



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
INTERNAL/CLIENT USE ONLY
IPSO

Q1 - Which of the following, if any, describes your current engagement with men's football in England and Wales?

Base: All Adults aged 16+ England and Wales

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY	
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £54999 (u)	£55000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE	4092	1974	2086	1302	1451	1339	2411	1681	2607	1485	1094	1183	1013	587	215	3437	655	2019	2073	653	937	1007	1174	1365	2727	3414	596
WEIGHTED BASE	4092	1974	2086	1302	1451	1339	2411	1681	2607	1485	1094	1183	1013	587	215	3437	655	2019	2073	653	937	1007	1174	1365	2727	3414	596
I attend live football matches and I am a season ticket holder	221	177	40	121	53	47	147	74	166	55	63	57	46	48	7	193	28	125	96	25	46	37	102	109	112	165	50
	5%	9%	2%	10%	4%	3%	6%	4%	7%	3%	6%	5%	5%	8%	3%	6%	4%	5%	7%	4%	5%	4%	10%	9%	4%	5%	9%
I attend live football matches but I am not a season ticket holder	520	391	124	204	190	126	361	159	409	110	138	141	94	126	21	470	49	289	230	37	96	150	206	238	281	414	94
	13%	20%	6%	17%	14%	8%	16%	9%	16%	7%	13%	12%	9%	20%	9%	14%	7%	11%	17%	5%	9%	15%	20%	19%	10%	12%	18%
I watch televised football matches	1763	1136	619	554	581	628	1020	743	1176	587	478	461	426	317	81	1533	230	1156	606	235	413	504	514	637	1125	1458	279
	43%	57%	30%	46%	44%	40%	44%	42%	47%	37%	45%	39%	42%	51%	37%	45%	34%	42%	45%	34%	41%	50%	50%	51%	40%	42%	52%
I listen to football matches on the radio	530	413	112	173	193	163	312	218	383	147	152	130	117	103	28	467	63	321	209	74	119	152	157	211	319	436	88
	13%	21%	5%	14%	15%	10%	13%	12%	15%	9%	14%	11%	11%	17%	13%	14%	9%	12%	15%	11%	12%	15%	15%	17%	11%	13%	16%
I read about football in newspapers or magazines, listen to podcasts or radio shows about football watch television programmes about football, or watch 'content' about football online	859	655	198	265	300	294	550	309	585	273	221	229	181	189	39	754	105	506	352	108	173	251	278	321	537	701	149
	21%	33%	10%	22%	23%	19%	24%	17%	23%	17%	21%	20%	18%	30%	18%	22%	16%	19%	26%	16%	17%	25%	27%	26%	19%	20%	28%
NET: Follows football to some extent	2179	1400	767	759	685	735	1266	913	1461	718	586	588	508	399	98	1888	290	1409	769	312	502	596	638	785	1393	1757	384
	53%	70%	37%	63%	52%	47%	55%	52%	58%	45%	55%	50%	50%	64%	45%	55%	43%	52%	57%	45%	49%	59%	61%	63%	49%	51%	72%
None of these - I have no interest in men's football in England and Wales	1913	594	1299	448	629	837	1054	859	1043	870	476	582	514	221	120	1534	379	1324	589	382	514	411	400	462	1451	1719	150
	47%	30%	63%	37%	48%	53%	45%	48%	42%	55%	45%	50%	50%	36%	55%	45%	57%	48%	43%	55%	51%	41%	39%	37%	51%	49%	28%
Don't know	64	28	36	33	13	18	32	33	38	26	15	18	19	12	-	54	10	44	20	14	12	11	10	19	45	43	18
	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	-	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	3%

Proportions/Mean: 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/z
Overlap formulae used.

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Q1 - Which of the following, if any, describes your current engagement with men's football in England and Wales?

Base: All Adults aged 16+ England and Wales

	TOTAL	League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV								Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)				
UNWEIGHTED BASE	4092	1620	823	283	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288				
WEIGHTED BASE	4092	1595	766	270	810	549	512	1571	120	86*	53*	1699	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272				
I attend live football matches and I am a season ticket holder	221	143	135	54	177	18	19	78	39	57	38	159	21	15	14	84	40	37	50	97	54	20	38	35	82	179	161	55				
	5%	9%	18%	20%	22%	3%	4%	5%	32%	66%	73%	9%	30%	45%	50%	11%	11%	16%	12%	10%	16%	13%	13%	7%	8%	13%	13%	20%				
I attend live football matches but I am not a season ticket holder	520	423	229	95	312	119	63	395	61	19	10	442	25	12	3	142	98	74	167	216	99	53	105	92	248	394	359	95				
	13%	26%	30%	35%	39%	22%	12%	25%	51%	22%	19%	26%	36%	36%	11%	18%	28%	32%	40%	22%	29%	34%	36%	19%	23%	29%	28%	35%				
I watch televised football matches	1763	1367	621	204	672	487	399	1354	80	55	35	1443	49	23	18	593	300	205	377	787	282	138	271	380	912	1155	1072	228				
	43%	86%	81%	76%	83%	89%	78%	86%	67%	64%	66%	85%	68%	68%	67%	76%	85%	88%	91%	80%	82%	90%	93%	79%	84%	85%	85%	84%				
I listen to football matches on the radio	530	428	252	122	291	141	61	374	60	28	20	441	27	13	7	170	104	72	132	223	106	48	91	105	255	385	349	95				
	13%	27%	33%	45%	36%	26%	12%	24%	50%	33%	39%	26%	38%	40%	25%	22%	30%	31%	32%	23%	31%	31%	31%	22%	23%	28%	28%	35%				
I read about football in newspapers or magazines, listen to podcasts or radio shows about football watch television programmes about football, or watch 'content' about football online	859	668	366	134	427	229	135	655	57	37	25	720	31	16	10	263	156	110	223	348	154	81	167	189	454	592	551	136				
	21%	42%	48%	50%	53%	42%	26%	42%	47%	43%	48%	42%	44%	47%	37%	34%	44%	47%	54%	35%	45%	53%	57%	39%	42%	44%	44%	50%				
NET: Follows football to some extent	2179	1595	766	270	810	549	512	1571	120	86	52	1699	71	34	27	778	352	233	413	987	344	154	293	479	1091	1358	1261	272				
	53%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
None of these - I have no interest in men's football in England and Wales	1913	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Don't know	64	13	4	1	1	1	11	8	-	1	-	9	-	-	-	7	-	-	1	8	-	-	-	6	9	3	3	-				
	2%	1%	1%	*	*	*	2%	*	-	2%	-	1%	-	-	-	1%	-	-	*	1%	-	-	-	1%	1%	*	*	-				

Proportions/Mean: 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/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q2 - Would you describe yourself as a supporter of one or more men's football teams currently playing in any of the following divisions?

Base: All adults aged 16+ in England and Wales engaged in football

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY	
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE	2203	1390	801	828	752	623	1343	860	1537	666	620	606	496	391	90	1918	285	1040	1163	293	469	589	722	863	1340	1728	434	
WEIGHTED BASE	2339	1450	889	767	729	625	1305	913	1562	778	576	559	430	299	808	1893	220	1109	1229	313	510	616	818	875	1323	1707	254	
Premier League	1596	1055	529	593	522	481	933	662	1120	475	445	403	359	326	63	1409	186	1015	580	216	341	455	486	626	969	1263	309	
	73%	75%	69%	78%	76%	65%	74%	73%	77%	66%	76%	69%	71%	82%	64%	75%	64%	72%	75%	69%	68%	76%	78%	80%	70%	72%	80%	
	b			e	e				i		kn			kn		p				st	st	st	st	x			y	
Championship	636	421	210	271	189	176	375	261	445	189	150	182	123	144	41	542	94	347	289	91	142	194	281	355	492	131		
	29%	30%	27%	36%	28%	24%	30%	29%	30%	27%	27%	31%	24%	34%	42%	29%	32%	25%	38%	29%	26%	27%	35%	36%	25%	28%	34%	
				de							l			l				q					tu	x		y		
League One	229	173	53	88	63	71	70	146	83	161	68	63	45	52	9	203	26	134	95	34	48	56	82	120	109	192	35	
	11%	12%	7%	12%	10%	10%	12%	9%	11%	9%	10%	11%	9%	13%	10%	11%	9%	9%	12%	11%	9%	9%	13%	x	8%	11%	9%	
		b																q						x				
League Two	158	124	33	69	36	53	95	63	117	41	37	45	33	39	5	141	18	94	64	21	28	46	55	67	91	131	27	
	7%	9%	4%	9%	5%	7%	7%	8%	7%	8%	6%	8%	6%	10%	5%	7%	6%	7%	8%	7%	6%	8%	9%	9%	7%	7%	7%	
		b		a																								
National League (Step 1)	147	99	48	70	39	38	87	60	98	49	38	33	27	40	8	125	21	80	66	20	31	35	49	70	76	102	42	
	7%	7%	6%	9%	6%	5%	7%	7%	7%	7%	6%	6%	5%	10%	9%	7%	7%	6%	9%	7%	6%	6%	8%	9%	5%	6%	11%	
				de										kl				q						x		y		
NET: Support at least one team in England's & Wales's top 5 divisions	1917	1291	615	684	605	628	1116	802	1313	604	513	507	429	367	81	1681	237	1227	691	274	416	537	584	714	1203	1541	344	
	88%	92%	80%	90%	88%	86%	88%	88%	90%	84%	91%	86%	84%	92%	82%	89%	82%	87%	90%	88%	83%	90%	91%	91%	86%	88%	90%	
		b		e					i		kn			kn		p						t	t	x				
Another non-league team (Step 2 and below)	95	68	27	24	31	40	60	34	57	38	27	25	24	15	4	77	18	65	30	8	17	33	28	32	62	86	8	
	4%	5%	3%	3%	4%	5%	5%	4%	4%	5%	5%	4%	5%	4%	4%	4%	6%	5%	4%	3%	3%	6%	4%	4%	4%	5%	2%	
				c																				A				
I do not support a men's football team in England and Wales	176	76	100	35	59	82	105	71	100	77	32	51	63	17	14	132	44	124	52	20	66	41	38	47	129	155	17	
	8%	5%	13%	5%	9%	11%	8%	8%	7%	11%	5%	9%	12%	4%	14%	7%	15%	9%	7%	6%	13%	7%	6%	6%	9%	9%	5%	
		a			c	c					jm		jm		jm			o		sw			w	A				
Don't know	65	21	44	34	16	15	31	34	38	27	16	22	13	12	2	56	9	46	19	17	13	13	11	22	43	42	21	
	3%	2%	6%	5%	2%	2%	2%	4%	3%	4%	3%	4%	3%	3%	2%	3%	3%	3%	3%	6%	3%	2%	2%	3%	3%	2%	5%	
			a	de																tuv							y	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n - o/p - a/r - s/t/u/v - w/x - y/A
Overlap formulae used. * small base

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Q2 - Would you describe yourself as a supporter of one or more men's football teams currently playing in any of the following divisions?

Base: All adults aged 16+ in England and Wales engaged in football

	TOTAL	League Support			Level of engagement			Number of games they watch in person															Number of games they watch on TV										Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)									
UNWEIGHTED BASE	2203	1620	823	283	825	550	528	1601	328	89	50	1728	77	84	29	819	362	240	399	1021	347	158	293	470	1088	1402	1296	288									
WEIGHTED BASE	2173	1595	796	270	819	549	512	1571	320	88	52	1728	77	84	29	819	362	240	399	1021	347	158	293	470	1088	1402	1296	288									
Premier League	1195	1004	504	193	671	465	420	1355	90	48	28	1433	46	21	21	625	291	201	357	833	280	122	240	378	887	1148	1059	240									
	73%	100%	66%	71%	83%	85%	82%	86%	76%	56%	54%	84%	67%	61%	77%	80%	83%	86%	86%	84%	81%	79%	82%	79%	81%	85%	84%	88%									
		bc						hjd	i			hjl					oav	o						wx	wx	wx	wx	wx									
Championship	636	448	636	126	279	171	173	502	53	36	24	558	29	17	11	272	122	67	141	332	120	51	97	141	317	424	428	117									
	29%	28%	83%	47%	34%	31%	34%	32%	45%	42%	45%	33%	40%	50%	39%	35%	35%	29%	34%	34%	35%	33%	33%	29%	29%	35%	34%	43%									
			jk					kl																wwx	x	wwx	x	wwx									
League One	229	145	229	75	120	56	50	167	33	18	7	195	18	6	5	90	54	25	46	108	52	21	39	50	118	175	160	49									
	11%	9%	30%	28%	15%	10%	10%	11%	28%	21%	13%	11%	26%	17%	17%	12%	15%	11%	11%	11%	15%	13%	13%	10%	11%	13%	13%	15%									
			a	a	ef			kl	kl			kl					l									x											
League Two	158	103	81	158	79	43	35	112	21	14	7	129	17	6	3	59	41	18	32	74	34	14	30	36	83	119	106	26									
	7%	6%	11%	59%	10%	8%	7%	7%	18%	16%	13%	8%	24%	19%	12%	8%	12%	8%	8%	7%	10%	9%	10%	8%	8%	9%	8%	9%									
			jk	jk				kl	kl			kl														x											
National League (Step 1)	147	123	86	147	65	44	33	106	17	8	5	124	8	4	1	60	34	15	24	74	29	10	21	27	58	112	99	33									
	7%	8%	11%	54%	8%	8%	6%	7%	14%	10%	7%	12%	12%	3%		8%	10%	6%	6%	8%	8%	7%	7%	6%	5%	8%	8%	12%									
			a	ab				kl				kl														x	wwx	wwx									
NET: Support at least one team in England's & Wales's top 5 divisions	1917	1595	766	270	810	549	512	1571	320	86	52	1699	71	34	27	778	352	233	413	987	344	154	293	479	1091	1358	1261	272									
	88%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%								
Another non-league team (Step 2 and below)	95	61	36	23	28	36	11	60	5	10	1	64	4	2	3	19	18	11	20	27	16	8	16	22	45	50	45	9									
	4%	4%	5%	9%	4%	7%	2%	4%	4%		1%	4%	5%	5%	10%	2%	5%	5%	5%	3%	5%	5%	5%	5%	4%	4%	4%	3%									
			ab			df				gk							os		o		o		os														
I do not support a men's football team in England and Wales	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
Don't know	58	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								

Proportions/Mean: Columns Tested (5% risk level) - a/h/c - d/e/f - g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v - w/x/y/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q3 - How many men's teams do you support within England and Wales?

