



Table 1
Q27 - Would you describe yourself as a football fan, or not?

Base: All adults aged 18-75 in Great Britain

	Gender			Age					Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the game
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lib	Lib Dem	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	
UNWEIGHTED BASE	7023	412	313	60	188	216	290	373	240	136	234	119	41	96	353	212	117	206	601	411	341	100	174	373	30	114	61	483	34	107	136	146	413
WEIGHTED BASE	3223	302	113	115*	133	183	187	149	242	217	233	181*	49**	88*	335	319	179	144	312	301	331	177	119	118	81*	113*	85*	215	144	480	129	147	119
I would describe myself as a football fan	480	329	147	51	121	93	81	134	115	114	91	97	19	44	354	126	293	180	214	266	373	109	64	206	36	61	35	208	179	480	329	147	119
	47%	66%	29%	44%	63%	50%	43%	39%	48%	43%	40%	66%	39%	49%	51%	38%	51%	42%	59%	40%	45%	58%	40%	61%	45%	46%	37%	49%	51%	100%	100%	100%	83%
I would not describe myself as a football fan	454	138	314	46	54	71	97	186	110	129	115	39	23	38	277	177	237	217	124	330	390	56	75	118	36	59	58	187	145	-	-	-	47
	44%	27%	61%	40%	28%	38%	52%	54%	45%	48%	50%	27%	48%	43%	40%	54%	41%	49%	34%	50%	47%	32%	47%	35%	45%	44%	62%	44%	42%	-	-	-	13%
Neither	86	34	52	15	16	21	9	26	17	21	24	10	7	7	61	25	45	41	24	62	68	17	19	14	8	13	2	30	25	-	-	-	16
	8%	7%	10%	13%	8%	11%	5%	7%	7%	8%	10%	7%	14%	8%	9%	8%	9%	7%	9%	8%	10%	12%	12%	4%	10%	10%	2%	7%	7%	-	-	-	4%
Don't know	3	3	-	3	-	-	-	-	-	3	-	-	-	-	3	-	3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	3%	-	3%	-	-	-	-	-	1%	-	-	-	-	4	-	3%	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Percent: Columns Totals (2% 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/z/A - B/C - D/E/P
Overlap formula used. * small base; ** very small base (under 30) ineligible for sig testing
(Prevalence date was 16-75)
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
Q27 - Prior to this survey, how would you best describe your awareness of the 2025 UEFA Women's European Championship football tournament.

Base: All adults aged 18-75 in Great Britain

	Gender			Age					Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote			Whether a football fan			Interested in the game
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dem	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female			
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)			
UNBOUGHT BASE	7023	412	513	60	188	216	286	371	240	136	234	119	43	96	353	242	117	206	661	421	341	220	274	373	26	214	61	483	247	336	146	413			
BOUGHT BASE	2023	502	513	115*	111	183	187	149	242	217	233	181*	49**	88*	555	318	179	444	312	551	331	177	118	318	81*	113*	85*	425	344	480	329	147	230		
Fully aware (i.e., had heard the tournament was happening, and have some knowledge of specifics such as fixtures, teams, etc.)	334	205	126	36	79	62	54	104	75	101	61	62	12	25	242	93	214	120	149	185	270	61	59	137	99	26	20	147	130	263	185	77	230		
	33%	41%	25%	31%	41%	34%	29%	30%	30%	38%	26%	42%	25%	29%	30%	28%	37%	27%	41%	28%	33%	35%	37%	40%	49%	19%	21%	34%	37%	55%	56%	53%	67%		
Somewhat aware (i.e., had heard the tournament was happening, but don't have any knowledge of specifics such as fixtures, teams, etc.)	506	229	274	54	82	85	103	282	110	114	237	65	32	43	349	257	284	222	267	318	421	80	80	270	37	79	15	329	260	209	237	67	326		
	49%	46%	53%	47%	43%	40%	55%	52%	54%	43%	55%	41%	64%	49%	50%	48%	49%	50%	46%	51%	51%	45%	51%	50%	45%	59%	58%	53%	46%	43%	42%	46%	31%		
Completely unaware	169	61	106	17	30	35	30	58	35	45	43	24	5	17	97	73	75	94	44	126	129	15	18	32	5	27	21	52	56	11	7	4	7		
	17%	12%	21%	15%	16%	19%	16%	17%	15%	17%	19%	16%	10%	19%	14%	22%	13%	21%	12%	19%	16%	20%	11%	9%	6%	23%	22%	12%	16%	2%	2%	2%	2%		
Don't know	14	7	7	8	-	2	-	4	4	6	-	-	-	3	8	0	5	0	2	11	10	-	1	-	-	1	0	2	-	-	-	-	1		
	1%	1%	1%	7%	-	1%	-	1%	2%	2%	-	-	-	4%	1%	0%	1%	0%	1%	2%	3%	-	1%	-	-	1%	-	1%	-	-	-	-	*		

Proportions/Means: Columns Tested (3% 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/z/A - B/C - D/E/F
Overlap formulae used. * small base; ** very small base (under 30) ineligible for kg testing
(Previous data was 16-75)
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
Q27 - How closely, if at all, have you followed the 2025 UEFA Women's European Championship football tournament, held in Switzerland?

