

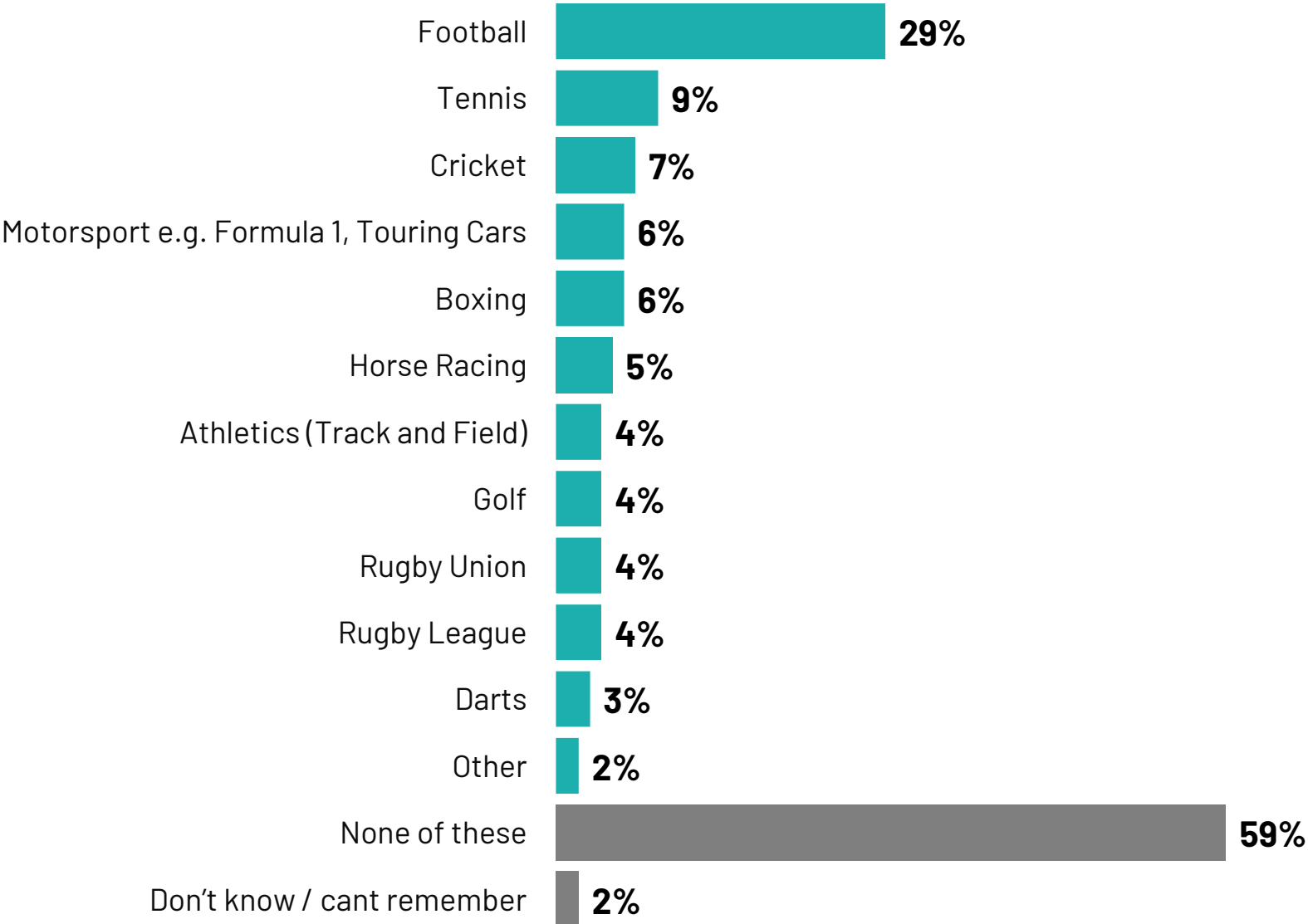
Ipsos Ticket prices for sports events

August 2025



Out of a list of sports, the public are most likely to have attended football in the past 12 months. However, 3 in 5 have not attended any of the list sports in the past 12 months

