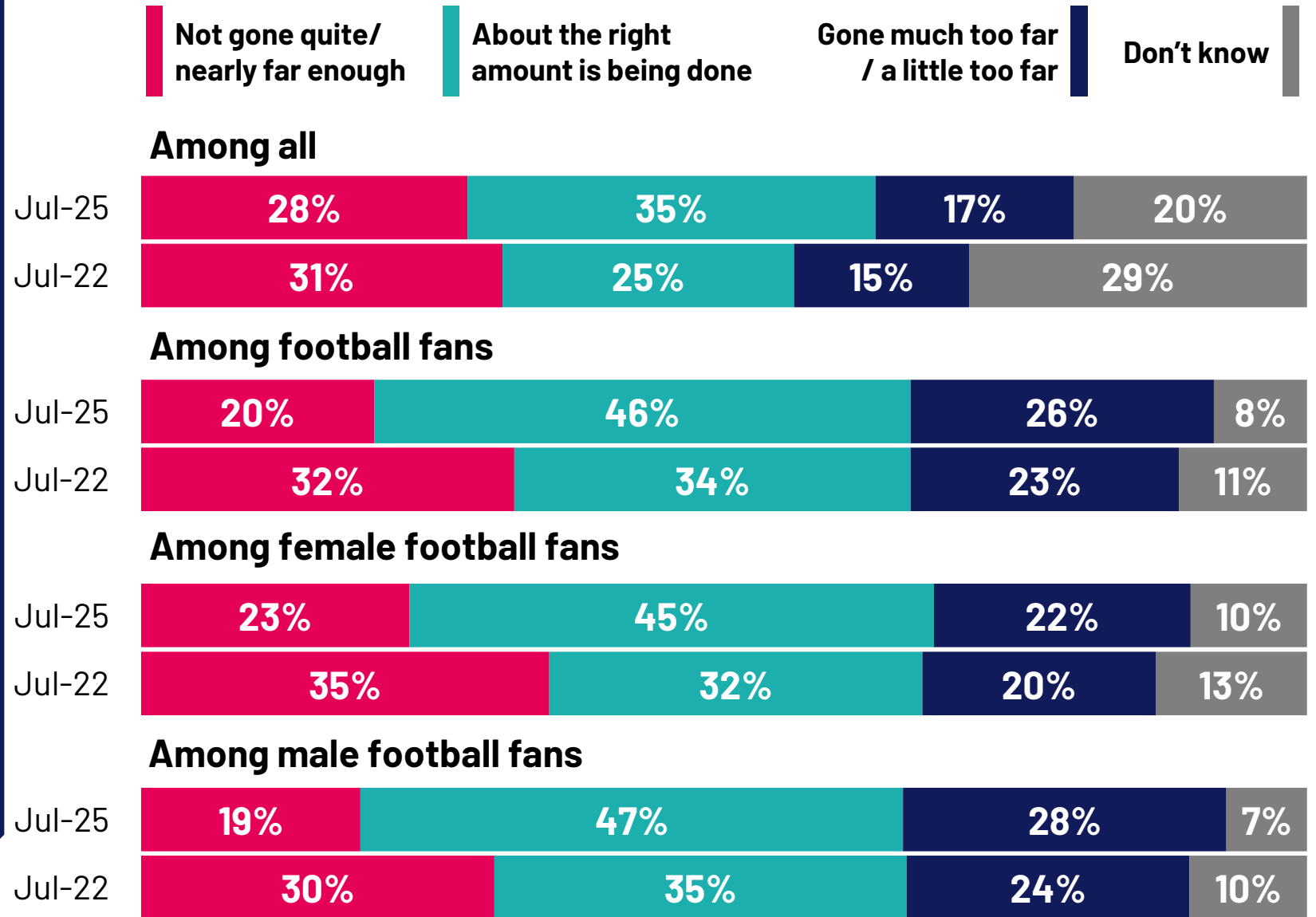
How interested, if at all, are you in the ongoing 2025 UEFA Women's European Championship football tournament?



Base: 1,023 Online British adults aged 18-75, including (507) who described themselves as a football fan, 9-10 July 2025

# Football fans, both male and female, are more likely to think the about the right amount is being done to tackle sexism in football compared to in July 2022

Thinking about football as a whole, both men's and women's, to what extent, do you think the efforts to tackle sexism in football have gone too far or not far enough, if either?