Base: All adults aged 18-75 in Great Britain

	Gender			Age					Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the game		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male		Yes female	
UNWEIGHED BASE	3523	1812	1711	60	181	311	1000	1711	340	315	234	119	41	90	101	242	117	200	601	411	141	100	144	323	30	114	41	403	34	107	115	141	111	111
WEIGHED BASE	3523	1812	1711	111*	111	115	117	145	242	217	215	141*	41**	11*	101	242	117	244	117	411	141	100	144	323	30	114	41	403	34	107	115	141	111	111
(A) Very closely	98	65	33	1	45	27	9	12	21	25	19	25	1	7	11	9	69	23	11	17	74	24	20	46	10	4	1	46	37	93	63	28	11	11
	10%	13%	6%	4%	24%	14%	1%	3%	9%	9%	8%	17%	2%	4%	11%	3%	12%	6%	1%	17%	6%	9%	14%	13%	15%	12%	3%	3%	11%	11%	19%	19%	19%	28%
(B) Fairly closely	224	118	105	30	111	111	111	111	52	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111
	22%	27%	16%	26%	31%	25%	18%	16%	22%	24%	14%	33%	20%	16%	26%	13%	28%	17%	1	14%	117	171	47	15%	14%	11%	30	11	92	111	111	111	111	111
(C) Not very closely	316	149	164	53	111	111	111	111	76	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111
	31%	30%	32%	46%	17%	21%	12%	31%	32%	34%	30%	22%	31%	22%	28%	30%	29%	33%	29%	34%	35%	29%	37%	21%	36%	31%	26%	28%	30%	24%	27%			
(D) Will not follow at all	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111
	37%	30%	44%	22%	28%	28%	46%	48%	38%	31%	41%	27%	47%	51%	41%	48%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%
Mean	2.04	2.23	1.85	2.12	2.51	2.26	1.82	1.74	2.01	2.11	1.89	2.4	1.78	1.8	2.2	1.89	2.17	1.86	2.15	1.87	1.99	2.29	2.04	2.15	2.27	1.75	1.75	2.09	2.08	2.64	2.62	2.67	1.08	
Very/ fairly closely	321	165	156	31	111	111	111	111	74	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111
	31%	40%	23%	30%	55%	40%	23%	19%	31%	34%	22%	58%	22%	24%	39%	15%	38%	23%	46%	23%	30%	40%	28%	46%	39%	26%	34%	14%	14%	14%	14%	14%	14%	
Not very/ at all closely	688	299	389	78	111	145	280	111	168	174	174	73	38	67	411	277	358	341	194	504	584	103	114	111	111	111	111	111	111	111	111	111	111	111
	68%	60%	76%	68%	43%	77%	81%	69%	69%	69%	78%	50%	78%	71%	61%	85%	62%	77%	54%	76%	70%	58%	72%	54%	61%	74%	83%	67%	65%	42%	43%	38%	17%	
Don't know	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Proportions/Means: Column Totals (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/z - A - B/C - D/E/F
Chi-square formula used. * = small base ** very small base (under 30) ineligible for sig testing
(Previous data was 16-75)
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Table 4
Q06 - How interested, if at all, are you in the ongoing 2025 UEFA Women's European Championship football tournament?

Base: All adults aged 18-75 in Great Britain

	Gender								Age								Region								Employment Status				Social Grade		Education		Ethnicity		GE 2024 Vote							EU Ref Vote			Whether a football fan			Interested in the game
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female																
		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)														
UNWEIGHTEG BASE	3523	1812	1711	500	1000	1110	1110	1803	340	330	330	1110	43	90	1015	240	117	89	601	412	141	100	244	373	50	114	40	403	347	107	110	141	110															
WEIGHTEG BASE	3723	1922	1801	515	1115	1115	1115	1803	242	217	210	140*	40**	80*	1015	310	170	444	112	611	111	177	113	318	81*	111*	81*	415	348	410	110	147	114															
(A) Very interested	154	82	62	10	68	83	115	22	88	84	27	40	5	10	117	17	107	47	98	17	121	12	22	80	17	13	7	68	96	144	60	53	114															
	15%	18%	12%	14%	14%	18%	18%	8%	16%	13%	17%	27%	10%	11%	20%	5%	18%	11%	27%	9%	15%	16%	14%	24%	21%	8%	8%	16%	16%	16%	27%	16%	41%															
(B) Fairly interested	220	115	82	24	42	58	89	60	51	61	42	61	8	18	142	58	148	72	91	129	170	50	33	95	18	23	17	101	81	168	115	51	220															
	21%	21%	16%	21%	22%	20%	21%	17%	21%	23%	18%	28%	17%	18%	23%	18%	28%	16%	25%	18%	20%	28%	21%	28%	18	17%	18%	24%	23%	35%	35%	35%	59%															
(C) Not very interested	245	98	146	46	27	40	48	84	52	69	68	28	12	18	152	92	126	119	69	176	193	47	40	67	23	24	34	102	63	84	61	22	-															
	24%	19%	28%	40%	14%	22%	25%	24%	21%	26%	29%	19%	25%	18%	22%	28%	22%	27%	19%	27%	27%	27%	25%	20%	29%	18%	30%	24%	18%	17%	19%	15%	-															
(D) Not at all interested	384	171	212	23	54	53	85	180	101	95	91	24	47	47	184	160	188	200	103	202	146	42	62	96	21	73	37	153	145	81	60	21	-															
	39%	34%	43%	20%	28%	28%	44%	32%	42%	36%	40%	23%	88%	51%	14%	40%	33%	46%	28%	44%	42%	24%	39%	28%	20%	55%	38%	38%	42%	17%	18%	14%	-															
Mean	2.13	2.3	1.97	2.3	2.66	2.38	1.51	1.79	2.11	2.13	2.03	2.58	1.89	1.87	2.29	1.79	2.3	1.91	2.11	1.92	2.08	2.43	2.1	2.47	2.39	1.81	1.95	2.2	2.14	2.79	2.72	2.93	1.41															
	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5															
Very/ fairly interested	374	217	144	40	115	89	14	82	89	86	69	11	21	21	190	75	216	119	189	188	295	83	56	27%	36	21	24	170	117	111	20%	104	194															
	37%	45%	28%	31%	58%	48%	29%	24%	37%	36%	30%	5%	27%	29%	41%	23%	44%	27%	52%	28%	35%	47%	35%	52%	45%	27%	26%	40%	40%	65%	62%	71%	100%															
	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8															
Not very/ at all interested	619	268	346	69	80	95	133	264	152	165	159	65	36	63	186	253	134	325	171	468	539	89	102	163	45	97	71	254	208	164	121	43	-															
	62%	53%	71%	60%	42%	50%	71%	76%	63%	62%	69%	44%	73%	71%	56%	77%	54%	73%	47%	71%	65%	50%	64%	48%	55%	73%	74%	60%	60%	34%	37%	28%	-															
	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9															
Don't know	10	7	3	6	1	3	-	-	-	7	2	1	-	-	10	-	10	-	2	8	1	6	1	-	-	1	-	1	1	4	4	-	-															
	1%	1%	1%	1%	-	2%	-	-	-	3%	1%	1%	-	-	1%	-	1%	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	1%	-	-	-														