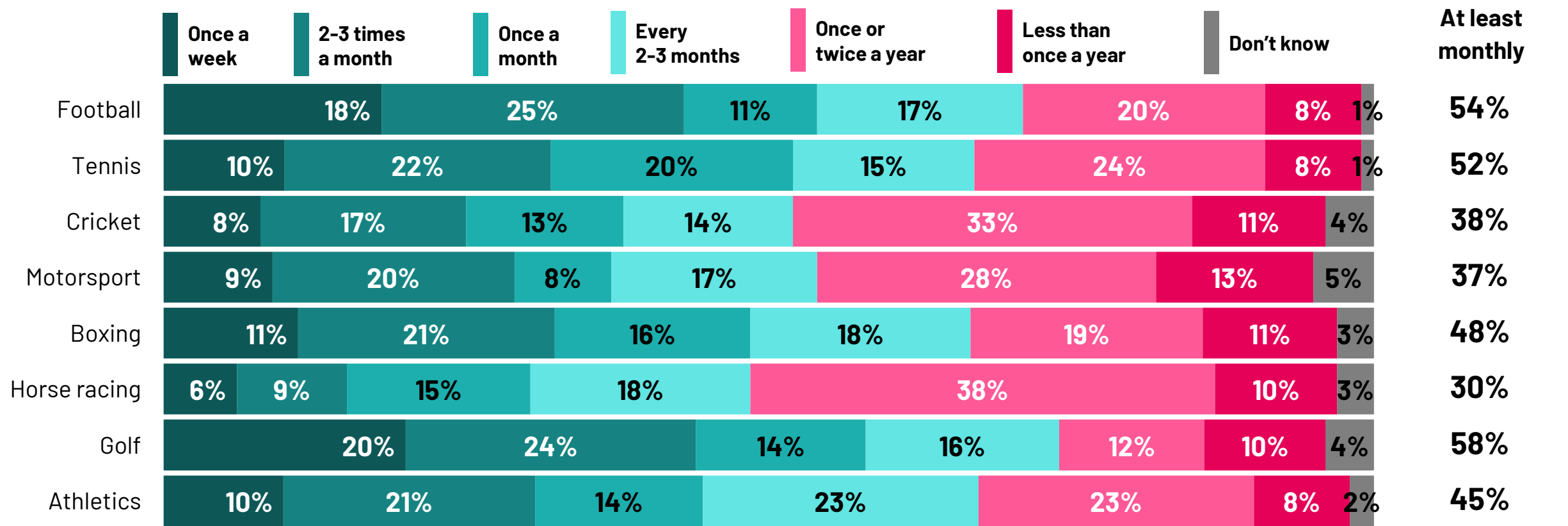
For which of the following sports, if any, have you attended a live event in the past 12 months?
Please select all that apply?



Base: 2176 Online British adults aged 16-75, 8-12 August 2025

Over half of those who have attended a football or tennis match in the past 12 months have attended at least monthly

You mentioned you have attended live events for the following sports in the past 12 months. How often, on average, do you attend each one?