Base: All adults aged 16+ in England and Wales who support at least one team in England's & Wales's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £54999 (u)	£55000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE	1946	1286	648	747	667	532	1191	755	1386	560	568	525	421	358	74	1716	230	905	1041	258	393	527	662	789	1157	1521	392	
WEIGHTED BASE	1917	1291	635	624	620	570	1316	602	1312	606	523	507	420	357	73	1716	217	927	991	281	416	519	634	714	1103	1521	392	
One team	1284	868	409	404	429	451	743	541	874	410	359	343	292	240	50	1127	157	845	439	172	292	364	380	439	844	1057	207	
	67%	67%	67%	59%	71%	72%	67%	67%	67%	68%	67%	68%	68%	65%	61%	67%	66%	69%	64%	63%	70%	68%	65%	62%	70%	69%	60%	
Two teams	443	295	144	194	130	113	257	186	316	126	126	106	99	93	18	391	52	268	175	69	95	123	134	202	241	334	101	
	23%	23%	23%	28%	21%	19%	23%	23%	24%	21%	24%	21%	23%	25%	22%	23%	22%	22%	25%	25%	23%	23%	23%	28%	20%	22%	29%	
Three teams	115	88	27	51	25	38	68	47	77	38	27	34	23	25	7	97	18	69	46	23	15	30	44	47	68	93	29	
	6%	7%	4%	7%	4%	6%	6%	6%	6%	6%	5%	7%	5%	7%	8%	6%	8%	6%	7%	8%	4%	6%	8%	7%	6%	6%	6%	
More than three teams	42	27	15	15	11	16	31	11	20	22	14	14	7	5	3	37	6	20	22	5	11	11	14	12	30	31	10	
	2%	2%	2%	2%	2%	2%	3%	1%	2%	4%	3%	3%	2%	1%	3%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	3%
Don't know	34	13	21	20	9	4	17	16	26	8	7	11	8	4	4	29	5	24	9	5	3	9	11	14	20	26	6	
	2%	1%	a	e			2%	2%	2%	1%	1%	2%	2%	1%	5%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n - o/p - r/s/t/u/v - w/x - y/z
Overlap formulae used. * small base

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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IPSON

Q3 - How many men's teams do you support within England and Wales?

Base: All adults aged 16+ in England and Wales who support at least one team in England's & Wales's top 5 divisions

	TOTAL	League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV								Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)				
UNWEIGHTED BASE	1946	1620	823	283	825	550	526	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288				
WEIGHTED BASE	1717	1659	826	250	810	549	512	1573	120	84	52	1659	75	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288				
One team	1284	1054	392	90	552	361	345	1094	52	45	37	1172	28	16	16	535	214	157	285	674	220	93	202	347	808	894	828	160				
	67%	66%	51%	33%	68%	66%	67%	70%	43%	53%	71%	69%	39%	48%	59%	69%	61%	67%	69%	68%	64%	60%	69%	72%	74%	65%	66%	59%				
Two teams		bc	c		hi	hi	hi	hi				hi				du			du	e			e	vaB	vaB	B	B					
	443	398	250	116	186	138	107	338	50	25	11	374	28	14	6	184	91	53	92	228	83	45	55	100	217	330	314	58				
	23%	24%	33%	43%	23%	25%	21%	22%	42%	29%	22%	39%	42%	20%		24%	26%	23%	22%	24%	24%	29%	19%	21%	20%	24%	25%	21%				
Three teams		a	ab		a	ab		ak				ak				v			v				v			x	x					
	115	88	80	40	48	31	33	81	16	12	3	93	14	3	3	35	37	13	24	43	33	9	25	16	34	97	82	39				
	6%	6%	10%	15%	6%	6%	6%	5%	14%	14%	6%	5%	19%	8%	12%	5%	10%	5%	6%	4%	9%	6%	9%	3%	3%	7%	7%	14%				
More than three teams		a	ab		a	ab		ak				ak		*	2	10			10	19	05		05			wsA	ws	wsyA				
	42	36	32	20	18	15	7	34	1	4	1	36	1	1%	9%	1%	7	10	10	19	4	7	7	10	20	29	24	9				
	2%	2%	4%	7%	2%	3%	1%	2%	1%	4%	2%	2%	1%			1%	2%	4%	2%	2%	1%	4%	2%	2%	2%	2%	2%	3%				
Don't know		a	ab		a	ab										00t			00t													
	34	29	11	4	5	4	20	24	-	-	-	24	2	-	-	14	3	-	2	13	4	1	4	7	12	18	14	6				
	2%	2%	1%	2%	1%	1%	4%	2%	-	-	-	1%	2%	-	-	2%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	2%				

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i/j/k/l/n - o/p/q/r/s/t/u/v - w/x/y/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2025
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IPSO

Q5 - How would you describe yourself as a football fan?

Base: All adults aged 16+ in England and Wales who support at least one team in England's & Wales's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)	
UNWEIGHTED BASE	1946	1286	648	747	667	532	1191	755	1386	560	568	525	421	358	74	1716	230	905	1041	258	393	527	662	789	1157	1521	392	
UNWEIGHTED BASE	1917	1251	615	694	605	498	1116	730	1313	604	513	505	429	357	81*	1611	217	1222	1031	274	415	537	618	714	1103	1511	361	
A die-hard fan football is a central part of my life and identity	276	244	27	135	83	58	170	105	213	62	89	68	51	52	15	235	40	173	103	37	40	54	118	129	146	217	54	
	14%	19% b	4%	20% de	14% e	9%	15%	13%	16% i	10%	17%	14%	12%	14%	19%	14%	17%	14%	15%	13%	10%	14%	20% stu	18% x	12%	14%	16%	
A committed fan - I follow football closely and am closely engaged	534	411	121	181	190	164	334	200	385	149	134	155	116	111	19	466	69	324	210	57	133	134	179	208	326	435	87	
	28%	32%	20%	26%	31%	26%	30%	25%	29%	25%	25%	31%	27%	30%	23%	28%	29%	26%	30%	21%	32%	25%	31%	29%	27%	28%	25%	
A regular fan - I follow football consistently but not on a day-to-day basis	549	364	182	148	159	242	318	231	346	203	165	127	136	103	18	481	68	355	194	82	120	176	141	175	374	456	89	
	29%	28%	30%	22%	26%	39% cd	29%	29%	26%	34% h	31% k	25%	32% q	28%	22%	29%	29%	29%	28%	30%	29%	33% v	24%	24%	31% w	30%	26%	
An occasional fan - I dip in and out of engaging with football	332	173	156	133	100	99	171	161	224	108	91	86	82	56	16	297	34	219	112	56	71	95	86	125	207	265	64	
	17%	13%	25% a	19% a	17% a	16% f	15% f	20% f	17% f	18% f	17% f	17% f	19% f	15% f	20% f	18% v	15% v	18% v	16% v	21% v	17% v	18% v	15% v	17% v	17% v	19% v		
A casual observer - I have a passing interest in football	181	72	108	70	62	48	94	86	113	68	47	50	35	38	10	162	19	120	60	35	37	43	53	62	119	133	43	
	9%	6%	18% a	10% a	10% a	8% g	8% g	11% g	9% g	11% g	9% g	10% g	8% g	10% g	13% g	10% g	8% g	10% g	9% g	13% u	9% u	8% u	9% u	9% u	10% u	9% u	12% u	
NET: Highly engaged fan	810	655	148	316	273	221	505	305	598	212	222	223	166	163	34	701	109	497	312	94	173	208	297	338	472	652	141	
	42%	51% b	24% b	46% e	45% e	35% e	45% R	38% R	46% X	35% X	42% k	44% k	39% q	44% q	42% n	42% o	46% p	41% q	45% r	34% s	42% t	39% u	51% v	47% x	39% y	42% z	41% z	
NET: Mid engaged fan	549	364	182	148	159	242	318	231	346	203	165	127	136	103	18	481	68	355	194	82	120	176	141	175	374	456	89	
	29%	28%	30%	22%	26%	39% cd	29% h	29% h	26% i	34% h	31% k	25% k	32% q	28% q	22% n	29% o	29% p	29% q	28% r	30% s	29% t	33% v	24% v	24% w	31% w	30% y	26% z	
NET: Less engaged fan	512	245	264	203	162	147	266	247	336	176	138	137	117	94	27	459	53	340	173	92	108	138	139	187	326	398	107	
	27%	19% a	43% a	30% e	27% e	23% e	24% f	31% f	26% i	29% i	26% j	27% k	27% l	25% m	33% n	27% o	22% p	28% q	25% r	33% s	26% t	26% u	24% v	26% w	27% x	26% y	31% z	
I would not describe myself as a football fan	46	26	19	17	11	17	27	18	32	14	7	20	10	6	2	38	7	35	11	7	14	15	7	15	31	36	7	
	2%	2%	3%	3%	2%	3%	2%	2%	2%	2%	1%	4%	2%	2%	3%	2%	3%	3%	2%	3%	3%	3%	1%	2%	3%	2%	2%	
Don't know	1	-	1	-	1	-	-	1	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1
	+	-	+	-	+	-	-	+	+	-	-	-	-	+	-	+	-	-	+	-	+	-	-	+	-	-	-	+

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - U/g - h/i - j/k/l/m/n - o/p - q/r - s/t/u/v - w/x - y/A
Overlap formulae used: *small base

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
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IPSO

Q5 - How would you describe yourself as a football fan?

Base: All adults aged 16+ in England and Wales who support at least one team in England's & Wales's top 5 divisions

	TOTAL	League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV												Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0- 10 (g)	Involving a team they support: 11- 20 (h)	Involving a team they support: 21- 30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0- 10 (o)	Involving a team they support: 11- 20 (p)	Involving a team they support: 21- 30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)								
UNWEIGHTED BASE	1946	1620	823	283	825	550	526	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288								
WEIGHTED BASE	1917	1595	766	270	810	549	512	1571	120	86*	51*	1699	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272								
A die-hard fan: football is a central part of my life and identity	276	235	118	48	276	-	-	166	35	40	31	221	21	16	14	62	38	39	129	78	56	39	93	39	111	236	203	88								
	14%	15%	15%	18%	34%	ef	-	11%	29%	47%	60%	13%	30%	46%	51%	8%	11%	17%	31%	8%	16%	25%	32%	8%	10%	17%	16%	32%								
A committed fan - I follow football closely and am closely engaged	534	436	216	78	534	-	-	438	36	34	16	489	21	8	8	141	107	81	188	222	109	50	129	104	279	423	398	88								
	28%	27%	28%	29%	66%	ef	-	28%	30%	39%	31%	29%	29%	23%	29%	18%	30%	35%	46%	22%	32%	32%	44%	22%	26%	31%	32%	32%								
A regular fan - I follow football consistently but not on a day-to-day basis	549	465	210	76	-	549	-	496	32	8	2	507	18	3	6	220	117	93	79	299	117	49	56	150	354	388	368	45								
	29%	29%	27%	28%	-	100%	df	32%	26%	9%	4%	30%	25%	9%	20%	28%	33%	40%	19%	30%	34%	32%	19%	31%	32%	29%	29%	17%								
An occasional fan - I dip in and out of enthusiasm with football	332	267	147	44	-	-	332	300	11	3	2	308	9	4	-	222	69	12	10	242	45	12	11	110	218	211	198	31								
	17%	17%	19%	16%	-	-	65%	19%	9%	4%	5%	18%	13%	12%	-	29%	19%	5%	2%	25%	13%	8%	4%	23%	20%	16%	16%	11%								
A casual observer - I have a passing interest in football	181	153	59	18	-	-	181	170	6	1	-	173	2	3	-	132	22	8	7	146	18	5	3	75	128	101	95	20								
	9%	10%	8%	7%	-	-	35%	11%	5%	1%	-	10%	3%	9%	-	17%	6%	3%	2%	15%	5%	3%	1%	16%	12%	7%	8%	7%								
NET: Highly engaged fan	810	671	334	126	810	-	-	604	71	74	48	710	42	23	22	203	145	121	317	300	165	88	222	143	390	659	600	176								
	42%	42%	44%	47%	100%	ef	-	38%	59%	86%	91%	42%	59%	69%	80%	26%	41%	52%	77%	30%	48%	57%	76%	30%	36%	48%	48%	65%								
NET: Mid engaged fan	549	465	210	76	-	549	-	496	32	8	2	507	18	3	6	220	117	93	79	299	117	49	56	150	354	388	368	45								
	29%	29%	27%	28%	-	100%	df	32%	26%	9%	4%	30%	25%	9%	20%	28%	33%	40%	19%	30%	34%	32%	19%	31%	32%	29%	29%	17%								
NET: Less engaged fan	512	420	206	62	-	-	512	471	17	5	2	481	11	7	-	354	90	19	17	388	62	17	14	185	346	332	292	51								
	27%	26%	27%	23%	-	-	100%	30%	14%	5%	5%	28%	16%	21%	-	46%	28%	8%	4%	39%	18%	11%	5%	39%	32%	23%	23%	19%								
I would not describe myself as a football fan	46	38	15	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-							
	2%	2%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-							
Don't know	1	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-							
	*	*	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*	*	-	-	-	-							

Proportions/Mean: Columns Texted (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/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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IPSO5

Q15 - Several men's football clubs have been dissolved following financial difficulties, such as Macclesfield Town in 2020 and Bury F.C. in 2023. If your club faced financial difficulties and the threat of being dissolved, which of the following actions would you consider doing, if any?