Proportions/Means: Column Totals (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/z - A - B/C - D/E/F
Chi-square formula used. * = small base ** very small base (under 30) not reliable for sig testing
(Previous data was 16-75)
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
Q27 - 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: All adults aged 18-75 in Great Britain

			Gender		Age										Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the Rugby
			Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dem	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female					
	TOTAL		(n)	(n)																																		
UNWEIGHTED BASE	3223		1612	1611	60	180	310	390	343	340	150	230	110	43	90	161	240	137	200	601	421	141	100	144	373	30	114	61	401	34	107	135	141	111				
WEIGHTED BASE	3223		1612	1611	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111				
(2) Game much too far	74		46	28	5	14	16	12	26	16	12	19	18	1	8	17	17	11	23	31	43	62	11	12	26	9	20	2	16	27	10	17	11					
	7%		3%	5%	5%	7%	9%	7%	8%	7%	5%	8%	12%	1%	9%	8%	1%	6%	5%	9%	5%	7%	6%	8%	8%	3%	11%	2%	8%	8%	10%	11%	9%	8%				
(3) Game a little too far	96		65	32	12	36	17	5	26	23	25	10	20	2	12	77	20	50	37	43	53	69	25	14	33	9	14	4	41	35	75	55	21	65				
	9%		13%	6%	11%	19%	9%	3%	7%	9%	9%	4%	17%	4%	13%	11%	6%	10%	8%	12%	8%	8%	14%	9%	10%	11%	14%	4%	10%	10%	16%	17%	14%	17%				
(5) The right amount is being done	363		200	161	18	70	70	77	108	85	105	69	56	20	28	274	89	198	165	129	235	297	64	68	135	29	48	21	139	138	222	154	66	173				
	35%		40%	31%	33%	37%	38%	41%	31%	35%	40%	30%	38%	42%	32%	39%	30%	27%	34%	37%	36%	35%	36%	43%	40%	36%	36%	22%	33%	40%	46%	47%	45%	46%				
(6-7) Not some easier far enough	202		78	123	43	33	29	38	60	45	61	54	36	9	17	128	74	130	92	77	125	164	55	34	76	17	11	23	91	59	70	42	26	67				
	20%		16%	24%	37%	17%	15%	20%	17%	19%	23%	23%	11%	18%	19%	18%	23%	19%	21%	19%	20%	34	22%	23%	22%	8%	24%	21%	17%	15%	13%	18%	18%					
(8-21) Not some easier far enough	81		33	45	9	11	14	16	31	18	16	30	11	3	4	47	33	50	31	36	45	61	18	3	24	10	5	16	41	19	27	19	7	17				
	8%		7%	9%	8%	8%	8%	8%	9%	7%	8%	11%	7%	0%	4%	7%	10%	9%	7%	10%	7%	7%	10%	3%	7%	12%	4%	11%	10%	14%	6%	6%	5%	5%				
Mean	-0.15		0.13	-0.34	-0.36	0.06	-0.05	-0.27	-0.18	-0.13	-0.19	-0.37	0.18	-0.35	0.05	-0.06	-0.38	-0.1	-0.2	-0.14	-0.15	-0.14	-0.15	-0.01	-0.14	-0.34	0.37	-0.7	-0.17	-0.03	0.12	0.16	0.04	0.07				
Game too far (NET)	170		111	58	17	51	33	17	52	30	37	29	43	2	20	184	37	130	60	74	96	131	37	27	59	12	38	6	78	62	125	92	33	96				
	17%		22%	11%	13%	20%	18%	9%	15%	16%	14%	13%	29%	3%	23%	19%	11%	19%	14%	20%	15%	18%	17%	17%	18%	13%	29%	18%	18%	24%	28%	22%	23%	28%				
Not game far enough (NET)	283		112	169	52	68	43	54	91	63	76	84	27	12	21	116	107	160	128	113	171	226	53	37	103	27	16	38	132	76	97	61	33	84				
	28%		22%	33%	45%	23%	23%	29%	26%	26%	29%	37%	18%	23%	24%	25%	33%	28%	31%	26%	27%	30%	24%	30%	34%	12%	40%	31%	23%	20%	19%	23%	23%	22%				
Don't know	206		80	126	7	27	38	59	95	55	48	48	21	15	19	112	95	111	96	47	159	178	23	26	41	13	32	30	76	69	36	22	15	21				
	20%		16%	25%	6%	14%	21%	21%	27%	23%	18%	21%	14%	30%	22%	16%	29%	19%	22%	13%	24%	21%	13%	16%	12%	16%	24%	31%	18%	20%	8%	7%	10%	1%				