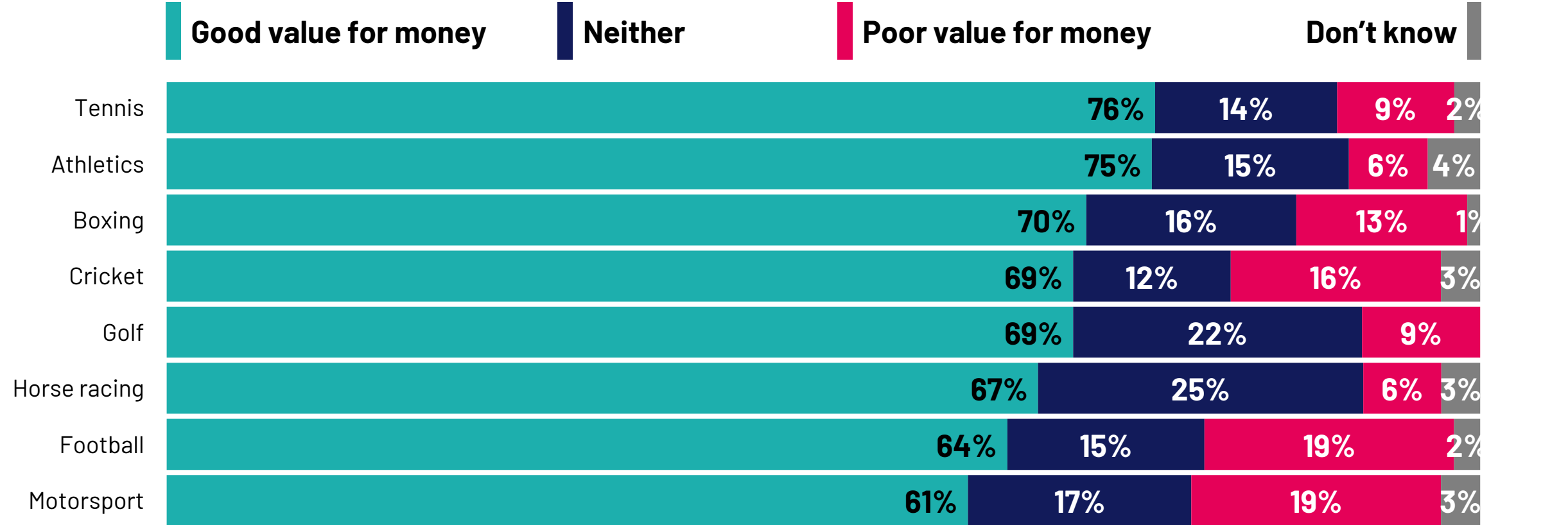
Base: 2176 Online British adults aged 16-75, including fans who attended the following sports in the past 12 months: Football (701), Tennis (234), Cricket (165), Motorsport (145), Boxing (140), Horse Racing (125), Golf (120), and Athletics (117), 8-12 August 2025

* The chart is ranked by the number of people who attended each sport. Sports where less than 100 respondents attended in the past year are not displayed on the charts. Full data can be found in the tables



Britons who have attended a sporting event in the past 12 months, are most likely to say that the prices of the tickets offered good value for money

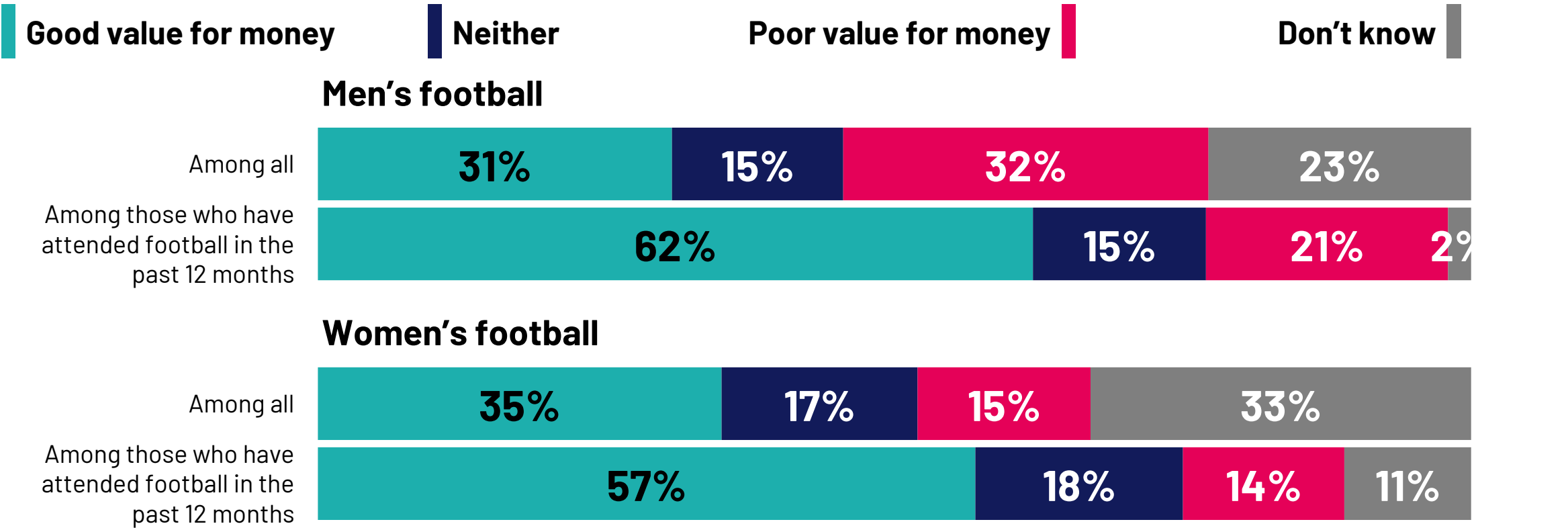
Thinking about the price of tickets for the events you have attended in the past year, to what extent do you think they offered good or poor value for money, if either?