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	TOTAL	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY	
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1372	1204	525	639	544	411	1089	783	1201	429	113	101	105	108	21	1642	229	1129	650	269	400	512	575	702	1129	1506	239
Raise awareness or support for the club by participating in fan or community events, attending meetings, or postline online.	473	322	148	239	145	89	285	188	372	100	138	101	105	108	21	427	46	268	204	63	91	136	165	231	241	346	119
	25%	25%	25%	36%	24%	15%	26%	24%	29%	17%	26%	21%	25%	30%	27%	26%	20%	23%	30%	24%	23%	26%	29%	33%	21%	23%	35%
Join the supporters' trust / association	396	297	96	141	143	112	264	133	254	102	116	89	91	83	17	347	50	233	163	39	76	107	162	176	220	317	77
	21%	24%	16%	21%	24%	18%	24%	17%	23%	17%	22%	18%	22%	23%	22%	21%	22%	20%	24%	14%	19%	20%	28%	25%	19%	21%	23%
Make monetary donations to help the club	327	236	89	139	97	91	197	130	245	83	93	67	78	80	10	292	35	178	149	36	60	95	127	153	174	240	79
	17%	19%	15%	21%	16%	15%	18%	17%	19%	14%	18%	14%	18%	22%	12%	18%	15%	15%	22%	13%	18%	15%	22%	22%	15%	16%	24%
Make more purchases from the club (e.g. on tickets, other merchandise)	315	234	78	156	100	59	200	114	248	67	91	73	66	74	10	274	41	166	148	31	54	80	133	151	164	230	77
	17%	18%	13%	23%	17%	10%	18%	15%	19%	11%	17%	15%	16%	21%	13%	17%	18%	14%	22%	12%	13%	15%	23%	22%	14%	15%	23%
Participate in fan protests	302	236	62	131	104	67	188	113	218	83	91	71	60	67	13	271	31	174	128	43	52	92	105	132	170	225	71
	16%	19%	10%	20%	18%	11%	17%	14%	17%	14%	17%	15%	14%	19%	16%	16%	14%	15%	19%	16%	13%	18%	18%	19%	14%	15%	21%
Volunteer time to help the club	283	218	63	123	95	65	176	106	216	67	86	74	48	64	10	261	22	148	135	34	59	76	103	142	141	211	69
	15%	17%	11%	18%	16%	11%	16%	14%	17%	11%	16%	15%	11%	18%	13%	16%	9%	12%	20%	13%	15%	14%	18%	20%	12%	14%	21%
Boycott matches or purchases from the club to campaign for new ownership	215	168	41	101	74	39	135	79	157	58	73	49	38	46	8	194	20	113	101	30	34	60	84	94	121	158	52
	11%	13%	7%	15%	12%	6%	12%	10%	12%	10%	14%	10%	9%	13%	10%	12%	9%	10%	15%	11%	8%	12%	14%	13%	10%	10%	16%
Other (Please Specify)	2	2	-	-	+	2	1	1	+	2	2	-	-	-	-	2	-	1	1	-	1	-	2	-	2	2	-
	+	+	-	-	+	+	+	+	+	+	+	+	-	-	-	+	-	+	+	-	+	+	+	-	+	+	-
None of the above	562	344	214	135	180	246	312	250	350	212	144	171	132	93	23	483	79	382	180	88	132	150	155	168	394	482	71
	30%	27%	36%	20%	30%	40%	29%	32%	27%	36%	27%	35%	31%	26%	29%	29%	34%	32%	26%	33%	33%	29%	27%	24%	34%	32%	21%
Don't know	255	167	88	55	78	122	142	113	145	110	73	72	62	41	8	223	32	194	62	40	57	81	52	56	199	224	27
	14%	13%	15%	8%	13%	20%	13%	14%	11%	19%	14%	15%	15%	11%	10%	14%	14%	16%	9%	15%	14%	15%	9%	8%	17%	15%	8%

Proportions/Mean: 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
Overlap formulae used - *small base

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
INTERNAL/CLIENT USE ONLY
IPSO

Q15 - Several men's football clubs have been dissolved following financial difficulties, such as Macclesfield Town in 2020 and Thurly F.C. in 2023. If your club faced financial difficulties and the threat of being dissolved, which of the following actions would you consider doing, if any?

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	League Support			Level of engagement			Number of games they watch in person																Number of games they watch on TV																Number of TV subscriptions													
	Premier League		Championship / League One	League Two / National League	Highly engaged fan		Mid engaged fan		Less engaged fan		Involving a team they support: 0-10		Involving a team they support: 11-20		Involving a team they support: 21-30		Involving a team they support: More than 30		Where they are a neutral fan: 0-10		Where they are a neutral fan: 11-20		Where they are a neutral fan: 21-30		Where they are a neutral fan: More than 30		Involving a team they support: 0-10		Involving a team they support: 11-20		Involving a team they support: 21-30		Involving a team they support: More than 30		Where they are a neutral fan: 0-10		Where they are a neutral fan: 11-20		Where they are a neutral fan: 21-30		Where they are a neutral fan: More than 30		None		0-1		At least 1		At least 2		At least 3	
	(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)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)
UNWEIGHTED BASE	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288																								
WEIGHTED BASE	1172	1157	253	264	830	549	589	1511	120	66	34	1000	71	34	21	771	352	213	413	927	344	154	283	470	1091	1358	1261	272																								
Raise awareness or support for the club by participating in fan or community events, attending meetings, or positive online.	473	391	234	93	263	107	102	363	47	30	23	420	29	8	10	191	100	52	121	247	97	29	88	82	229	385	344	102																								
25%	25%	31%	35%	33%	19%	20%	23%	40%	35%	44%	25%	41%	23%	36%	25%	28%	22%	29%	25%	28%	19%	30%	17%	21%	28%	27%	37%																									
Join the supporters' trust / association	396	318	200	73	233	99	64	303	38	34	20	366	21	8	10	145	78	53	112	191	82	32	86	74	203	320	286	85																								
21%	20%	27%	28%	29%	18%	13%	19%	32%	39%	39%	21%	29%	23%	35%	19%	22%	23%	27%	19%	24%	21%	29%	15%	19%	24%	23%	31%																									
Make monetary donations to help the club	327	261	163	70	182	81	65	247	36	25	16	293	20	12	3	112	72	45	93	161	65	35	62	57	146	267	240	65																								
17%	17%	22%	26%	22%	15%	13%	16%	30%	29%	31%	17%	27%	35%	9%	14%	21%	19%	23%	16%	19%	23%	21%	12%	13%	20%	19%	24%																									
Make more purchases from the club (e.g. on tickets, other merchandise)	315	252	160	63	175	75	64	250	30	19	12	280	21	4	6	128	72	37	76	169	63	25	54	45	143	268	242	65																								
17%	16%	21%	24%	22%	14%	12%	16%	25%	22%	24%	16%	30%	13%	22%	16%	21%	16%	18%	17%	18%	16%	18%	9%	13%	20%	19%	24%																									
Participate in fan protests	302	240	138	46	195	58	49	220	33	29	18	262	18	11	9	102	62	46	88	136	58	39	66	51	144	249	226	59																								
16%	15%	18%	17%	24%	11%	10%	14%	28%	34%	34%	15%	26%	33%	34%	13%	18%	20%	21%	14%	17%	25%	23%	11%	13%	18%	18%	22%																									
Volunteer time to help the club	283	223	130	59	170	64	48	200	36	21	20	236	26	5	9	117	48	34	81	138	57	24	56	43	131	236	214	61																								
15%	14%	17%	22%	21%	12%	9%	13%	30%	24%	39%	14%	37%	16%	32%	15%	14%	15%	19%	14%	17%	15%	19%	9%	12%	17%	17%	23%																									
Boycott matches or purchases from the club to campaign for new ownership	215	162	110	37	124	50	41	152	31	18	10	187	16	5	6	85	40	31	57	104	51	22	35	38	100	176	163	37																								
11%	10%	15%	14%	15%	9%	8%	10%	26%	21%	19%	11%	22%	14%	21%	11%	11%	13%	14%	11%	15%	15%	12%	8%	9%	13%	13%	14%																									
Other (Please Specify)	2	2	1	1	1	-	2	*	1	-	1	1	-	-	2	1	-	-	*	2	-	-	1	1	1	-	1																									
*	*	*	*	*	*	*	*	*	1	-	1	1	-	-	*	*	-	-	*	1	-	-	*	*	*	*	*																									
None of the above	562	497	168	39	150	208	204	532	6	11	2	539	7	6	2	248	103	69	107	322	90	37	80	194	387	357	332	58																								
30%	32%	22%	15%	19%	38%	40%	34%	5%	13%	4%	10%	32%	9%	17%	9%	32%	29%	30%	26%	33%	26%	24%	27%	41%	35%	26%	26%	21%																								
Don't know	255	217	83	37	90	86	79	214	10	4	8	227	-	5	2	97	32	36	46	117	35	25	34	90	171	151	144	21																								
14%	14%	11%	14%	11%	16%	15%	14%	8%	4%	4%	16%	13%	-	14%	7%	12%	9%	15%	11%	12%	10%	16%	12%	19%	16%	11%	11%	8%																								
b	b	c	c	d	d	d	e	f	f	f	f	f	f	f	f	g	g	g	g	h	h	h	h	iytB	yvB	B	B	B																								

Proportions/Mean: Columns Texted (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/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
INTERNAL/CLIENT USE ONLY
IPSO

Q16 - If the team you support was dissolved and ceased to exist, which of the following would you be most likely to do?

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)	
TOTAL																												
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1856	548	561	507	412	352	72	1680	224	879	1025	251	382	352	514	653	775	1129	1489	384
WEIGHTED BASE	1072	1014	535	569	554	311	1009	783	1213	459	525	437	313	256	208	1642	229	1119	550	269	402	312	576	702	1122	1506	239	
I would continue to follow men's football in England and Wales but not support another team	575	400	173	216	161	198	331	244	390	185	156	145	134	116	25	488	77	359	216	72	137	175	170	220	356	456	111	
I would support a phoenix iteration of the club (a phoenix club is a newly formed team that replaces a defunct or insolvent club)	31%	32%	29%	32%	27%	32%	30%	31%	30%	31%	30%	30%	32%	32%	32%	30%	34%	30%	32%	27%	34%	33%	30%	31%	30%	30%	33%	
I would support a phoenix iteration of the club (a phoenix club is a newly formed team that replaces a defunct or insolvent club)	305	256	49	87	119	100	198	107	218	87	113	66	64	48	14	275	30	181	124	40	56	94	101	116	189	257	42	
I would follow another men's team in England and Wales	16%	20%	8%	13%	20%	16%	18%	14%	17%	15%	21%	14%	15%	13%	18%	17%	13%	15%	18%	15%	14%	18%	18%	17%	16%	17%	12%	
I would follow another men's team in England and Wales	251	156	93	137	71	43	158	93	192	58	51	58	56	79	7	221	30	129	122	31	51	59	103	119	132	170	79	
I would follow another football team or league outside of men's football in England and Wales (e.g. a women's team in England and Wales or a league in another country)	13%	12%	16%	21%	12%	7%	14%	12%	15%	10%	10%	12%	13%	22%	8%	13%	13%	11%	18%	11%	13%	11%	18%	17%	11%	11%	23%	
I would follow another football team or league outside of men's football in England and Wales (e.g. a women's team in England and Wales or a league in another country)	158	104	49	86	47	25	82	76	123	35	42	33	28	44	10	138	20	92	66	30	40	36	48	74	83	117	37	
I would stop following football altogether	8%	8%	8%	13%	8%	4%	8%	10%	10%	6%	8%	7%	7%	12%	13%	8%	9%	8%	10%	11%	10%	7%	8%	11%	7%	8%	11%	
I would stop following football altogether	133	86	46	39	36	58	67	66	72	61	44	29	32	21	6	120	13	87	46	25	27	32	42	44	89	118	13	
Other (Please Specify)	7%	7%	8%	6%	6%	9%	6%	8%	6%	10%	8%	6%	8%	6%	7%	7%	6%	7%	7%	9%	7%	6%	7%	6%	8%	8%	4%	
Other (Please Specify)	3	1	2	-	2	1	2	2	2	1	2	-	-	-	2	3	-	2	1	-	-	1	1	2	1	3	-	
Other (Please Specify)	*	*	*	-	*	*	*	*	*	*	*	-	-	-	-	*	-	*	*	-	-	*	*	*	*	*	*	
None of the above	193	112	79	55	64	73	105	87	130	63	47	70	47	19	9	169	24	140	53	37	38	50	56	60	133	152	38	
None of the above	10%	9%	13%	8%	11%	12%	10%	11%	10%	11%	9%	14%	11%	5%	12%	10%	10%	12%	8%	14%	10%	10%	10%	9%	11%	10%	11%	
Don't know	254	150	104	47	93	114	147	107	154	101	70	85	58	34	6	219	35	201	54	34	52	75	55	65	189	232	17	
Don't know	14%	12%	16%	7%	16%	19%	13%	14%	12%	17%	13%	18%	14%	9%	8%	13%	13%	17%	8%	13%	13%	14%	10%	9%	16%	15%	5%	

Proportions/Mean: 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/z
Overlap formulae used. * small base

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
INTERNAL/CLIENT USE ONLY
IPSO

Q16 - If the team you support was dissolved and ceased to exist, which of the following would you be most likely to do?

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	TOTAL	League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV												Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0- 10 (g)	Involving a team they support: 11- 20 (h)	Involving a team they support: 21- 30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0- 10 (o)	Involving a team they support: 11- 20 (p)	Involving a team they support: 21- 30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)								
UNWEIGHTED BASE	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288								
I would continue to follow men's football in England and Wales but not support another team	1872	1557	751	264	810	549	512	1571	120	86*	52*	1609	71*	34**	27**	778	352	233	413	987	344	154	283	479	1091	1358	1261	272								
	31%	30%	33%	28%	30%	34%	28%	31%	40%	27%	26%	31%	44%	29%	20%	29%	33%	33%	36%	27%	37%	39%	36%	27%	29%	33%	32%	33%								
I would support a phoenix iteration of the club (a phoenix club is a newly formed team that replaces a defunct or insolvent club)	305	230	140	58	195	74	36	240	23	24	17	279	12	7	6	98	61	47	94	135	62	34	70	67	165	238	223	53								
	16%	15%	19%	22%	24%	14%	7%	15%	20%	28%	32%	16%	17%	20%	20%	13%	17%	20%	23%	14%	18%	22%	24%	14%	15%	18%	18%	20%								
I would follow another men's team in England and Wales	251	221	115	47	103	72	76	218	15	11	4	232	10	5	3	136	43	28	34	154	47	15	30	57	147	193	177	39								
	13%	14%	15%	18%	13%	13%	15%	14%	13%	13%	7%	14%	14%	13%	10%	17%	12%	12%	8%	16%	14%	10%	10%	12%	13%	14%	14%	14%								
I would follow another football team or league outside of men's football in England and Wales (e.g. a women's team in England and Wales or a league in another country)	158	134	69	29	60	40	57	123	15	8	7	136	10	6	6	71	35	21	29	99	32	7	18	28	84	128	120	28								
	8%	9%	9%	11%	7%	7%	11%	8%	12%	13%	12%	8%	14%	16%	21%	9%	10%	9%	7%	10%	9%	4%	6%	6%	8%	9%	10%	10%								
I would stop following football altogether	133	112	41	11	53	30	49	120	5	5	1	122	5	3	3	71	13	17	28	86	20	9	13	42	84	86	82	21								
	7%	7%	5%	4%	7%	6%	9%	8%	4%	6%	2%	7%	7%	8%	11%	9%	4%	7%	7%	9%	6%	6%	5%	9%	8%	6%	7%	8%								
Other (Please Specify)	3	3	-	-	1	1	2	2	-	-	1	3	-	-	-	2	-	-	2	2	-	-	1	-	-	3	3	2								
	4	4	-	-	4	4	4	4	-	-	1%	4	-	-	-	4	-	-	4	4	-	-	4	-	-	4	4	4								
None of the above	193	170	51	17	54	64	75	172	3	5	3	182	3	1	1	94	31	18	35	119	25	13	22	67	129	121	110	17								
	10%	11%	7%	6%	7%	12%	13%	11%	3%	6%	5%	11%	4%	2%	3%	11%	9%	8%	8%	11%	7%	8%	7%	14%	12%	9%	9%	6%								
Don't know	254	216	85	29	101	78	75	211	9	6	7	220	1	4	4	82	52	26	44	121	30	17	34	90	167	147	137	22								
	14%	14%	11%	11%	12%	14%	15%	13%	8%	7%	14%	13%	1%	12%	15%	11%	13%	11%	11%	12%	9%	11%	12%	19%	15%	11%	11%	8%								

Proportions/Mean: 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/z/aa/b
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
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Q17 - And if your club was dissolved and ceased to exist, how much emotional distress, if any at all, do you think you would feel? Please answer on a scale of 1-10, where 1 is No distress at all and 10 is Extreme emotional distress.