Proportions/Means: Column Totals (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

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

(Previous data was 16-75)

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 8

Q8F - Over the past two years, which international football team, if any, do you believe has...? - Summary table

Base: All adults aged 18-75 in Great Britain

	Had better results on the pitch	Shown better football skills	Had greater social impact
UNWEIGHTED BASE	1023	1023	1023
WEIGHTED BASE	1023	1023	1023
The men's team	220 21%	328 32%	250 24%
The women's team	349 34%	226 22%	312 31%
Equally successful in the last 2 years	183 18%	185 18%	182 18%
Don't know	271 26%	285 28%	278 27%

(Previous data was 16-75)

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 9
Q87_3 - Over the past two years, which international football team, if any, do you believe has...? - Had better results on the pitch

Base: All adults aged 18-75 in Great Britain

	Gender		Age										Region										Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the Rugby																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
			18-24					25-34					45-54					55-75					North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lib	Lib Dem	Reform UK		Other party	Remain	Leave	Yes all	Yes male	Yes female																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	65-75	18-24	25-34	35-44	45-54	55-75	65-75	18-24	25-34	35-44	45-54	55-75	65-75	18-24	25-34	35-44	45-54	55-75	65-75	18-24	25-34	35-44	45-54	55-75	65-75	18-24	25-34	35-44	45-54	55-75	65-75	18-24	25-34	35-44	45-54	55-75	65-75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)

Proportions/Means: Columns Totals (3% 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/z/A - B/C - D/E/F

Overlap formula used: * small base; ** very small base (under 30) ineligible for kg testing

(Previous data was 16-75)

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
Q87_2 - Over the past two years, which international football team, if any, do you believe has...? - Shown better football skills

Base: All adults aged 18-75 in Great Britain

			Gender		Age										Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the game
	TOTAL	n	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dem	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	Yes				
UNREGISTERED BASE	7023		412	313	6	188	312	1200	371	240	112	234	1178	43	96	105	242	137	206	601	411	343	1000	124	323	36	114	61	483	347	1057	335	141	111	117	114		
REGISTERED BASE	3723		202	113	115*	111	183	187	345	242	117	212	161*	49**	88*	105	312	173	244	312	101	311	177	118	118	81*	113*	85*	425	146	480	175	117	114				
The men's team	3128		222	102	50	159	86	53	100	81	66	69	68	13	31	235	98	104	134	117	101	262	61	156	123	18	13	18	126	122	245	185	98	141				
	32%		64%	20%	41%	31%	38%	28%	29%	33%	23%	30%	47%	27%	35%	34%	28%	34%	30%	10%	29%	32%	34%	37%	37%	24%	40%	22%	30%	35%	51%	56%	39%	38%				
The women's team	226		87	137	30	25%	48	31	45	53	72	58	75	63	23	8	5	149	77	125	101	63	163	179	45	35	76	30	16	26	107	69	95	37	104			
	22%		17%	27%	26%	25%	17%	24%	21%	22%	28%	27%	16%	16%	5%	21%	24%	22%	23%	18%	25%	22%	28%	22%	23%	32%	12%	27%	25%	20%	20%	17%	25%	28%				
Equally successful in the last 2 years	183		87	96	15	46	37	33	54	49	47	35	24	8	22	140	44	117	68	84	101	151	33	29	77	15	23	15	80	68	101	60	41	108				
	18%		17%	19%	13%	24%	20%	18%	16%	20%	18%	15%	17%	13%	24%	20%	14%	20%	15%	23%	15%	18%	19%	19%	23%	19%	17%	16%	19%	20%	21%	18%	28%	29%				
Don't know	265		106	176	21	39	50	56	119	60	79	63	31	21	31	0	113	143	141	3	207	239	37	35	62	36	41	34	111	89	38	27	14	18				
	28%		21%	34%	18%	20%	27%	30%	34%	25%	30%	27%	21%	42%	35%	25%	34%	23%	32%	22%	31%	29%	21%	22%	18%	20%	31%	36%	26%	26%	8%	8%	7%	5%				

Proportions/Means: Columns Tested (3% 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/z/A - B/C - D/E/F

Overlap formula used: * small base; ** very small base (under 30) ineligible for sig testing

(Previous data was 16-75)