Base: 2176 Online British adults aged 16-75, including fans who attended the following sports in the past 12 months: Football (701), Tennis (234), Cricket (165), Motorsport (145), Boxing (140), Horse Racing (125), Golf (120), and Athletics (117), 8-12 August 2025
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Whilst those who have recently attended a football match think both men’s and women’s football offer good value for money, the wider public are split on if men’s football offers value for money

Thinking about men’s and women’s football, to what extent do you think the average ticket price for a game offers good or poor value for money, if either?

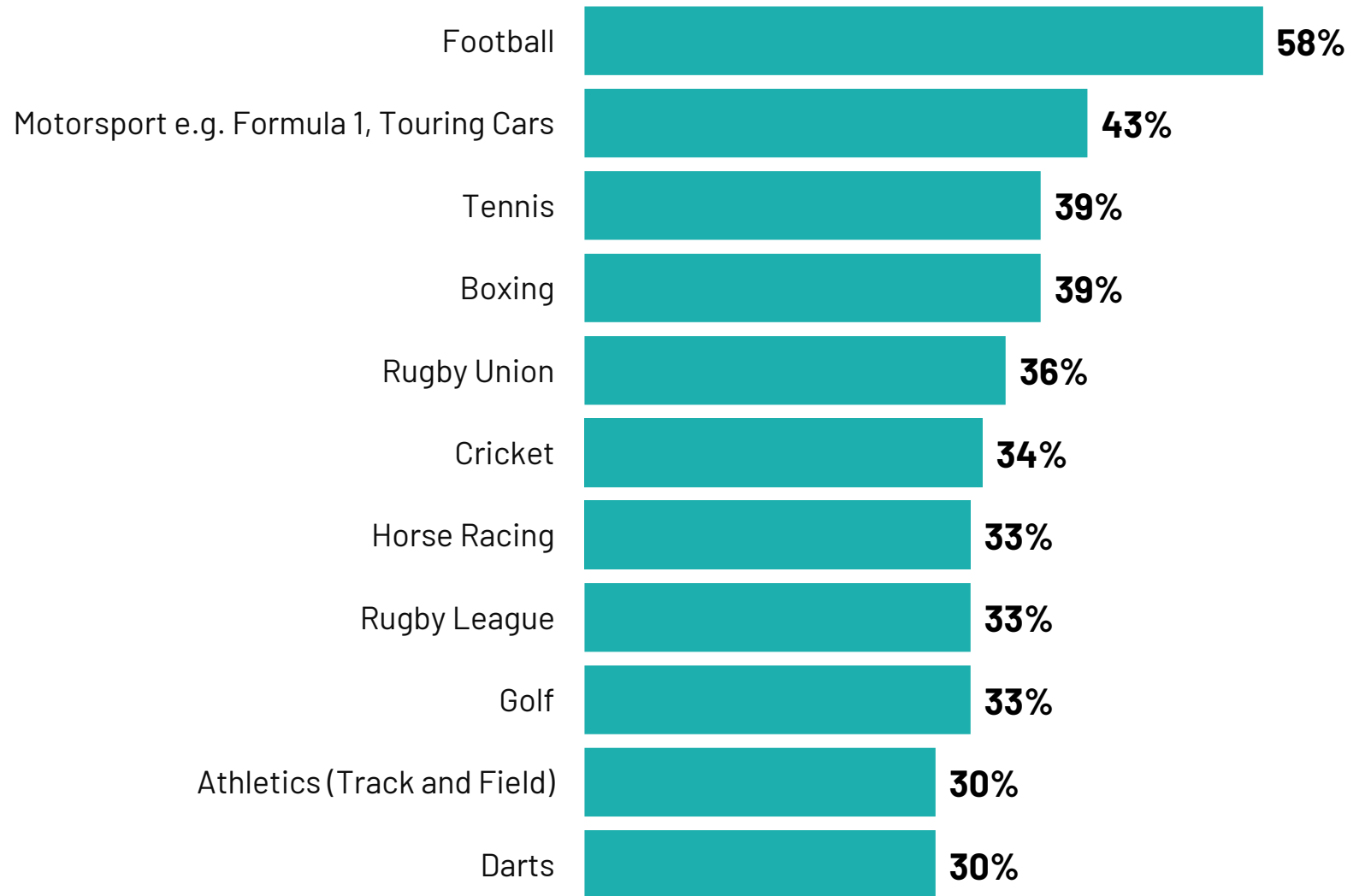


Base: 2176 Online British adults aged 16-75, including (701) who attended football in the past 12 months, 8-12 August 2025