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £54999 (u)	£55000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)	
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
WEIGHTED BASE	1972	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
1	106	62	42	28	38	40	72	34	71	35	25	34	22	21	4	88	18	73	33	11	30	22	41	35	70	91	13	
	6%	5%	7%	4%	6%	6%	7%	4%	6%	6%	5%	7%	5%	6%	5%	5%	8%	6%	5%	4%	8%	4%	7%	5%	6%	6%	4%	
2	114	66	46	41	36	36	73	41	81	33	28	29	30	17	9	93	21	72	42	17	20	30	41	37	77	95	18	
	6%	5%	8%	6%	6%	6%	7%	5%	6%	6%	5%	6%	7%	5%	12%	6%	9%	6%	6%	6%	5%	6%	7%	5%	7%	6%	5%	
3	131	91	38	49	40	42	84	47	89	43	36	28	34	26	7	119	12	74	57	17	30	38	41	42	89	104	23	
	7%	7%	6%	7%	7%	7%	8%	6%	7%	7%	7%	6%	8%	7%	9%	7%	5%	6%	8%	6%	7%	7%	7%	6%	8%	7%	7%	
4	136	85	50	61	38	36	69	67	94	42	35	31	29	37	4	116	20	90	46	33	30	33	34	48	88	103	31	
	7%	7%	8%	9%	6%	6%	6%	8%	7%	7%	7%	6%	7%	10%	5%	7%	9%	8%	7%	12%	7%	6%	6%	7%	8%	7%	9%	
5	217	126	91	86	53	77	112	105	135	83	59	61	55	32	10	194	23	147	71	39	46	74	45	69	149	168	47	
	12%	10%	15%	11%	9%	13%	10%	13%	10%	14%	11%	13%	13%	9%	13%	12%	10%	12%	15%	15%	12%	14%	8%	10%	13%	11%	14%	
6	217	148	68	83	75	59	122	95	150	67	60	54	75	45	41	16	199	18	131	85	30	56	50	70	100	117	177	38
	12%	12%	11%	13%	13%	10%	11%	12%	12%	11%	11%	11%	11%	20%	12%	8%	11%	13%	11%	14%	9%	12%	14%	10%	12%	11%		
7	263	187	74	94	84	84	149	113	186	77	66	60	62	66	9	231	31	168	95	35	50	79	90	102	161	208	53	
	14%	15%	13%	14%	14%	14%	14%	14%	15%	13%	13%	14%	12%	18%	11%	14%	14%	14%	14%	13%	12%	15%	16%	15%	14%	14%	16%	
8	275	204	69	94	83	99	165	110	191	84	91	75	44	62	3	245	30	162	113	27	60	89	85	108	167	223	48	
	15%	16%	12%	14%	14%	16%	15%	14%	15%	14%	17%	15%	11%	17%	4%	15%	13%	14%	17%	10%	15%	17%	15%	15%	14%	15%	14%	
9	144	113	30	60	41	43	97	47	105	38	42	40	32	24	6	126	18	78	66	18	27	41	53	67	77	107	34	
	8%	9%	5%	9%	7%	7%	9%	6%	8%	7%	8%	8%	8%	7%	7%	8%	8%	7%	10%	7%	7%	8%	9%	10%	7%	7%	10%	
10	177	128	46	55	65	57	94	83	116	61	56	52	42	16	10	149	28	127	50	31	30	38	61	64	113	149	21	
	9%	10%	8%	8%	11%	9%	9%	11%	9%	10%	11%	11%	10%	5%	12%	9%	12%	11%	7%	12%	7%	7%	11%	10%	10%	10%	6%	
Mean	5.75	5.99	5.22	5.89	5.67	5.66	5.71	5.8	5.76	5.72	5.92	5.82	5.58	5.61	5.6	5.76	5.69	5.68	5.87	5.8	5.52	5.76	5.92	5.98	5.61	5.71	5.89	
		b																					x					
NET: Limited distress (1-3)	351	233	127	119	114	118	229	122	241	110	89	92	86	64	20	300	51	219	132	45	80	90	122	114	237	290	54	
	19%	17%	21%	18%	19%	19%	21%	16%	19%	19%	17%	19%	21%	18%	26%	18%	22%	18%	19%	17%	20%	17%	21%	16%	20%	19%	16%	
NET: High distress (8-10)	596	445	144	208	189	198	356	240	412	184	188	167	118	103	19	519	77	367	228	77	117	168	199	239	357	479	103	
	32%	35%	24%	31%	32%	33%	33%	31%	32%	31%	36%	34%	28%	28%	24%	32%	33%	31%	34%	29%	29%	32%	34%	34%	30%	32%	31%	
		b									lm																	
Don't know	93	33	40	16	40	37	51	43	65	28	27	22	24	19	1	83	10	70	23	7	23	28	17	29	64	81	10	
	5%	4%	7%	2%	7%	6%	5%	5%	5%	5%	5%	4%	6%	5%	2%	5%	4%	6%	3%	3%	6%	5%	3%	4%	5%	5%	3%	
		a		c		c												r										

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/h/u/v - w/x - y/z
Overlap formulae used. * small base

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Q17 - And if your club was dissolved and ceased to exist, how much emotional distress, if any at all, do you think you would feel? Please answer on a scale of 1-10, where 1 is No distress at all and 10 is Extreme emotional distress.

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	TOTAL	League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV												Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0- 10 (g)	Involving a team they support: 11- 20 (h)	Involving a team they support: 21- 30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0- 10 (o)	Involving a team they support: 11- 20 (p)	Involving a team they support: 21- 30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	Where they are a neutral fan: More than 30 (w)	None (x)	0-1 (y)	At least 1 (z)	At least 2 (aa)	At least 3 (ab)							
UNWEIGHTED BASE	1872	1557	751	264	810	549	512	1023	121	103	86*	52*	1699	71*	34**	27**	778	352	233	413	937	344	154	283	479	1091	1358	1261	272							
WEIGHTED BASE	106	99	34	11	14	29	62	103	1	104	1	-	104	1	-	-	63	18	8	10	76	17	5	7	45	76	60	56	7							
	6%	6%	6%	4%	5%	2%	12%	7%	1%	-	2%	6%	7%	2%	-	-	8%	5%	3%	2%	8%	5%	3%	2%	9%	7%	4%	4%	2%							
1	114	99	44	11	23	36	54	101	7	4	1	104	5	2	3	81	21	14	13	62	20	14	10	35	79	74	74	14								
	6%	6%	6%	4%	7%	3%	11%	6%	6%	4%	1%	6%	7%	7%	9%	8%	6%	6%	3%	6%	6%	9%	4%	7%	7%	6%	6%	5%								
3	131	108	57	23	38	35	59	117	10	3	-	123	3	1	1	62	32	13	14	82	22	6	12	39	87	90	85	14								
	7%	7%	7%	8%	9%	5%	11%	6%	9%	3%	-	7%	4%	4%	3%	8%	9%	6%	3%	8%	7%	4%	4%	8%	8%	7%	7%	5%								
4	136	119	53	20	39	49	48	115	10	6	4	120	9	3	2	71	29	11	21	81	23	14	14	41	77	94	90	19								
	7%	8%	7%	7%	5%	9%	9%	7%	8%	7%	7%	13%	8%	6%	6%	9%	8%	5%	5%	8%	7%	9%	5%	9%	7%	7%	7%	7%								
5	217	179	101	31	56	77	84	188	10	8	3	195	9	6	1	111	33	34	34	135	36	14	25	52	130	163	149	28								
	12%	11%	13%	12%	7%	14%	16%	12%	8%	9%	5%	11%	13%	17%	5%	14%	9%	15%	8%	14%	10%	9%	9%	11%	12%	12%	12%	10%								
6	217	185	78	40	68	71	77	183	19	4	4	203	6	3	2	92	53	19	41	129	41	11	23	44	116	169	151	39								
	12%	12%	10%	15%	8%	13%	15%	12%	16%	4%	7%	12%	8%	8%	7%	12%	15%	8%	10%	13%	12%	7%	8%	9%	11%	12%	12%	14%								
7	263	212	115	36	120	82	60	239	12	6	3	246	4	6	4	108	50	31	66	129	51	28	48	66	162	196	182	34								
	14%	14%	15%	14%	15%	15%	12%	15%	10%	7%	6%	14%	6%	16%	15%	14%	14%	13%	16%	13%	15%	18%	16%	14%	15%	14%	14%	13%								
8	275	223	115	38	171	82	22	215	20	18	16	217	21	4	7	82	61	47	79	123	67	26	52	60	149	207	196	40								
	15%	14%	15%	14%	21%	15%	4%	14%	17%	20%	31%	14%	29%	12%	27%	11%	17%	20%	19%	12%	20%	18%	18%	12%	14%	15%	16%	15%								
9	344	315	155	25	210	110	35	8	107	17	11	9	131	6	4	52	17	21	53	67	26	16	33	30	68	111	103	33								
	8%	7%	9%	9%	14%	5%	2%	7%	14%	13%	16%	8%	8%	12%	5%	7%	5%	9%	13%	7%	8%	10%	11%	6%	6%	8%	8%	12%								
10	377	342	160	22	248	148	24	5	129	12	24	10	160	5	5	45	29	21	74	146	60	37	69	37	86	138	128	38								
	9%	9%	18%	4%	18%	4%	1%	8%	10%	28%	20%	9%	7%	16%	18%	6%	8%	9%	18%	6%	9%	10%	21%	8%	8%	10%	10%	14%								
Mean	5.75	5.67	5.84	5.96	7.04	5.29	4.2	5.6	6.42	7.3	7.41	5.74	6.15	6.7	6.62	5.24	5.8	5.98	6.98	5.4	6.02	6.16	6.95	5.22	5.45	5.97	5.96	6.5								
					f	ef		gh	gh	gh	gh	gh	gh	gh	gh	o	o	o	o	o	o	o	o	o	o	o	o	o	o							
NET: Limited distress (1-3)	351	306	135	45	75	101	175	321	18	6	2	311	9	3	3	186	72	35	36	220	60	25	29	118	241	228	214	35								
	19%	19%	20%	18%	9%	18%	34%	20%	15%	7%	3%	19%	13%	10%	13%	24%	20%	15%	9%	22%	17%	16%	10%	25%	22%	17%	17%	13%								
NET: High distress (9-10)	596	480	240	85	429	111	36	451	49	53	35	528	32	14	14	178	108	89	206	253	124	57	145	127	304	457	426	112								
	32%	31%	32%	32%	53%	24%	7%	29%	41%	61%	67%	31%	45%	40%	50%	23%	31%	38%	50%	26%	36%	37%	50%	27%	28%	34%	34%	41%								
					ef	f		ak	ah	ah	ah	z	ak	ak	u	o	o	o	o	o	o	o	u	u	u	w	w	w	w							
Don't know	93	77	29	8	23	39	31	74	2	3	2	77	2	-	1	33	8	14	10	41	11	5	8	31	61	51	48	5								
	5%	5%	4%	3%	3%	7%	6%	5%	2%	3%	4%	5%	2%	-	5%	4%	2%	6%	2%	4%	3%	3%	3%	6%	6%	4%	4%	2%								

Proportions/Mean: 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/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q20_Summary - How important to you personally, if at all, are the following aspects of your club's heritage?

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	Location of home stadium	Name of home stadium	Home stadium design2	Club crest design	Main home shirt colour	Club team name	Match day traditions and atmosphere	Community presence of the club and engagement with fans	Team success	Club history
UNWEIGHTED BASE	1904	1904	1904	1904	1904	1904	1904	1904	1904	1904
WEIGHTED BASE	1872	1872	1872	1872	1872	1872	1872	1872	1872	1872
Very important (4)	837	660	525	702	850	998	761	710	732	1026
	45%	35%	28%	37%	45%	53%	41%	38%	39%	55%
Fairly important (3)	784	734	873	765	684	618	869	912	821	678
	42%	39%	47%	41%	37%	33%	46%	49%	44%	36%
Not very important (2)	176	349	342	278	245	173	151	161	243	106
	9%	19%	18%	15%	13%	9%	8%	9%	13%	6%
Not at all important (1)	33	94	81	81	66	52	35	38	43	28
	2%	5%	4%	4%	4%	3%	2%	2%	2%	2%
Mean	3.33	3.07	3.01	3.14	3.26	3.39	3.3	3.26	3.22	3.47
NET: Important	1622	1394	1397	1467	1533	1617	1630	1622	1553	1704
	87%	74%	75%	78%	82%	86%	87%	87%	83%	91%
NET: Not Important	209	443	422	359	311	225	186	200	286	134
	11%	24%	23%	19%	17%	12%	10%	11%	15%	7%
NET Difference	1413	951	975	1108	1223	1391	1444	1422	1267	1570
	75%	51%	52%	59%	65%	74%	77%	76%	68%	84%
Don't know	41	35	52	45	28	30	56	50	32	34
	2%	2%	3%	2%	1%	2%	3%	3%	2%	2%

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Q20_1 - How important to you personally, if at all, are the following aspects of your club's heritage? - Location of home stadium