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
Q87_3 - Over the past two years, which international football team, if any, do you believe has...? - Had greater social impact

Base: All adults aged 18-75 in Great Britain

	Gender				Age					Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the team
	TOTAL	Male	Female		18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lib	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	Yes
UNREGISTERED BASE	3223	1612	1611		80	188	312	396	371	340	115	234	118	41	96	161	242	117	205	661	412	241	100	124	323	96	114	61	483	347	107	135	141	410
REGISTERED BASE	3223	1612	1611	115*	111	183	187	145		242	217	210	161*	69**	88*	1615	319	173	644	312	1615	311	177	113	118	81*	113*	85*	415	146	410	175	147	114
The men's team	260	136	124	38	13	61	17	61	63	68	48	46	62	5	25	181	68	149	101	100	100	142	64	16	168	17	14	17	109	81	111	115	45	112
	24%	13%	16%	33%	28%	33%	20%	18%		26%	18%	20%	42%	10%	28%	28%	21%	26%	23%	28%	23%	22%	16%	21%	32%	21%	25%	18%	26%	24%	18%	41%	31%	30%
The women's team	312	131	177	8	36	101	44	65	113	70	105	86	80	12	10	211	102	165	147	99	213	268	43	53	99	31	16	16	117	113	144	90	52	100
	31%	26%	35%	31%	29%	24%	35%	33%		29%	39%	37%	37%	24%	11%	30%	31%	29%	33%	27%	32%	32%	24%	34%	29%	41%	27%	37%	32%	33%	30%	27%	35%	40%
Equally successful in the last 2 years	182	98	85	19	48	30	26	60		44	45	34	29	11	20	119	43	124	59	82	100	143	14	35	71	8	25	12	70	67	108	72	36	95
	18%	19%	16%	17%	23%	16%	14%	17%		18%	17%	15%	20%	22%	22%	20%	19%	21%	13%	23%	15%	17%	19%	22%	21%	10%	19%	13%	16%	19%	23%	22%	24%	23%
Don't know	278	107	169	21	36	49	59	113		65	67	64	25	22	34	6	113	141	117	81	187	238	16	17	60	23	18	10	110	84	47	33	14	16
	27%	21%	33%	19%	19%	27%	32%	33%		27%	25%	28%	17%	44%	19%	24%	35%	24%	31%	22%	30%	29%	20%	24%	18%	29%	29%	12%	26%	24%	10%	10%	10%	4%

Proportions/Means: Columns Tested (3% 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/z/A - B/C - D/E/F
Overlap formula used. * small base; ** very small base (under 30) ineligible for sig testing
(Previous data was 16-75)

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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25-054105-01 - FOOTBALL
9-10TH JULY 2025
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10 Jul 2025

Table 12

Q8FE - Over the past two years, which England international football team, if any, do you believe has...? - Summary table

Base: All adults aged 18-75 in England

	Had better results on the pitch	Shown better football skills	Had greater social impact
UNWEIGHTED BASE	884	884	884
WEIGHTED BASE	886	886	886
The England men's team	183 21%	283 32%	221 25%
The England women's team	333 38%	214 24%	291 33%
Equally successful in the last 2 years	153 17%	156 18%	152 17%
Don't know	217 24%	233 26%	222 25%

(Previous data was 16-75)

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
QBFF_1 - Over the past two years, which England international football team, if any, do you believe has...? - Had better results on the pitch

Base: All adults aged 18-75 in England

			Gender										Age										Region										Employment Status				Social Grade				Education				Ethnicity				GE 2024 Vote						EU Ref Vote				Whether a football fan				Interested in the team																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

Proportions/Means: Columns Totals (3% 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/z/A - B/C - D/E/F

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

(Previous data was 16-75)

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 1A
QBFF_2 - Over the past two years, which England international football team, if any, do you believe has...? - Shown better football skills

Base: All adults aged 18-75 in England

	Region																Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the Euros
	Gender		Age						Region						Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group		Minority ethnic groups		Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland							group	groups	group	groups											
UNREGISTERED BASE	808	411	405	68	107	130	140	163	240	110	210	110*	-	-	109	212	110	106	111	101	107	100	107	100	101	111*	107	100	100	100	100	100	100	100	100
REGISTERED BASE	818	415	403	100*	115	139*	145	205	242	117	213	110*	**	**	109	210	110	106	111	101	107	100	107	100	101	111*	107	100	100	100	100	100	100	100	
The England men's team	283	138	82	47	52	65	63	81	81	66	69	68	-	-	205	78	117	106	118	106	118	106	118	106	118	106	118	106	118	106	118	106	118	106	
	32%	60%	19%	47%	31%	38%	26%	27%	33%	23%	30%	47%	-	-	34%	27%	35%	28%	39%	28%	32%	34%	37%	36%	23%	44%	17%	29%	35%	51%	58%	36%	39%		
The England women's team	214	82	129	27	45	30	41	71	53	75	63	23	-	-	141	73	116	98	56	158	168	44	A	A	28	15	25	97	68	88	53	35	97		
	24%	19%	29%	27%	27%	19%	25%	24%	22%	28%	27%	16%	-	-	24%	25%	23%	26%	19%	27%	24%	27%	35	35	38%	13%	39%	28%	21%	21%	18%	28%	29%		
Equally successful in the last 2 years	156	71	85	10	35	31	32	47	49	47	35	24	-	-	118	37	101	55	69	87	127	29	28	66	12	20	10	64	60	85	51	34	93		
	18%	16%	19%	10%	21%	20%	19%	16%	20%	18%	15%	17%	-	-	20%	13%	20%	15%	23%	15%	18%	18%	18%	23%	17%	17%	16%	19%	19%	20%	17%	28%	28%		
Don't know	233	85	147	15	33	37	50	97	60	79	63	31	-	-	8	97	116	117	5	176	191	34	34	51	14	31	18	85	80	30	20	10	15		
	26%	19%	33%	15%	20%	24%	30%	33%	25%	30%	27%	21%	-	-	23%	34%	23%	31%	19%	30%	27%	21%	22%	17%	20%	27%	28%	24%	25%	7%	7%	8%	4%		