The public are most likely to think football fans are paying more for a ticket than they were 5 years ago

And would you say the average fan of the following sports is paying more or less for tickets today than they were 5 years ago, or has it stayed about the same?

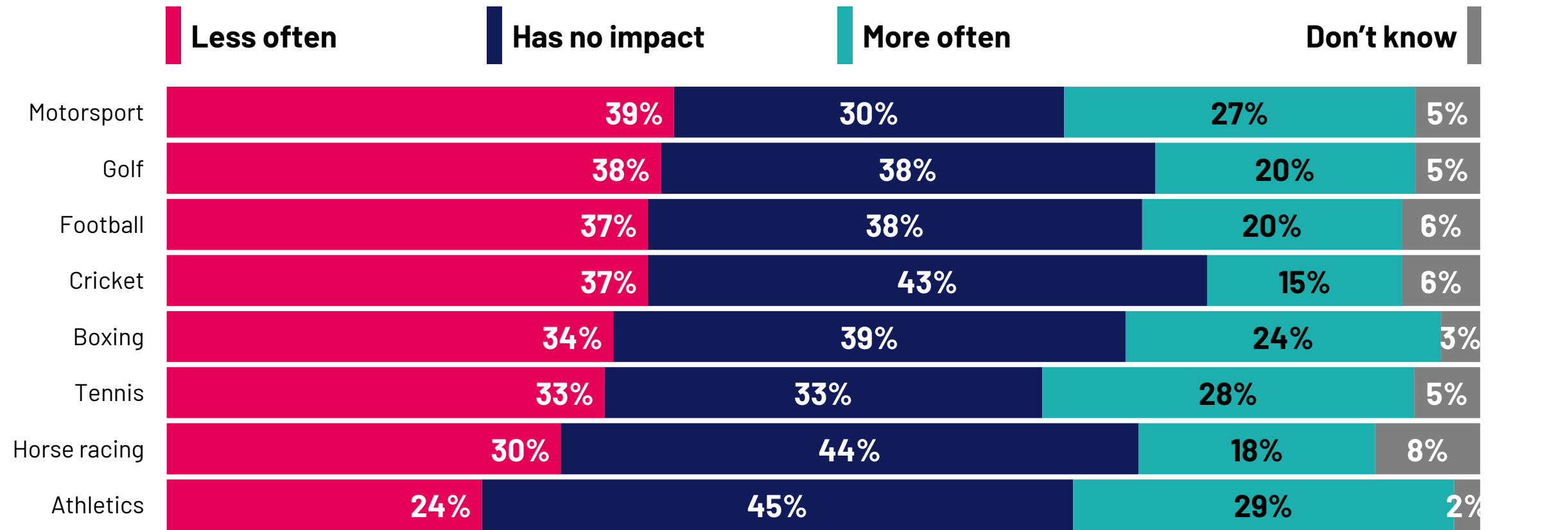
% that think fans of these sports are paying more for a ticket than 5 years ago



Base: 2176 Online British adults aged 16-75, 8-12 August 2025

Those who have attended a sporting event in the past 12 months are split between whether ticket prices have meant they have attended less often or whether it has had no impact

Thinking about the current price of tickets, to what extent, if at all, does this affect how often you attend live events for the following sports?