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY	
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £54999 (u)	£55000+ (v)	Yes (w)	No (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
WEIGHTED BASE	1392	1024	525	579	504	311	1033	359	1215	459	459	439	419	356	68	1642	210	1119	550	259	400	519	575	700	1129	1506	259	
Very important (4)	837	591	237	267	279	292	501	336	561	276	265	230	172	133	37	727	110	508	330	114	167	241	262	306	532	696	129	
	45%	47%	40%	40%	47%	48%	46%	43%	44%	47%	50%	47%	41%	37%	47%	44%	48%	43%	48%	43%	41%	46%	45%	44%	45%	46%	38%	
			b		c	c					lm	m						s								A		
Fairly important (3)	784	531	251	285	248	252	442	342	562	223	203	156	184	171	31	696	88	512	273	109	187	205	241	309	476	618	155	
	42%	42%	42%	43%	42%	41%	41%	44%	44%	38%	39%	40%	44%	47%	39%	42%	39%	43%	40%	41%	47%	39%	42%	44%	41%	41%	46%	
									e											ni								
Not very important (2)	176	112	65	84	49	43	106	70	117	59	44	40	45	39	8	151	25	119	57	30	34	57	52	61	115	137	37	
	9%	9%	11%	13%	8%	7%	10%	9%	9%	10%	8%	8%	11%	11%	10%	9%	11%	10%	8%	11%	8%	11%	9%	9%	10%	9%	11%	
				de																								
Not at all important (1)	33	13	19	14	5	13	19	13	16	16	7	7	10	9	-	30	2	21	11	9	6	8	10	9	24	24	7	
	2%	1%	3%	2%	1%	2%	2%	2%	1%	3%	1%	1%	2%	3%	-	2%	1%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	
			a							h																		
Mean	3.33	3.36	3.23	3.24	3.38	3.37	3.33	3.32	3.33	3.32	3.4	3.37	3.26	3.21	3.38	3.32	3.35	3.3	3.17	3.26	3.31	3.33	3.33	3.33	3.33	3.32	3.35	3.24
		b		c	c	c					lm	lm						q							A			
NET: Important	1622	1122	488	551	526	544	943	679	1123	499	468	426	356	304	68	1424	198	1019	602	223	354	446	503	615	1007	1314	283	
	87%	89%	82%	83%	89%	89%	87%	87%	88%	84%	89%	88%	85%	84%	86%	87%	86%	86%	89%	84%	88%	85%	87%	88%	86%	87%	84%	
		b		c	c	c					m																	
NET: Not Important	209	125	84	98	54	56	126	83	133	76	51	47	55	48	8	181	27	140	68	38	40	64	63	70	139	161	44	
	11%	10%	14%	15%	9%	9%	12%	11%	10%	13%	10%	10%	13%	13%	10%	11%	12%	12%	10%	14%	10%	12%	11%	10%	12%	11%	13%	
		a		de																								
NET Difference	1413	997	404	453	472	488	817	596	990	423	417	379	301	255	60	1242	171	879	534	185	315	381	440	545	868	1153	239	
	75%	79%	68%	79%	80%	80%	75%	76%	77%	72%	79%	78%	72%	71%	76%	76%	74%	74%	79%	69%	78%	73%	76%	78%	74%	77%	71%	
		b		c	c	c					lm	m						g		s	s	s	s		A	c		
Don't know	41	18	23	17	14	10	20	21	25	16	6	14	9	9	3	37	4	32	9	5	8	12	11	15	26	31	10	
	2%	1%	4%	3%	2%	2%	2%	3%	2%	3%	1%	3%	2%	3%	4%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	3%	
			a															f										

Proportions/Mean: 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/z
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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Q20_1 - How important to you personally, if at all, are the following aspects of your club's heritage? - Location of home stadium

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV								Number of TV subscriptions				
		Premier League	Championship / League One	League Two / National League	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)				
UNWEIGHTED BASE	TOTAL	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288			
WEIGHTED BASE	1172	1557	713	276	810	549	512	1571	120	82	52	1699	73	84	27	773	352	192	233	433	977	374	174	273	469	1091	1453	1273	270			
Very important: (4)	837	699	338	119	433	220	185	673	64	43	34	752	34	17	16	304	162	97	239	397	168	67	166	207	481	621	577	140	40			
45%	45%	45%	45%	45%	53%	40%	36%	43%	53%	56%	65%	44%	48%	50%	58%	39%	46%	42%	58%	40%	49%	44%	57%	43%	44%	46%	46%	51%	51%			
					ef			jk	jk	jk	jk	k					os	opqr		os	opqrs						wx					
Fairly important: (3)	784	654	318	110	303	244	238	681	44	31	15	724	26	13	10	356	149	100	139	444	142	70	93	203	465	567	525	102	10			
42%	42%	42%	42%	42%	37%	44%	46%	43%	36%	36%	30%	43%	36%	38%	37%	46%	42%	43%	34%	45%	41%	46%	32%	42%	43%	42%	42%	38%				
					d		d									rv	rv	rv	rv	rv	rv	rv	rv									
Not very important: (2)	176	142	77	23	59	62	55	155	8	6	2	159	9	2	1	84	36	24	25	103	30	12	27	48	106	124	115	24	2			
9%	9%	9%	10%	9%	7%	11%	11%	10%	7%	7%	4%	9%	13%	5%	4%	11%	10%	10%	6%	10%	9%	8%	9%	10%	10%	9%	9%	9%	9%			
					d		d									r	r	10%		r			r									
Not at all important: (1)	33	27	8	5	8	11	13	30	*	1	1	30	*	2	-	16	4	6	7	21	3	2	4	7	15	23	23	2	2			
2%	2%	2%	1%	2%	1%	2%	3%	2%	*	1%	2%	2%	1%	0%	-	2%	1%	3%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%			
					d		d																									
Mean	3.33	3.33	3.33	3.34	3.44	3.25	3.21	3.3	3.47	3.46	3.58	3.32	3.34	3.33	3.54	3.25	3.34	3.27	3.49	3.26	3.38	3.34	3.46	3.31	3.32	3.34	3.34	3.42	3.42			
					ef			jk	jk	jk	jk	k					os	opqr		os	opqrs						y					
NET: Important	1622	1353	655	229	795	463	423	1354	108	79	49	1476	60	29	26	660	311	197	378	842	309	138	259	410	946	1188	1102	242	24			
87%	87%	87%	87%	87%	91%	84%	83%	86%	90%	92%	95%	87%	84%	88%	96%	85%	88%	85%	91%	85%	90%	90%	88%	86%	87%	88%	87%	88%	89%	89%		
					ef			k				k					os	os		os	os											
NET: Not Important	209	169	85	28	68	73	68	184	9	7	3	189	10	4	1	100	40	30	31	124	33	14	30	55	121	148	138	25	25			
11%	11%	11%	11%	11%	8%	13%	13%	12%	7%	8%	5%	11%	14%	11%	4%	13%	11%	13%	8%	13%	10%	9%	10%	11%	11%	11%	11%	11%	9%	9%		
					d		d									r		r		r												
NET Difference	1413	1183	570	201	668	390	355	1170	99	72	46	1287	50	26	25	560	271	167	346	717	276	124	228	355	824	1041	965	217	217			
75%	75%	76%	76%	76%	82%	71%	69%	74%	82%	84%	89%	76%	70%	76%	92%	72%	77%	72%	84%	73%	80%	80%	78%	74%	76%	77%	77%	78%	80%			
					ef			k	l	l	gh	k						opqrs		os	os											
Don't know	41	36	10	7	7	13	21	33	3	-	-	34	1	*	-	18	1	5	4	21	2	2	4	14	24	22	21	5	5			
2%	2%	2%	1%	3%	1%	2%	4%	2%	3%	-	-	2%	2%	1%	-	8%	*	2%	1%	2%	*	1%	1%	3%	2%	2%	2%	2%	2%			
		b			d		d											p		p												

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

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IPSO5

Q20_2 - How important to you personally, if at all, are the following aspects of your club's heritage? - Name of home stadium

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY	
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £54999 (u)	£55000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1372	905	467	524	469	354	1011	689	1281	500	525	489	381	321	60	1642	225	1119	650	229	402	512	515	702	1122	1505	257
Very important (4)	660	447	205	238	209	214	361	299	448	211	211	182	130	110	26	586	74	415	245	101	137	163	211	249	411	543	107
	35%	35%	34%	36%	35%	35%	33%	38%	35%	36%	40%	37%	31%	31%	33%	36%	32%	35%	36%	38%	34%	31%	37%	36%	35%	36%	32%
Fairly important (3)	734	501	239	257	231	246	432	303	517	218	152	175	177	154	36	655	79	459	276	94	161	222	217	284	450	586	137
	39%	40%	39%	39%	39%	40%	40%	39%	40%	37%	37%	36%	42%	43%	45%	40%	35%	38%	41%	35%	40%	43%	38%	41%	38%	39%	41%
Not very important (2)	349	239	109	122	124	103	214	135	229	120	91	94	82	70	12	293	56	234	115	52	79	96	113	127	222	279	64
	19%	19%	18%	18%	21%	17%	20%	17%	18%	20%	17%	19%	20%	19%	15%	18%	24%	20%	17%	20%	20%	18%	20%	18%	19%	19%	19%
Not at all important (1)	94	59	35	34	23	37	64	30	65	29	26	23	22	21	3	80	14	58	36	10	20	33	28	30	64	70	22
	5%	5%	6%	5%	4%	6%	6%	4%	5%	5%	5%	5%	5%	6%	3%	5%	6%	5%	4%	4%	5%	6%	5%	4%	5%	5%	7%
Mean	3.07	3.07	3.04	3.07	3.07	3.06	3.02	3.14	3.07	3.06	3.13	3.09	3.01	3	3.1	3.08	2.96	3.06	3.09	3.11	3.04	3	3.07	3.09	3.05	3.08	3
NET: Important	1394	948	435	495	440	460	792	602	965	429	403	357	308	264	62	1241	153	874	520	195	298	385	428	533	861	1129	244
	74%	75%	73%	74%	74%	75%	73%	77%	75%	73%	77%	73%	73%	73%	78%	76%	67%	73%	77%	73%	74%	74%	74%	76%	73%	75%	72%
NET: Not important	443	298	144	156	147	140	278	165	294	149	117	117	104	91	15	373	70	292	151	63	99	129	142	157	286	349	86
	24%	24%	24%	23%	25%	23%	26%	21%	23%	25%	22%	24%	25%	25%	19%	23%	30%	24%	22%	23%	25%	25%	25%	22%	24%	23%	26%
NET Difference	951	650	291	338	293	320	514	437	672	280	287	240	204	174	47	868	83	582	369	132	199	256	286	376	575	779	158
	51%	51%	49%	51%	49%	52%	47%	56%	52%	47%	55%	49%	49%	48%	59%	53%	36%	49%	54%	50%	50%	49%	50%	54%	49%	52%	47%
Don't know	35	19	16	16	8	11	18	17	22	12	5	13	8	6	3	28	7	26	8	9	5	8	7	9	25	28	7
	2%	1%	3%	2%	1%	3%	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	3%	2%	1%	3%	1%	2%	1%	1%	2%	2%	2%

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/h/u/v - w/x - y/z
Overlap formulae used. * small base

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Q20_2 - How important to you personally, if at all, are the following aspects of your club's heritage? - Name of home stadium

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person													Number of games they watch on TV										Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)							
UNWEIGHTED BASE	TOTAL	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288							
WEIGHTED BASE	1672	1557	713	264	810	549	512	1571	120	85*	52*	1099	71*	34**	27**	778	352	233	413	987	344	154	213	479	1091	1353	1261	272							
Very important: (4)	660	565	273	91	352	179	130	522	60	43	23	581	34	17	15	219	127	86	198	301	139	55	133	146	357	506	466	126							
	35%	36%	36%	34%	43%	33%	25%	33%	50%	50%	44%	34%	47%	51%	54%	28%	36%	37%	48%	30%	41%	45%	45%	30%	33%	37%	37%	46%							
Fairly important: (3)	734	600	296	113	295	219	220	630	41	27	22	674	24	13	9	335	145	76	143	421	119	63	98	202	448	519	486	83							
	39%	39%	39%	43%	36%	40%	43%	40%	34%	32%	43%	40%	34%	39%	34%	43%	41%	33%	35%	43%	35%	41%	33%	42%	41%	38%	39%	31%							
Not very important: (2)	349	292	133	36	116	114	119	315	12	10	4	330	7	2	3	160	62	54	57	200	58	28	50	97	210	246	225	47							
	19%	19%	18%	14%	14%	21%	23%	20%	10%	12%	7%	19%	10%	5%	10%	21%	18%	23%	14%	20%	17%	18%	17%	20%	19%	18%	18%	17%							
Not at all important: (1)	94	72	38	19	38	26	29	78	6	6	3	86	5	2	1	50	16	10	14	51	25	7	10	22	54	69	65	13							
	5%	5%	5%	7%	5%	5%	6%	5%	7%	6%	5%	7%	5%	2%	6%	8%	5%	4%	3%	5%	7%	4%	3%	5%	5%	5%	5%	5%							
Mean	3.07	3.08	3.09	3.06	3.2	3.02	2.9	3.03	3.31	3.24	3.24	3.05	3.22	3.37	3.4	2.95	3.09	3.05	3.28	3	3.09	3.09	3.22	3.01	3.04	3.09	3.09	3.2							
					ef				gk	gk						rs	o	o	opqs	o	o	o	oqs					wwyA							
NET: Important	1394	1165	569	204	647	397	350	1152	100	70	45	1255	58	30	24	555	272	162	341	722	258	118	211	348	805	1025	952	209							
	74%	75%	76%	77%	80%	72%	68%	73%	84%	81%	87%	74%	81%	90%	88%	71%	77%	70%	83%	73%	75%	77%	79%	73%	74%	75%	76%	77%							
NET: Not Important	443	365	171	55	154	140	149	394	18	16	7	416	13	3	3	210	79	65	70	251	82	34	60	119	263	315	290	60							
	24%	23%	23%	21%	19%	26%	29%	25%	15%	19%	13%	24%	18%	10%	12%	27%	22%	28%	17%	25%	24%	22%	21%	25%	24%	23%	23%	22%							
NET Difference	951	800	398	149	493	257	201	758	82	54	38	840	45	27	21	344	193	98	271	471	176	84	170	229	542	711	662	149							
	51%	51%	53%	56%	61%	47%	39%	48%	69%	63%	49%	64%	81%	76%		44%	55%	42%	65%	65%	51%	54%	58%	48%	50%	52%	53%	55%							
					ef	f			gk	gk	gk	rs	rs	rs		opqs	opqs	opqs	opqs	o	o	o	oqs												
Don't know	35	28	11	5	9	12	14	26	2	-	-	28	1	-	-	12	1	6	2	15	4	2	2	12	22	18	18	3							
	2%	2%	1%	2%	1%	2%	3%	2%	2%	-	-	2%	1%	-	-	2%	1%	3%	1%	1%	1%	1%	3%	3%	2%	1%	1%	1%							
							d									pr																			

Proportions/Mean: Columns Tested (5% risk level) - a/h/c - d/e/f - g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v - w/x/y/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q20_3 - How important to you personally, if at all, are the following aspects of your club's heritage? - Home stadium design