Proportions/Means: Columns Totals (3% 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/z/A - B/C - D/E/F
Overlap formula used. * small base; ** very small base (under 30) ineligible for sig testing
(Previous data was 16-75)

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
QBFF_3 - Over the past two years, which England international football team, if any, do you believe has...? - Had greater social impact

Base: All adults aged 18-75 in England

	Demographics																				Engagement & Interest																							
	Gender				Age								Region								Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the team					
	Male		Female		18-24		25-34		35-44		45-54		55-75		North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female						
	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)		(n)	(%)			
UNREGISTERED BASE	806	413	406	50	107	130	107	130	107	130	107	130	107	130	240	115	210	115	-	-	107	210	115	115	210	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	
REGISTERED BASE	818	415	443	100*	115	130*	105	115*	105	115*	105	115*	105	115*	242	210	210	115*	**	**	109	210	115	115	210	115	115	115*	115	210	115*	115*	64*	117	115	115	115	115	115	115	115	115	115	115
The England men's team	222	148	71	37	48	54	32	50	63	48	46	62	-	-	102	58	118	83	88	113	119	59	31	99	13	53	6	87	77	163	125	37	108	163	125	37	108	163	125	37	108			
	25%	14%	16%	38%	20%	34%	19%	17%	26%	18%	20%	42%	-	-	27%	20%	27%	22%	29%	23%	22%	36%	20%	34%	18%	28%	14%	25%	24%	39%	43%	30%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
The England women's team	291	123	164	31	40	42	60	109	70	105	86	90	-	-	104	97	152	139	85	206	248	41	53	85	33	36	33	124	110	132	83	47	139	132	83	47	139	132	83	47	139			
	33%	28%	37%	31%	29%	27%	36%	37%	29%	39%	37%	21%	-	-	32%	34%	30%	37%	29%	35%	35%	23%	34%	29%	45%	30%	52%	36%	34%	32%	29%	38%	32%	29%	38%	32%	29%	38%	32%	29%	38%			
Equally successful in the last 2 years	152	80	72	15	42	26	21	48	44	45	34	29	-	-	117	35	108	44	70	82	117	29	33	60	7	22	6	56	58	91	61	30	78	91	61	30	78	91	61	30	78			
	17%	18%	16%	15%	25%	16%	13%	16%	18%	17%	15%	20%	-	-	20%	12%	21%	12%	23%	14%	16%	18%	21%	21%	10%	18%	10%	16%	18%	22%	21%	24%	23%	21%	24%	23%	21%	24%	23%	21%	24%			
Don't know	222	84	137	16	27	37	52	90	65	67	64	25	-	-	126	96	113	110	145	166	185	33	37	47	30	27	16	81	75	31	22	10	15	31	22	10	15	31	22	10	15			
	25%	19%	31%	10%	16%	23%	32%	30%	27%	25%	28%	17%	-	-	21%	34%	22%	28%	19%	28%	26%	21%	24%	16%	16%	27%	23%	23%	23%	23%	8%	7%	8%	4%	4%	8%	7%	8%	4%	4%				

Proportions/Means: Columns Totals (3% 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/z/A - B/C - D/E/F
Overlap formula used. * small base; ** very small base (under 30) ineligible for kg testing
(Previous data was 16-75)
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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10 Jul 2025

Table 16

Q8SE - Over the past two years, which Scotland international football team, if any, do you believe has...? - Summary table

Base: All adults aged 18-75 in Scotland

	Had better results on the pitch	Shown better football skills	Had greater social impact
UNWEIGHTED BASE	98	98	98
WEIGHTED BASE	88	88	88
The Scotland men's team	28 32%	31 35%	25 28%
The Scotland women's team	10 11%	5 5%	10 11%
Equally successful in the last 2 years	18 20%	22 24%	20 22%
Don't know	33 37%	31 35%	34 39%

(Previous data was 16-75)

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
QB57_1 - Over the past two years, which Scotland international football team, if any, do you believe has...? - Had better results on the pitch