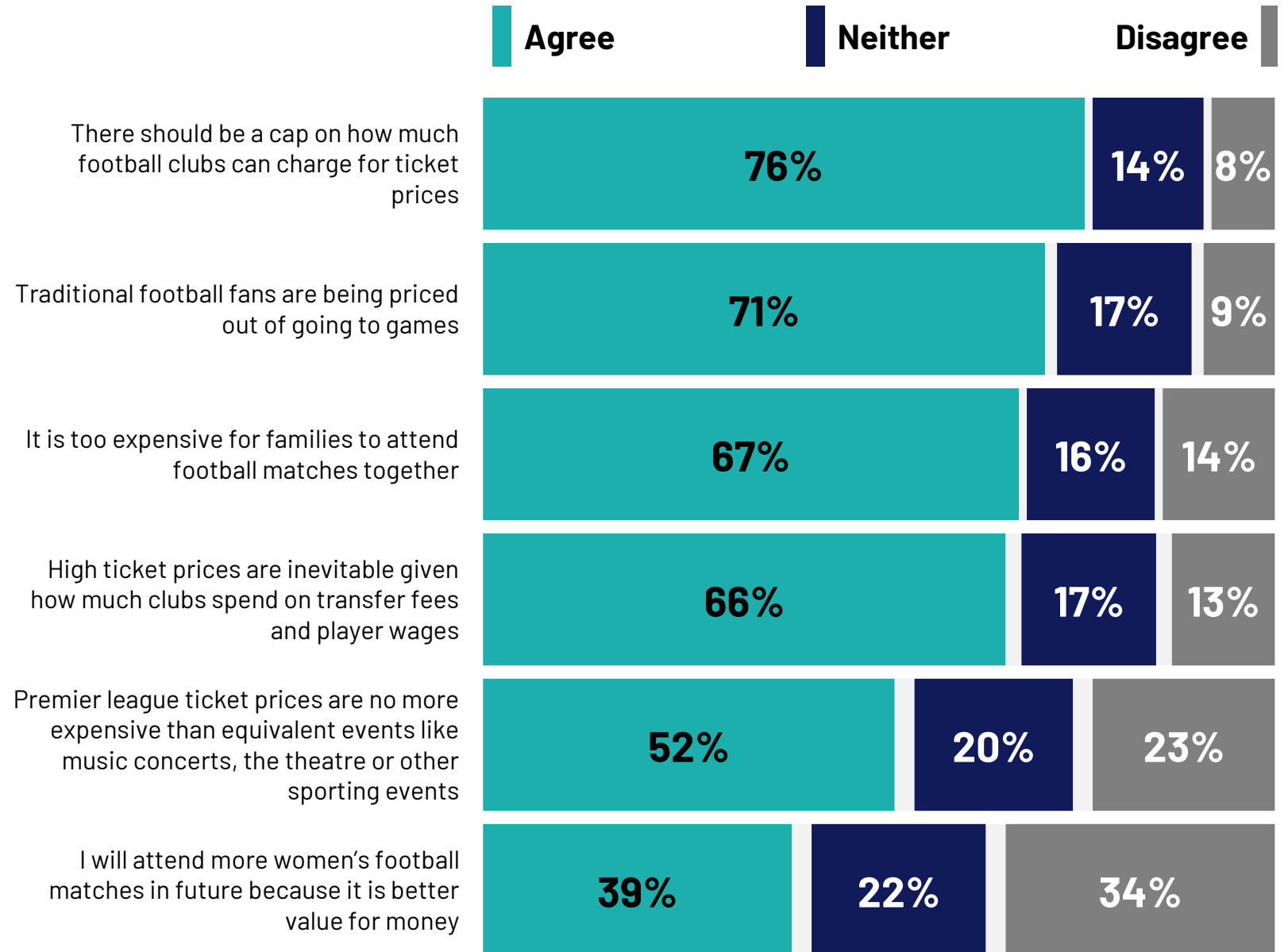
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7 in 10 who have attended a football match in the past 12 months think traditional football fans are being priced out of going to games

Now thinking about football... To what extent do you agree or disagree, if either, with the following statements?

Base: 2176 Online British adults aged 16-75, including (701) who attended football in the past 12 months, 8-12 August 2025





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For more information

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