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME			CHILDREN IN HOUSEHOLD		ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1372	1214	525	527	514	111	1833	783	1218	159	525	427	413	256	278	1642	725	1119	650	229	402	512	576	702	1129	1506	239
Very important (4)	525	365	154	204	164	157	303	222	370	155	148	145	107	105	21	467	58	330	195	73	100	135	189	214	311	413	103
	28%	29%	26%	31%	28%	26%	28%	28%	29%	26%	28%	30%	26%	29%	26%	28%	25%	28%	29%	27%	25%	26%	33%	31%	27%	27%	31%
Fairly important (3)	873	599	267	291	290	291	501	371	591	282	270	229	185	156	33	768	104	549	324	116	202	249	253	324	549	704	157
	47%	47%	45%	44%	49%	48%	46%	47%	46%	48%	51%	47%	44%	43%	42%	47%	45%	46%	48%	44%	50%	48%	44%	46%	47%	47%	46%
Not very important (2)	342	219	122	125	103	114	203	139	238	103	89	79	87	66	21	292	50	217	125	60	71	96	102	133	209	278	59
	18%	17%	21%	19%	17%	19%	19%	18%	19%	18%	17%	16%	21%	18%	27%	18%	22%	18%	18%	22%	18%	18%	18%	19%	18%	18%	17%
Not at all important (1)	81	51	30	28	20	32	52	28	51	30	11	21	25	20	4	68	13	56	25	9	30	24	23	18	63	67	10
	4%	4%	5%	4%	3%	5%	5%	4%	4%	5%	2%	4%	6%	5%	5%	4%	6%	5%	4%	3%	5%	5%	4%	3%	5%	4%	3%
Mean	3.01	3.04	2.95	3.04	3.04	2.96	3	3.03	3.02	2.99	3.07	3.05	2.92	3	2.89	3.02	2.92	3	3.03	2.98	2.97	2.98	3.07	3.07	2.98	3	3.07
NET: Important	1397	964	421	495	454	448	804	593	961	436	417	374	292	260	54	1235	163	879	519	189	301	384	442	538	859	1116	260
	75%	76%	71%	74%	76%	73%	74%	76%	75%	74%	79%	77%	70%	72%	68%	75%	71%	74%	76%	71%	75%	74%	77%	77%	73%	74%	77%
NET: Not Important	422	270	152	153	124	146	255	167	289	133	100	99	113	85	25	360	63	273	150	69	91	120	125	150	272	346	69
	23%	21%	26%	23%	21%	24%	23%	21%	23%	23%	19%	20%	27%	24%	32%	22%	27%	23%	22%	26%	23%	23%	22%	21%	23%	23%	21%
NET Difference	975	694	269	342	330	302	549	426	672	303	317	275	330	175	29	875	67	606	369	121	210	264	318	388	587	771	191
	52%	50%	45%	51%	56%	49%	50%	54%	52%	51%	60%	56%	43%	48%	36%	51%	44%	51%	54%	45%	52%	51%	55%	55%	50%	51%	57%
Don't know	52	30	22	19	17	16	30	22	31	20	8	13	15	15	-	48	4	40	12	9	9	17	9	11	40	44	8
	3%	2%	4%	3%	3%	3%	3%	3%	2%	3%	2%	3%	4%	4%	-	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - U/g - h/i - j/k/l/m/n - o/p - q/r - s/t/u/v - w/x - y/z
Overlap formulae used. * small base

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Q20_3 - How important to you personally, if at all, are the following aspects of your club's heritage? - Home stadium design

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV								Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)				
UNWEIGHTED BASE	TOTAL	1585	1094	276	825	550	276	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288				
WEIGHTED BASE	1872	1557	733	264	810	549	512	1571	120	105	52*	1099	71*	134**	27**	738	352	233	413	987	344	154	293	479	1091	1358	1261	272				
Very important: (4)	525	450	219	82	304	120	100	409	48	29	25	455	30	13	13	180	97	65	165	238	112	53	100	108	272	414	376	110				
	28%	29%	29%	31%	38%	22%	20%	26%	40%	34%	47%	27%	42%	39%	49%	23%	28%	28%	40%	24%	33%	35%	34%	23%	25%	30%	30%	41%				
					ef			jk			jk		jk					opqst	y	os	os	os	os				wx	wxyA				
Fairly important: (3)	873	718	358	126	364	277	231	744	49	43	22	806	32	11	11	355	184	105	187	473	158	64	140	230	525	626	585	110				
	47%	46%	48%	48%	45%	51%	45%	47%	41%	50%	42%	47%	45%	32%	39%	46%	52%	45%	45%	48%	46%	42%	48%	48%	48%	46%	46%	40%				
																tu	tu	tu	tu					8	8	8						
Not very important: (2)	342	281	129	38	106	110	125	308	14	10	6	318	8	7	*	180	55	49	43	200	60	30	36	98	213	238	223	37				
	18%	18%	17%	14%	13%	20%	24%	20%	12%	11%	11%	19%	11%	22%	1%	23%	16%	21%	10%	20%	17%	20%	12%	20%	20%	18%	18%	13%				
					d	d		ba								prstuv	r	rv	rv	prv	r	r		8	8							
Not at all important: (1)	81	65	27	12	24	19	38	71	5	2	-	76	1	3	1	43	10	10	15	50	12	4	12	24	49	54	52	10				
	4%	4%	4%	4%	3%	3%	7%	5%	4%	2%	-	4%	2%	8%	4%	6%	3%	4%	4%	5%	4%	3%	4%	5%	4%	4%	4%	4%				
							de																									
Mean	3.01	3.03	3.05	3.08	3.19	2.95	2.8	2.97	3.2	3.19	3.37	2.99	3.28	3.02	3.42	2.89	3.06	2.99	3.23	2.94	3.08	3.1	3.14	2.92	2.96	3.05	3.04	3.2				
					ef	f		jk	jk	jk	jk	jk	jk	jk	jk	os	os	os	opqst	o	os	os	opq		wx	wx	wxyA					
NET: Important	1397	1168	577	209	668	398	331	1153	97	73	47	1261	62	24	24	536	281	170	352	712	270	118	240	338	797	1040	961	221				
	75%	75%	77%	79%	83%	72%	65%	73%	81%	84%	89%	74%	87%	70%	88%	69%	80%	73%	83%	72%	78%	76%	82%	70%	73%	77%	76%	81%				
					ef	f		jk	jk	jk	jk	jk	jk	jk	jk	os	os	os	opqstu	o	os	os	os		wx	wx	wx	wx				
NET: Not Important	422	346	156	49	130	129	163	380	19	12	6	394	9	10	2	222	65	59	58	250	72	35	47	122	262	292	275	47				
	23%	22%	21%	19%	16%	23%	32%	24%	16%	14%	11%	23%	12%	30%	6%	29%	18%	25%	14%	25%	21%	22%	16%	16%	16%	21%	22%	17%				
					d	d		lm			ij					prstuv	rv	rv	prv	r	r		8	8								
NET Difference	975	822	421	159	538	269	168	773	78	61	41	867	53	14	23	313	215	111	294	462	198	83	193	215	535	748	686	174				
	52%	53%	56%	60%	66%	49%	33%	49%	65%	71%	79%	51%	75%	41%	83%	40%	61%	48%	73%	57%	54%	66%	45%	49%	55%	54%	64%					
					ef	f		jk	jk	jk	jk	jk	jk	jk	jk	opqst	os	os	opqst	uv	os	os	opqstu		wx	wx	wxyA					
Don't know	52	44	18	6	11	23	18	39	3	2	-	45	1	-	2	20	6	5	4	26	3	2	6	19	32	26	25	5				
	3%	3%	2%	2%	1%	4%	4%	2%	2%	2%	-	3%	1%	-	6%	3%	2%	2%	1%	3%	1%	1%	2%	4%	3%	2%	2%	2%				
					d	d																	yA	yA								

Proportions/Mean: Columns Tested (% 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/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q20_4 - How important to you personally, if at all, are the following aspects of your club's heritage? - Club crest design

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY	
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)
UNWEIGHTED BASE WEIGHTED BASE	1904	1264	628	734	654	520	1167	737	1356	549	561	507	412	352	72	1689	224	879	1025	251	382	514	653	775	1129	1489	384
	1372	1204	595	704	584	459	1089	613	1218	459	525	459	412	256	208	1642	229	1159	650	229	402	512	515	702	1129	1506	257
Very important (4)	702	488	209	233	229	240	395	307	475	226	217	182	149	126	27	625	76	445	257	107	141	181	232	261	441	590	102
	37%	39%	35%	35%	38%	39%	36%	39%	37%	38%	41%	37%	36%	35%	35%	38%	33%	37%	38%	40%	35%	35%	40%	37%	38%	39%	30%
Fairly important (3)	765	533	228	275	246	241	438	327	537	228	215	201	162	151	36	666	99	487	278	107	168	214	231	291	474	588	164
	41%	42%	38%	42%	41%	39%	40%	42%	42%	39%	41%	41%	39%	42%	45%	41%	43%	41%	41%	40%	42%	41%	40%	42%	40%	39%	49%
Not very important (2)	278	171	106	113	86	79	182	96	189	86	65	70	78	55	10	242	36	173	105	40	62	85	81	107	171	225	49
	15%	14%	18%	17%	15%	13%	17%	12%	15%	15%	12%	14%	19%	15%	13%	15%	16%	15%	15%	15%	15%	16%	14%	15%	15%	15%	14%
Not at all important (1)	81	50	31	25	19	37	50	31	49	32	17	19	23	19	3	67	14	53	28	8	23	27	22	26	55	66	15
	4%	4%	5%	4%	3%	6%	5%	4%	4%	5%	3%	4%	6%	5%	4%	4%	6%	4%	4%	3%	6%	5%	4%	4%	5%	4%	4%
Mean	3.14	3.18 b	3.07	3.11	3.18	3.15	3.11	3.2 f	3.15	3.13	3.23 lm	3.16	3.06	3.09	3.15	3.16	3.06	3.14	3.14	3.2	3.08	3.08	3.19	3.15	3.14	3.16	3.07
NET: Important	1467	1021	435	511	474	481	833	634	1012	455	433	383	311	277	63	1291	175	932	535	213	309	395	463	552	915	1178	265
	78%	81%	73%	77%	80%	79%	83%	77%	79%	77%	82%	79%	74%	77%	80%	79%	76%	78%	79%	80%	77%	78%	80%	79%	78%	78%	79%
NET: Not Important	359	221	137	137	106	116	232	127	238	121	82	89	101	74	13	310	50	226	133	48	85	112	103	133	226	291	64
	19%	17%	23%	21%	18%	19%	21%	16%	19%	20%	16%	18%	24%	21%	17%	19%	22%	19%	20%	18%	21%	21%	18%	19%	19%	19%	19%
NET Difference	1108	800	297	374	369	365	601	507	774	334	351	294	210	203	50	982	126	706	402	166	225	283	360	419	689	887	201
	59%	63%	50%	56%	62%	60%	55%	65%	60%	57%	67%	60%	50%	56%	63%	60%	55%	59%	59%	62%	56%	54%	62%	60%	60%	59%	60%
Don't know	45	22	23	18	14	13	23	22	31	15	10	15	7	10	3	41	4	34	12	6	7	15	11	15	31	37	8
	2%	2%	4%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	4%	3%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - U/g - h/i - j/k/l/m/n - o/p - q/r - s/t/u/v - w/x - y/z
Overlap formulae used. * small base

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Q20. 4 - How important to you personally, if at all, are the following aspects of your club's heritage? - Club crest design

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV								Number of TV subscriptions					
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0- 10 (g)	Involving a team they support: 11- 20 (h)	Involving a team they support: 21- 30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0- 10 (o)	Involving a team they support: 11- 20 (p)	Involving a team they support: 21- 30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)					
UNWEIGHTED BASE	TOTAL	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288					
WEIGHTED BASE	1872	1557	713	264	810	549	512	1571	120	65*	32*	1099	71*	34**	27**	738	352	233	413	987	344	154	293	479	1091	1303	1261	272					
Very important: (4)	702	581	287	94	390	173	138	561	52	47	29	626	29	18	15	247	128	96	202	328	136	58	146	167	393	526	476	135					
	37%	37%	38%	36%	48%	32%	27%	36%	44%	54%	55%	37%	40%	54%	56%	32%	36%	41%	49%	33%	40%	38%	50%	35%	36%	39%	38%	50%			wwwA		
					ef					pk	pk	k					os	opst		os		opst	u			A							
Fairly important: (3)	765	631	312	110	294	246	225	660	45	25	20	704	32	8	9	326	163	89	149	426	150	59	98	202	476	552	524	86					
	41%	41%	42%	42%	36%	45%	44%	42%	38%	29%	38%	41%	44%	24%	33%	42%	46%	38%	36%	43%	44%	38%	33%	42%	44%	45%	42%	42%	32%				
Not very important: (2)	278	239	113	43	91	87	100	244	16	11	3	260	5	6	1	145	44	35	44	168	38	28	33	72	153	202	188	37					
	15%	15%	15%	16%	11%	16%	19%	16%	13%	13%	5%	15%	7%	16%	5%	19%	13%	15%	11%	17%	11%	18%	11%	15%	14%	15%	15%	14%					
					d	d	d	i				i	i			ptv			d	ptv	r												
Not at all important: (1)	81	69	23	9	25	29	27	74	3	3	1	78	1	1	2	38	12	8	16	44	14	8	11	24	45	54	51	5					
	4%	4%	3%	3%	3%	3%	3%	3%	2%	3%	1%	3%	2%	2%	6%	5%	3%	3%	4%	4%	3%	3%	3%	3%	4%	4%	4%	4%	2%				
Mean	3.14	3.13	3.17	3.13	3.11	3.05	2.97	3.11	3.27	3.34	3.47	3.13	3.32	3.35	3.38	3.03	3.17	3.2	3.31	3.08	3.21	3.09	3.32	3.1	3.14	3.16	3.15	3.33					
					ef				ek	ek	ek	e				os	os	os	os	os	os	os	os	os	os	os	os	os	os	os	os	os	
NET: Important	1467	1212	599	204	684	419	363	1222	97	72	49	1130	60	26	24	573	292	185	351	754	286	118	244	369	868	1078	1000	221					
	78%	78%	80%	77%	85%	76%	71%	78%	81%	81%	81%	78%	85%	78%	89%	74%	81%	79%	85%	76%	81%	76%	81%	77%	80%	79%	79%	81%					
					ef				pk		pk					os	os	os	os	os	o	os	os										
NET: Not Important	359	307	136	52	116	116	127	318	19	14	4	338	6	6	3	183	56	42	60	211	52	36	44	96	199	216	239	43					
	19%	20%	18%	20%	14%	21%	20%	20%	15%	17%	7%	20%	9%	18%	11%	23%	16%	18%	14%	21%	15%	23%	15%	20%	18%	19%	19%	16%					
					d	d	d	j			j					ptv			ptv	rtv													
NET Difference	1108	904	463	152	568	304	236	963	79	57	45	992	54	20	21	390	235	143	292	543	234	82	200	273	670	822	761	179					
	59%	58%	62%	58%	70%	50%	46%	57%	66%	67%	86%	58%	76%	60%	78%	50%	67%	61%	71%	55%	68%	53%	68%	57%	61%	61%	60%	66%					
			a		ef	f					pk	pk				os	os	o	os	os	o	os	os	w	w	w	w	w					
Don't know	45	38	15	8	9	14	23	31	4	-	-	32	5	1	-	22	4	6	2	22	6	1	5	15	24	25	22	8					
	2%	2%	2%	3%	1%	2%	4%	2%	3%	-	-	2%	6%	3%	-	3%	1%	2%	1%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%				
							d					pk				r			r	r			r										