Base: All adults aged 18-75 in Scotland

	Gender			Age					Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref. Vote		Whether a football fan			Interested in the game
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female		
		(N)	(%)	(%)	(N)	(%)	(N)	(%)	(%)	(N)	(%)	(N)	(%)	(N)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	
Unregistered base	76	51	45	2	13	26	33	12	10	11	11	11	11	10	50	33	40	33	34	33	82	18	6	32	33	32	21	40	32	22	22	22	22	
Registered base	88*	62**	45*	6**	16**	18**	12**	22**	1*	1*	1*	1*	1*	1*	58*	30*	65*	62**	62*	38**	25*	11**	1**	31**	6**	6**	22**	13*	14**	41*	28**	10**	21*	
The Scotland men's team	28	18	13	2	6	4	6	10	-	-	-	-	-	28	20	8	13	14	14	14	28	5	1	12	1	1	8	20	9	18	6	30	8	
	32%	30%	34%	24%	31%	24%	46%	33%	-	-	-	-	-	32%	34%	27%	29%	34%	27%	38%	30%	44%	46%	37%	21%	9%	35%	34%	25%	17%	23%	63%	31%	
The Scotland women's team	10	8	2	2	4	2	1	1	-	-	-	-	-	10	8	1	4	6	9	1	9	1	*	4	*	-	*	6	*	9	8	1	4	
	11%	19%	4%	25%	23%	9%	9%	3%	-	-	-	-	-	11%	14%	5%	8%	15%	17%	3%	12%	5%	11%	14%	6%	-	1%	10%	3%	21%	28%	8%	17%	
Equally successful in the last 2 years	18	9	8	-	6	6	2	4	-	-	-	-	-	18	11	7	10	7	9	9	14	4	1	5	2	-	5	12	4	12	8	4	11	
	20%	22%	19%	-	31%	33%	14%	14%	-	-	-	-	-	20%	18%	24%	23%	18%	17%	24%	18%	37%	32%	17%	36%	-	23%	20%	25%	28%	31%	24%	44%	
Don't know	33	12	19	4	3	6	4	16	-	-	-	-	-	33	20	13	18	14	20	13	30	1	*	10	2	8	9	21	7	6	5	1	2	
	37%	29%	43%	51%	15%	35%	31%	50%	-	-	-	-	-	37%	33%	44%	40%	34%	39%	35%	40%	13%	12%	32%	37%	91%	40%	36%	47%	14%	19%	6%	7%	

Proportions/Means: Columns Totals: 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/z - A/B/C - D/E/F
Overlap formulae used: * small base; ** very small base (under 30) ineligible for kg testing
(Previous data was 16-75)
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
QB5_2 - Over the past two years, which Scotland international football team, if any, do you believe has...? - Shown better football skills

Base: All adults aged 18-75 in Scotland

|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

Proportions/Means: Columns Totals - 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/z/A - B/C - D/E/F
Overlap formulae used: * small base; ** very small base (under 30) ineligible for kg testing
(Previous data was 16-75)
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Table 19
QB57_3 - Over the past two years, which Scotland international football team, if any, do you believe has...? - Had greater social impact
Base: All adults aged 18-75 in Scotland

			Gender		Age								Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote		Whether a football fan			Interested in the team
			Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	Yes				
	TOTAL		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)			
UNWEIGHED BASE	76		51	45	11	17	26	33	32	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22				
WEIGHED BASE	88*		62**	45*	8**	16**	18**	12**	12**	**	**	**	**	**	88*	52*	52**	65*	62**	52*	52**	25*	11**	1**	11**	6**	6**	22**	10*	14**	41*	28**	10**	21*				
The Scotland men's team	26		15	9	-	8	9	9	-	-	-	-	-	-	26	16	9	10	15	11	14	19	4	1	4	1	8	20	9	14	8	6	8					
	28%		36%	21%	-	31%	25%	41%	30%	-	-	-	-	-	28%	27%	31%	21%	33%	21%	25%	41%	33%	13%	59%	9%	38%	34%	21%	32%	27%	40%	26%					
The Scotland women's team	10		5	4	2	4	1	1	1	-	-	-	-	-	10	7	2	5	4	9	1	10	-	-	6	*	-	2	8	-	9	5	4	7				
	11%		12%	9%	24%	23%	7%	9%	4%	-	-	-	-	-	11%	12%	8%	12%	10%	17%	3%	13%	-	-	18%	3%	-	14%	-	20%	18%	22%	27%	29%				
Equally successful in the last 2 years	20		9	11	2	6	4	4	4	-	-	-	-	-	20	16	4	12	8	11	9	15	5	2	11	-	-	3	11	4	12	8	4	10				
	22%		22%	23%	25%	31%	22%	29%	14%	-	-	-	-	-	22%	27%	13%	26%	18%	22%	23%	20%	43%	56%	35%	-	-	15%	18%	30%	27%	27%	27%	39%				
Don't know	34		13	21	4	3	8	3	17	-	-	-	-	-	34	20	14	19	16	20	14	32	2	*	10	2	8	8	20	7	9	7	2	2				
	39%		30%	46%	51%	15%	40%	22%	53%	-	-	-	-	-	39%	34%	49%	40%	37%	40%	37%	43%	16%	12%	33%	37%	91%	37%	34%	50%	21%	27%	11%	6%				

Proportions/Means: Columns Totals: 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/z/A - B/C - D/E/F
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25-054105-01 - FOOTBALL
9-10TH JULY 2025
IPSOS

10 Jul 2025

Table 20

Q8SW - Over the past two years, which Wales international football team, if any, do you believe has...? - Summary table

Base: All adults aged 18-75 in Wales

	Had better results on the pitch	Shown better football skills	Had greater social impact
UNWEIGHTED BASE	41	41	41
WEIGHTED BASE	49	49	49
The Wales men's team	9 19%	13 27%	5 10%
The Wales women's team	7 13%	8 16%	12 24%
Equally successful in the last 2 years	12 25%	8 15%	11 22%
Don't know	21 43%	21 42%	22 44%