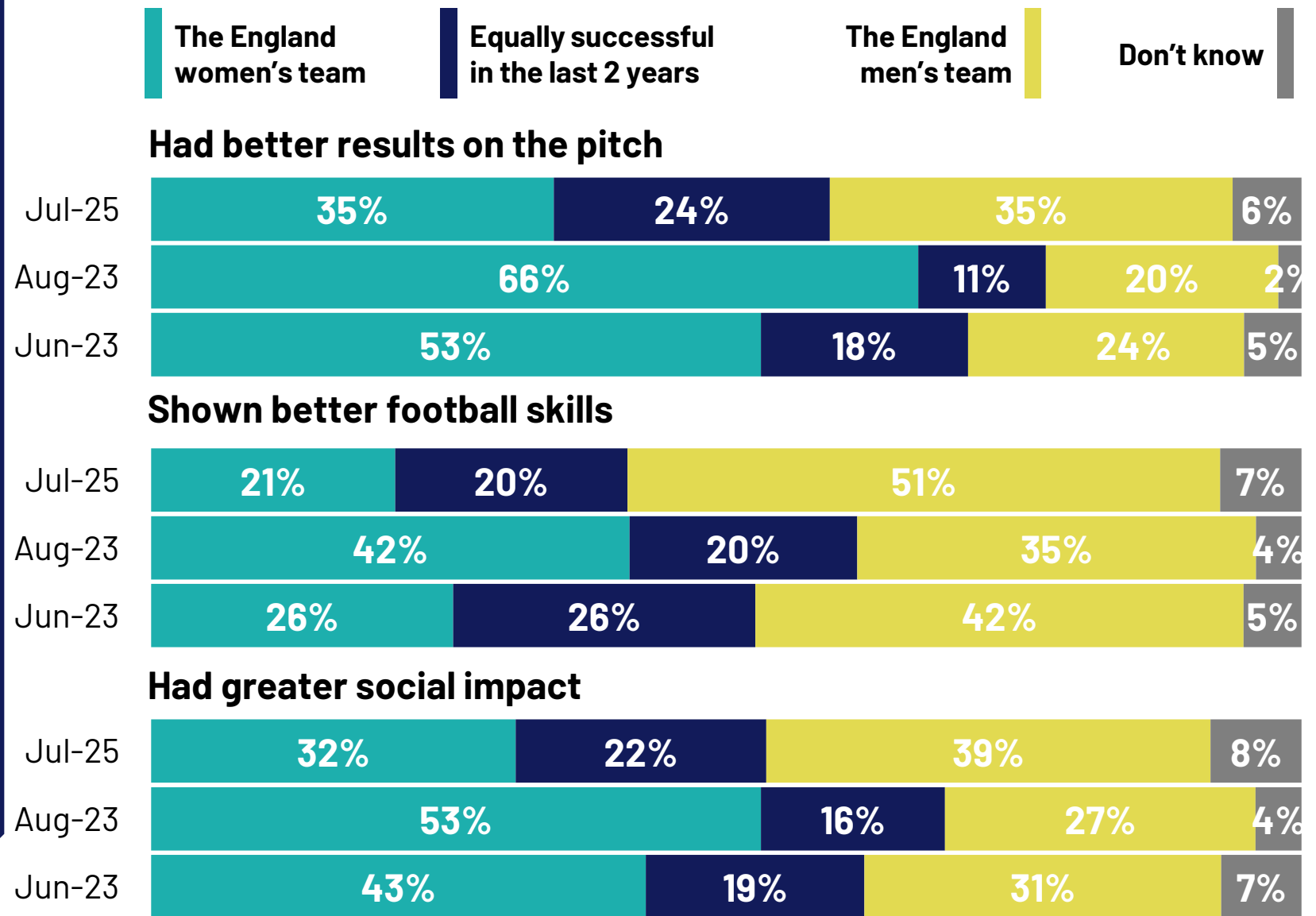
**Base: 1,023** Online British adults aged 18-75, including (507) who described themselves as a football fan, (328) male football fans, and (176) female football fans, 9-10 July 2025

July 2022 fieldwork dates: 8-9 July 2022.

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**English football fans are divided on whether the men's or women's team have had the better results or greater social impact in the past two years. Fans tend to think the men's team shows better football skills**

Over the past two years, which England football team, if any do you believe has...?. **Among English football fans**



**Base: 439** Online adults aged 18-75 who are English football fans, 9-10 July 2025



July 2025  
Women's Euros

**For more information**

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