Proportions/Mean: 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/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q20_5 - How important to you personally, if at all, are the following aspects of your club's heritage? - Main home shirt colour

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE	1904	1264	628	730	554	520	1167	737	1356	548	561	507	412	352	72	1689	234	879	1025	251	382	514	653	775	1129	1489	384	
	1572	1012	560	594	510	459	1053	679	1151	467	479	413	321	258	58	1450	197	712	850	215	324	424	519	617	955	1257	313	
Very important (4)	850	633	267	286	268	278	501	348	579	271	269	234	163	144	40	753	96	541	309	107	176	228	280	312	537	703	132	
	45%	50%	35%	43%	48%	46%	46%	45%	45%	46%	51%	48%	39%	40%	51%	46%	42%	45%	45%	40%	44%	44%	49%	5	46%	46%	47%	39%
Fairly important (3)	684	439	244	262	203	219	386	298	478	206	177	160	168	148	31	599	160	85	258	108	156	191	197	277	407	528	147	
	37%	35%	41%	39%	34%	36%	35%	38%	37%	35%	34%	33%	40%	41%	39%	36%	37%	36%	38%	40%	39%	37%	34%	40%	35%	35%	44%	
Not very important (2)	245	138	106	88	77	80	143	102	159	86	61	67	65	46	5	212	33	159	86	43	49	69	74	80	165	196	43	
	13%	11%	18%	13%	13%	13%	13%	13%	12%	15%	12%	14%	16%	13%	7%	13%	14%	13%	13%	16%	12%	13%	13%	11%	14%	13%	13%	
Not at all important (1)	66	42	24	23	16	27	41	25	48	18	15	17	18	14	3	54	12	45	21	5	18	23	19	22	45	57	9	
	4%	3%	4%	3%	3%	4%	4%	3%	4%	3%	3%	3%	4%	4%	4%	3%	5%	4%	3%	2%	4%	4%	3%	3%	4%	4%	3%	
Mean	3.26	3.33	3.09	3.23	3.3	3.24	3.26	3.25	3.26	3.26	3.34	3.28	3.15	3.2	3.37	3.27	3.17	3.25	3.27	3.2	3.23	3.22	3.3	3.27	3.27	3.25	3.27	3.21
NET: Important	1533	1072	451	548	489	497	887	646	1056	477	446	394	331	292	71	1352	182	967	566	215	333	419	477	589	944	1232	279	
	82%	85%	76%	82%	82%	81%	82%	83%	82%	81%	85%	81%	79%	81%	90%	82%	79%	81%	83%	81%	83%	80%	83%	84%	84%	81%	82%	83%
NET: Not Important	311	180	129	110	93	108	184	127	207	104	75	84	83	61	8	266	20	204	107	48	67	93	93	102	209	253	52	
	17%	14%	22%	17%	16%	18%	17%	16%	16%	18%	14%	17%	20%	17%	10%	16%	20%	17%	16%	18%	17%	18%	16%	15%	18%	17%	16%	
NET Difference	1223	891	321	438	396	389	703	519	850	373	371	309	248	221	63	1086	137	763	459	166	265	326	384	488	735	979	226	
	65%	70%	54%	66%	67%	64%	65%	66%	66%	63%	71%	64%	59%	64%	80%	66%	60%	64%	68%	62%	66%	63%	67%	70%	63%	65%	67%	
Don't know	28	12	15	9	12	6	17	10	18	9	4	9	5	9	-	25	3	21	7	3	2	10	7	9	19	22	6	
	1%	1%	3%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%	-	1%	1%	2%	1%	1%	*	2%	1%	1%	2%	1%	2%	

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/z
Overlap formulae used. * small base

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Q20_5 - How important to you personally, if at all, are the following aspects of your club's heritage? - Main home shirt colour

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV												Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0- 10 (g)	Involving a team they support: 11- 20 (h)	Involving a team they support: 21- 30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (A)	At least 3 (B)							
UNWEIGHTED BASE	TOTAL	1504	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288							
WEIGHTED BASE	1872	1557	735	214	810	549	512	1571	120	86*	52*	1699	71*	34**	22**	678	352	233	413	987	344	154	283	479	1091	1358	1261	272								
Very important (4)	850	705	316	117	470	219	160	681	64	55	32	760	30	21	19	287	153	121	249	395	151	83	172	203	463	636	589	148								
	45%	45%	42%	44%	58%	40%	31%	43%	53%	63%	61%	45%	43%	62%	70%	37%	43%	52%	60%	40%	44%	54%	59%	42%	42%	47%	47%	54%								
					ef			k	kl	kl	kl	k						oo	oo	o	oo	oo						x	x	wyA						
Fairly important (3)	684	570	303	102	246	216	222	596	39	21	15	631	33	7	5	329	141	65	118	404	129	50	76	173	420	501	466	87								
	37%	37%	40%	39%	30%	39%	43%	38%	32%	24%	29%	37%	46%	20%	20%	42%	40%	28%	29%	41%	38%	32%	26%	36%	38%	37%	37%	37%	32%							
					a		d	l				h				qqv	qqv	qqv	qqv																	
Not very important (2)	245	199	107	29	65	83	96	213	15	9	6	224	7	5	3	119	47	38	30	142	47	18	32	74	155	165	154	29								
	13%	13%	14%	11%	8%	15%	19%	14%	12%	11%	11%	13%	10%	15%	11%	15%	13%	16%	7%	14%	14%	12%	11%	16%	14%	12%	12%	10%								
					d		d									r	r	r	r	r	r	r														
Not at all important (1)	66	58	19	13	25	18	23	63	2	1	-	64	1	1	-	33	9	7	14	33	15	3	12	22	39	42	39	7								
	4%	4%	3%	5%	3%	3%	4%	4%	1%	1%	-	4%	2%	3%	-	4%	3%	3%	3%	3%	4%	2%	4%	5%	4%	3%	3%	3%	3%							
					b																															
Mean	3.26	3.25	3.23	3.24	3.44	3.18	3.04	3.22	3.38	3.51	3.5	3.24	3.29	3.42	3.59	3.13	3.25	3.3	3.47	3.19	3.22	3.39	3.4	3.18	3.21	3.29	3.39	3.39	3.39	3.39						
					ef	f			z	aki	ak	z					o	o	ooos	o		ooit	ooit						wx	wx	wxwA					
NET: Important	1533	1275	619	219	716	435	381	1276	102	76	47	1391	63	28	24	616	294	186	367	799	280	133	247	376	883	1137	1055	235								
	82%	82%	82%	83%	88%	79%	74%	81%	85%	88%	89%	82%	88%	82%	89%	79%	84%	80%	89%	81%	81%	87%	84%	78%	81%	84%	84%	86%								
					ef													ooit		o						wx	wx	w								
NET: Not Important	311	257	127	42	90	102	119	276	16	10	6	288	8	6	3	152	56	44	44	175	62	21	44	96	194	207	193	35								
	17%	17%	17%	16%	11%	19%	23%	18%	14%	12%	11%	17%	12%	18%	11%	20%	16%	19%	11%	18%	18%	15%	15%	20%	18%	15%	15%	13%								
					d		d									r	r	r	r	r	r	r	r	va	va	va	va									
NET Difference	1223	1018	493	177	626	333	263	1000	86	66	41	1103	55	22	21	464	238	142	324	624	218	112	203	280	689	930	862	199								
	65%	65%	66%	67%	77%	61%	51%	64%	72%	76%	79%	65%	76%	64%	78%	60%	68%	61%	63%	63%	73%	69%	58%	63%	68%	68%	73%									
					ef	f			kl	z	z	k	k					ooit	o	oo	oo	oo			w	wx	wx	wx	wx	wx						
Don't know	28	25	9	3	3	12	12	19	1	1	1	-	21	-	-	-	10	2	3	2	13	2	-	2	7	14	14	13	2							
	1%	2%	1%	1%	*	2%	2%	1%	1%	1%	-	1%	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	2%	2%	1%	1%	1%	1%							

Proportions/Means: Columns Tested (5% risk level) - a/h/c - d/e/f - g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v - w/x/y/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q20_6 - How important to you personally, if at all, are the following aspects of your club's heritage? - Club team name

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY	
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1972	1254	625	679	594	511	1089	783	1218	659	659	457	410	251	78	1642	230	819	950	229	402	512	676	702	1122	1506	259
Very important (4)	998	716	274	283	327	388	582	416	650	348	309	275	203	175	36	881	117	640	358	140	211	277	307	334	665	844	137
53%	57%	46%	42%	55%	64%	64%	53%	53%	51%	59%	59%	56%	48%	48%	46%	54%	51%	54%	53%	52%	53%	53%	53%	48%	57%	56%	41%
Fairly important (3)	618	399	215	256	189	174	355	264	449	170	164	150	144	132	29	548	70	369	249	91	136	169	194	258	361	473	137
33%	32%	36%	38%	32%	29%	29%	33%	34%	35%	29%	31%	31%	34%	37%	36%	33%	31%	31%	37%	34%	34%	32%	34%	37%	31%	31%	41%
Not very important (2)	173	105	68	91	51	31	104	69	123	50	39	43	50	34	7	145	28	121	53	27	35	48	57	78	95	124	47
9%	8%	11%	14%	9%	5%	10%	9%	9%	10%	8%	7%	9%	12%	10%	9%	9%	12%	10%	8%	10%	9%	9%	10%	11%	8%	8%	14%
Not at all important (1)	52	31	21	22	15	14	28	24	38	14	8	11	19	10	4	39	13	39	13	5	17	18	10	19	33	43	8
3%	2%	3%	3%	3%	2%	2%	3%	3%	3%	2%	2%	2%	5%	3%	5%	2%	6%	3%	2%	2%	4%	3%	2%	3%	3%	3%	2%
Mean	3.39	3.44	3.29	3.23	3.42	3.54	3.39	3.39	3.36	3.46	3.49	3.44	3.28	3.34	3.28	3.41	3.28	3.38	3.41	3.39	3.35	3.38	3.41	3.32	3.44	3.43	3.23
NET: Important	1617	1116	489	539	516	562	937	680	1099	518	472	424	348	307	65	1429	188	1009	607	231	347	446	501	591	1025	1317	274
86%	88%	82%	81%	87%	92%	92%	86%	87%	86%	87%	90%	87%	83%	85%	82%	87%	82%	85%	89%	86%	86%	85%	85%	87%	84%	87%	81%
NET: Not Important	225	137	89	114	66	45	133	92	161	64	47	54	69	44	11	184	41	159	66	33	53	66	67	97	128	166	55
12%	11%	15%	17%	11%	7%	12%	13%	12%	13%	11%	9%	11%	16%	12%	14%	11%	18%	13%	13%	12%	13%	13%	12%	14%	11%	11%	16%
NET Difference	1391	979	400	425	449	517	804	587	938	454	425	371	279	263	54	1245	146	850	542	198	294	380	435	494	897	1151	219
74%	77%	67%	64%	76%	85%	85%	74%	75%	73%	77%	81%	76%	66%	73%	68%	76%	64%	71%	80%	74%	73%	73%	75%	71%	77%	76%	65%
Don't know	30	12	18	15	12	3	19	11	22	8	6	9	3	10	3	29	1	23	7	3	2	10	8	12	18	22	8
2%	1%	3%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	3%	4%	2%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%

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/z
Overlap formulae used. * small base

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Q20. 6 - How important to you personally, if at all, are the following aspects of your club's heritage? - Club team name

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person													Number of games they watch on TV										Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)							
UNWEIGHTED BASE	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288							
WEIGHTED BASE	1172	1557	751	258	819	558	517	1571	150	85	54	1769	75	84	29	779	352	233	413	997	341	154	281	429	1091	1351	1251	272							
Very important (4)	988	820	393	140	531	272	194	810	69	64	36	910	36	19	18	353	185	128	255	470	183	93	197	259	583	730	677	170							
53%	53%	53%	52%	53%	66%	50%	38%	52%	58%	74%	70%	54%	51%	55%	67%	45%	53%	55%	69%	48%	53%	61%	67%	54%	53%	54%	54%	63%							
Fairly important (3)	618	518	264	95	204	208	207	546	32	17	11	561	26	10	8	302	115	75	99	373	109	45	72	151	366	453	422	75							
33%	33%	33%	35%	36%	25%	38%	40%	35%	27%	20%	20%	33%	37%	31%	29%	39%	33%	32%	24%	38%	32%	29%	31%	31%	34%	33%	33%	26%							
Not very important (2)	173	150	66	14	53	49	71	148	13	5	5	160	8	2	1	83	38	24	23	98	38	11	19	47	95	123	112	25							
9%	9%	10%	9%	5%	7%	9%	14%	9%	11%	6%	10%	9%	11%	5%	4%	11%	11%	10%	6%	10%	11%	7%	7%	10%	9%	9%	9%	9%							
Not at all important (1)	52	43	21	12	18	10	23	46	5	-	-	46	1	3	-	7	7	7	5	7	7	4	4	11	28	39	36	6							
3%	3%	3%	5%	5%	2%	2%	5%	3%	4%	-	-	3%	2%	9%	-	28	10	5	1%	3%	3%	2%	1%	2%	3%	3%	3%	2%							
Mean	3.39	3.38	3.38	3.39	3.55	3.38	3.16	3.37	3.39	3.68	3.39	3.36	3.33	3.62	3.28	3.37	3.4	3.61	3.32	3.36	3.48	3.58	3.4	3.4	3.39	3.39	3.49								
		ef	f		ef	f		gh	gh	gh	z	z	z	z	z	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh							
NET: Important	1617	1338	657	235	786	480	401	1356	101	81	47	1471	62	29	26	655	300	203	384	843	292	139	269	410	949	1183	1099	241							
86%	86%	86%	88%	89%	91%	87%	78%	86%	84%	94%	90%	87%	87%	86%	96%	84%	85%	87%	93%	85%	90%	92%	85%	87%	87%	87%	89%								
NET: Not Important	225	193	87	26	71	59	94	194	18	5	5	206	9	5	1	111	48	29	29	130	49	15	23	59	123	162	149	31							
12%	12%	12%	12%	10%	9%	11%	18%	12%	15%	6%	10%	12%	13%	14%	4%	14%	14%	12%	7%	13%	14%	10%	8%	12%	11%	12%	12%	11%							
NET Difference	1391	1145	570	208	664	421	307	1162	83	76	41	1265	53	24	25	544	252	174	355	714	243	123	246	351	825	1021	950	230							
74%	74%	76%	79%	79%	82%	77%	60%	74%	70%	88%	79%	74%	75%	72%	91%	70%	72%	75%	86%	72%	70%	80%	84%	73%	76%	75%	75%	77%							
		g	g		gh	gh		gh	gh	gh		gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh							
Don't know	30	26	7	3	3	10	17	21	1	-	-	22	-	-	-	12	4	1	1	15	3	-	3	11	19	13	13	-							
2%	2%	1%	1%		*	2%	3%	1%	1%	-	-	1%	-	-	-	2%	1%	*	*	1%	1%	-	*	2%	2%	1%	1%	-							
					g	g										f							gh	gh	gh	gh	gh								