(Previous data was 16-75)

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Table 21
QBFW_1 - Over the past two years, which Wales international football team, if any, do you believe has...? - Had better results on the pitch

Base: All adults aged 18-75 in Wales

	Gender			Age					Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote			Whether a football fan			Interested in the team
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lib	Lib Dems	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	Yes	
		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
UNREGISTERED BASE	14	7	7	1	3	3	1	1	1	1	1	1	1	1	10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
REGISTERED BASE	49*	24**	25**	1**	6**	7**	1**	1**	**	**	**	**	6**	**	17**	17**	23**	23**	12**	17**	45**	6**	***	16**	2**	6**	10**	10**	12**	12**	13**	11**	6**	13*
The Wales men's team	9	6	3	1	1	2	-	5	-	-	-	-	9	-	6	3	3	6	3	6	8	1	*	6	-	1	1	4	5	8	6	2	6	
	19%	24%	14%	17%	12%	28%	-	30%	-	-	-	-	19%	-	17%	26%	13%	24%	25%	17%	17%	40%	100%	38%	-	9%	15%	19%	40%	41%	53%	23%	44%	
The Wales women's team	7	2	4	1	1	1	3	*	-	-	-	-	7	-	4	3	4	3	2	4	6	1	-	4	*	1	-	3	1	2	1	1	3	
	13%	9%	18%	20%	8%	11%	35%	2%	-	-	-	-	13%	-	10%	22%	16%	11%	18%	13%	16%	-	-	23%	18%	9%	-	17%	10%	10%	12%	7%	22%	
Equally successful in the last 2 years	12	7	6	1	1	1	5	6	-	-	-	-	12	-	9	3	4	8	3	10	11	1	-	1	1	3	1	4	3	7	1	5	5	
	25%	27%	24%	8%	8%	7%	50%	33%	-	-	-	-	25%	-	24%	28%	18%	31%	23%	26%	25%	32%	-	6%	33%	42%	13%	20%	29%	35%	10%	69%	33%	
Don't know	21	10	11	4	6	4	1	6	-	-	-	-	21	-	18	3	12	9	4	17	20	*	-	5	1	2	7	9	2	3	3	-	-	
	43%	40%	45%	55%	73%	56%	13%	34%	-	-	-	-	43%	-	48%	25%	52%	34%	33%	46%	45%	13%	-	33%	49%	39%	72%	44%	21%	14%	25%	-	-	

Proportions/Means: Columns Totals - 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/z/A - B/C - D/E/F
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Table 22
QBFW_2 - Over the past two years, which Wales international football team, if any, do you believe has...? - Shown better football skills

Base: All adults aged 18-75 in Wales

			Gender		Age						Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the Euros																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	TOTAL	%	Male	Female	18-24	25-34	35-44	45-54	55-75	AGE	North	Midlands	East	South	Greater London	Wales	Scotland	WORKING	NOT WORKING	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dem/s	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	Yes																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				

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Table 23
ORFV 3 - Over the next two years, which Wales international football team, if any, do you believe has...? - Had greater social impact

Base: All adults aged 18-75 in Wales

	Gender			Age					Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Whether a football fan			Interested in the team	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dem	Reform UK	Other party	Remain	Leave	Yes all	Yes male	Yes female	Yes
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	(30)	(31)	(32)	(33)
Unregistered base	74	35	39	17	23	27	31	37	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	
Registered base	45*	24**	21**	1**	0**	0**	0**	0**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**
The Wales men's team	5	3	2	1	-	2	-	2	-	-	-	-	5	-	3	2	1	3	1	3	4	5	*	4	-	-	*	2	2	4	3	2	2
	10%	10%	9%	8%	-	11%	-	11%	-	-	-	-	10%	-	8%	15%	6%	13%	11%	8%	9%	16%	100%	26%	-	-	4%	12%	20%	23%	23%	23%	18%
The Wales women's team	12	3	9	3	2	1	4	2	-	-	-	-	12	-	9	2	8	4	5	6	9	3	-	9	*	1	-	5	2	3	2	1	4
	24%	11%	37%	40%	27%	11%	39%	13%	-	-	-	-	24%	-	25%	21%	33%	16%	44%	17%	20%	71%	-	56%	18%	9%	-	26%	21%	16%	17%	15%	29%
Equally successful in the last 2 years	11	9	2	2	-	-	1	8	-	-	-	-	11	-	6	5	4	7	1	10	11	-	-	-	1	3	3	3	5	6	3	2	7
	22%	16%	8%	26%	-	-	15%	42%	-	-	-	-	22%	-	17%	39%	18%	26%	11%	26%	24%	-	-	-	33%	52%	28%	16%	42%	29%	31%	26%	52%
Don't know	22	10	11	2	6	4	4	6	-	-	-	-	22	-	19	3	10	12	4	17	21	*	-	3	1	2	7	9	2	6	3	3	-
	44%	42%	46%	22%	73%	58%	45%	34%	-	-	-	-	44%	-	50%	25%	43%	45%	34%	47%	47%	13%	-	18%	49%	39%	68%	46%	18%	32%	29%	36%	-

Proportions/Means: Columns Totals - 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/z/A - B/C - D/E/F
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