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

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Q20_7 - How important to you personally, if at all, are the following aspects of your club's heritage? - Match day traditions and atmosphere

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £54999 (u)	£55000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE		1904	1264	628	730	520	1167	737	1356	548	561	507	412	352	72	1689	234	879	1025	251	382	514	653	775	1129	1489	384	
WEIGHTED BASE		1372	1104	525	629	411	1039	783	1216	459	459	419	313	256	28	1642	230	1192	589	270	412	512	515	703	1122	1506	237	
Very important (4)	761	527	229	279	222	260	443	319	527	235	229	199	165	133	35	673	88	479	282	95	161	216	241	295	467	616	136	
	41%	42%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	
Fairly important (3)	869	578	286	284	297	287	502	367	588	281	230	230	202	171	35	753	116	548	320	140	181	235	271	325	543	705	151	
	46%	46%	48%	43%	50%	47%	46%	47%	47%	48%	44%	47%	48%	47%	45%	46%	52%	46%	47%	47%	53%	45%	47%	47%	46%	46%	47%	
Not very important (2)	151	103	46	67	48	35	86	65	103	48	43	38	27	37	5	137	14	98	53	18	43	41	40	51	99	113	34	
	8%	8%	8%	10%	8%	6%	8%	8%	8%	8%	8%	8%	7%	10%	6%	8%	6%	8%	8%	7%	11%	8%	7%	7%	8%	7%	10%	
Not at all important (1)	35	26	9	15	5	14	23	12	25	10	10	10	13	3	-	28	7	26	9	3	6	16	10	8	27	31	3	
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	1%	-	2%	3%	2%	1%	1%	2%	3%	2%	1%	2%	2%	3%	
Mean	3.3	3.3	3.29	3.28	3.29	3.33	3.29	3.3	3.3	3.29	3.32	3.3	3.27	3.26	3.39	3.3	3.27	3.29	3.32	3.27	3.27	3.28	3.32	3.33	3.28	3.3	3.29	
NET: Important	1630	1105	515	563	519	547	1444	1085	1114	516	459	429	367	304	70	1425	204	1027	602	235	342	451	512	620	1010	1310	287	
	87%	87%	87%	84%	87%	90%	87%	88%	87%	87%	87%	88%	88%	84%	89%	87%	89%	86%	89%	88%	85%	86%	89%	89%	86%	88%	88%	85%
NET: Not important	186	129	56	83	53	50	109	77	128	58	53	47	40	40	5	165	21	124	62	22	49	57	50	60	126	143	37	
	10%	10%	9%	12%	9%	8%	10%	10%	10%	10%	10%	10%	10%	11%	6%	10%	9%	10%	9%	8%	12%	11%	9%	9%	11%	10%	11%	
NET Difference	1444	976	459	481	466	497	835	609	987	457	406	382	326	264	65	1262	183	903	540	214	293	394	461	560	884	1177	250	
	77%	77%	77%	72%	78%	81%	77%	78%	77%	77%	77%	79%	78%	73%	82%	77%	80%	76%	79%	80%	73%	76%	80%	80%	75%	78%	74%	
Don't know	56	31	25	21	22	13	35	21	39	16	13	10	12	17	4	52	4	40	15	10	10	13	14	20	36	42	12	
	3%	2%	4%	3%	4%	2%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	4%	

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/h/u/v - w/x - v/A
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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
INTERNAL/CLIENT USE ONLY
IPSO

Q20: 7 - How important to you personally, if at all, are the following aspects of your club's heritage? - Match day traditions and atmosphere

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV												Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)								
TOTAL																																				
UNWEIGHTED BASE	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288								
WEIGHTED BASE	1172	1557	731	214	810	548	512	1571	120	89	50	1699	71	74	29	773	352	233	411	997	344	154	271	429	1091	1351	1251	272								
Very important: (4)	761	663	298	100	405	174	174	624	50	42	33	890	21	14	19	271	135	96	230	374	146	58	152	169	416	583	530	142								
	41%	43%	40%	38%	50%	32%	36%	40%	41%	48%	62%	41%	30%	42%	69%	35%	38%	41%	56%	38%	42%	38%	52%	35%	38%	43%	42%	52%								
					ef					l	ghkl							o	opq							wxA	wx	wxyA								
Fairly important: (3)	869	690	370	139	337	293	239	736	59	41	16	794	40	14	8	403	175	101	155	486	160	75	117	238	528	620	583	107								
	45%	44%	49%	53%	42%	53%	47%	47%	49%	47%	31%	47%	55%	43%	30%	52%	50%	43%	38%	49%	47%	48%	40%	50%	48%	46%	46%	39%								
		a	a	d	a	d						e	f	g		h	o	p	q	r	s	t	u	v	w	x	y	z								
Not very important: (2)	151	131	60	16	50	49	51	137	6	3	3	136	8	3	*	65	28	27	21	80	26	16	20	47	92	97	92	15								
	8%	8%	8%	6%	6%	9%	10%	9%	5%	3%	6%	8%	11%	8%	1%	8%	8%	12%	5%	8%	7%	11%	7%	10%	8%	7%	7%	5%								
Not at all important: (1)	35	27	8	7	8	13	15	31	3	1	-	31	3	1	-	18	8	4	4	21	8	2	2	8	21	26	26	1								
	2%	2%	2%	3%	1%	2%	3%	2%	2%	1%	-	2%	4%	3%	-	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1								
Mean	3.3	3.32	3.3	3.27	3.42	3.19	3.21	3.28	3.33	3.42	3.56	3.3	3.12	3.29	3.67	3.23	3.26	3.27	3.49	3.26	3.31	3.24	3.44	3.23	3.27	3.33	3.31	3.47								
											ghkl							opq	opq				opq			wxA	wx	wxyA								
NET: Important	1630	1352	668	239	742	467	421	1359	109	82	49	1485	61	29	27	674	311	197	386	860	306	133	269	407	944	1203	1113	249								
	87%	87%	89%	90%	92%	85%	82%	87%	91%	95%	94%	87%	85%	85%	99%	87%	88%	84%	93%	87%	89%	86%	92%	85%	87%	89%	88%	91%								
										gh								opq	opq				opq			wxA	wx	wxyA								
NET: Not Important	186	158	68	22	58	62	65	168	9	4	3	168	10	4	*	82	36	31	25	101	33	19	21	55	113	123	117	16								
	10%	10%	9%	8%	7%	11%	13%	11%	7%	5%	6%	10%	15%	11%	1%	11%	10%	13%	6%	10%	10%	12%	7%	12%	10%	9%	9%	6%								
									k							l	r	r	r	r	r	r	r	r	r	r	r	r								
NET Difference	1444	1195	600	216	684	405	356	1191	100	78	46	1317	53	25	27	592	275	165	381	759	273	114	248	352	831	1060	996	233								
	77%	77%	80%	82%	84%	74%	69%	76%	84%	91%	88%	78%	71%	74%	97%	76%	78%	71%	87%	77%	79%	74%	85%	73%	76%	80%	79%	86%								
										ghl		z						opq	opq				opq			wx	wx	wxyA								
Don't know	56	47	14	3	10	20	26	44	2	-	-	46	-	1	-	21	5	5	3	26	5	3	2	17	33	32	30	7								
	3%	3%	2%	1%	3%	5%	4%	3%	2%	-	-	3%	-	4%	-	3%	1%	2%	1%	3%	1%	2%	1%	4%	3%	2%	2%	3%								
																r	r	r	r	r	r	r	r	r	r	r	r	r								

Proportions/Mean: Columns Tested (5% risk level): a/h/c: d/h/l: g/h/h/U/n/n: v/h/h/h/h/u/u/v: w/h/h/A/B
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
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IPSO5

Q20_8 - How important to you personally, if at all, are the following aspects of your club's heritage? - Community presence of the club and engagement with fans

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY	
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)	
UNWEIGHTED BASE	TOTAL	1904	1264	628	730	520	1167	737	1156	548	561	507	412	352	72	1083	224	879	1025	251	382	514	653	775	1129	1489	384	
	1904	1264	628	730	520	1167	737	1156	548	561	507	412	352	72	1083	224	879	1025	251	382	514	653	775	1129	1489	384		
Very important (4)	710	488	217	245	231	413	296	506	204	201	212	143	121	33	617	93	424	286	104	148	199	223	278	432	574	127		
	38%	39%	36%	37%	39%	38%	38%	38%	39%	34%	38%	44%	34%	33%	42%	38%	40%	36%	42%	39%	37%	38%	39%	40%	37%	38%	38%	
Fairly important (3)	912	612	295	314	291	307	534	379	609	303	254	210	219	189	40	803	109	598	334	124	203	245	284	337	576	731	166	
	49%	48%	50%	47%	49%	50%	49%	48%	48%	51%	48%	43%	52%	52%	50%	49%	48%	50%	46%	47%	51%	47%	49%	48%	49%	49%	49%	
Not very important (2)	161	112	47	71	50	41	92	69	116	45	50	42	33	33	3	144	18	98	63	24	34	48	53	64	97	129	30	
	9%	9%	8%	11%	8%	7%	8%	9%	9%	8%	10%	9%	8%	9%	4%	9%	8%	8%	9%	9%	9%	9%	9%	9%	8%	9%	9%	
Not at all important (1)	38	28	10	22	4	13	19	20	21	18	11	8	10	8	2	31	8	29	9	8	10	11	7	11	28	29	7	
	2%	2%	2%	3%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	3%	3%	2%	1%	2%	2%	2%	2%	
Mean	3.26	3.26	3.26	3.2	3.3	3.28	3.27	3.25	3.28	3.22	3.25	3.33	3.22	3.21	3.34	3.26	3.27	3.23	3.11	3.25	3.23	3.26	3.28	3.28	3.25	3.26	3.25	
NET: Important	1622	1099	513	559	522	540	947	675	1115	507	455	423	361	310	73	1420	202	1022	600	228	351	444	507	615	1007	1304	293	
	87%	87%	86%	84%	88%	89%	87%	86%	87%	86%	87%	86%	86%	86%	92%	86%	88%	86%	87%	85%	88%	85%	88%	88%	86%	87%	87%	
NET: Not Important	200	140	57	92	53	54	110	89	137	63	61	50	43	41	5	174	25	127	72	32	45	59	60	75	125	158	37	
	11%	11%	10%	14%	9%	9%	10%	11%	11%	10%	12%	10%	10%	11%	6%	11%	11%	11%	11%	12%	11%	11%	10%	11%	11%	10%	11%	
NET Difference	1422	959	455	467	469	487	837	586	978	444	394	373	319	269	68	1245	177	894	528	196	307	385	447	540	775	882	1147	256
	76%	76%	76%	70%	79%	80%	77%	75%	76%	75%	75%	77%	76%	75%	86%	76%	77%	75%	78%	73%	76%	74%	78%	77%	75%	76%	76%	
Don't know	50	25	25	15	18	16	31	19	30	20	9	14	15	11	2	48	2	43	7	7	5	19	9	10	40	44	6	
	3%	2%	4%	2%	3%	3%	3%	2%	2%	3%	2%	3%	4%	3%	2%	3%	1%	4%	1%	3%	1%	4%	2%	1%	3%	3%	2%	

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/z
Overlap formulae used. * small base

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10TH - 14TH APRIL 2026
INTERNAL/CLIENT USE ONLY
IPSO

Q20.8 - How important to you personally, if at all, are the following aspects of your club's heritage? - Community presence of the club and engagement with fans

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV												Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)								
UNWEIGHTED BASE	TOTAL	1585	1594	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288								
WEIGHTED BASE	1172	1557	731	264	810	549	512	1571	120	85*	52*	1699	71*	34**	22	778	352	233	413	987	344	154	293	470	1091	1358	1261	272								
Very important: (4)	710	595	279	116	385	178	146	584	43	39	29	645	24	14	14	270	126	88	199	354	135	59	131	177	393	527	490	128								
	38%	38%	44%	44%	48%	32%	28%	37%	38%	46%	46%	38%	33%	41%	51%	35%	36%	48%	38%	48%	39%	39%	37%	37%	37%	36%	39%	39%	47%							
Fairly important: (3)	912	758	386	111	353	285	275	781	61	37	17	836	35	18	13	389	182	112	184	495	167	76	135	231	551	665	615	113								
	49%	49%	51%	42%	44%	52%	54%	50%	51%	42%	33%	49%	49%	44%	47%	50%	52%	48%	44%	50%	49%	49%	46%	48%	51%	49%	49%	41%								
	161	129	62	23	54	59	49	137	9	9	3	146	6	4	1	82	29	19	23	90	29	13	20	53	102	105	99	17								
Not very important: (2)	98	8%	8%	9%	7%	11%	9%	9%	8%	11%	5%	9%	8%	12%	2%	11%	8%	8%	6%	9%	9%	8%	7%	11%	9%	8%	8%	6%								
	38	30	15	10	7	7	20	29	5	1	1	31	5	1	-	16	7	9	5	21	10	6	*	4	14	34	31	10								
Not at all important: (1)	2%	2%	2%	2%	4%	4%	2%	5%	1%	3%	4%	2%	5%	3%	7%	2%	2%	2%	4%	1%	2%	3%	*	1%	1%	2%	2%	4%								
	3.26	3.27	3.25	3.28	3.38	3.2	3.12	3.26	3.19	3.32	3.46	3.26	3.11	3.23	3.49	3.21	3.24	3.23	3.4	3.23	3.25	3.23	3.38	3.25	3.25	3.27	3.27	3.34								
NET: Important	1622	1353	665	227	738	463	421	1366	104	76	46	1481	59	29	27	660	308	199	383	849	303	135	267	408	944	1192	1105	241								
	87%	87%	89%	86%	91%	84%	82%	87%	87%	88%	89%	87%	82%	85%	98%	85%	87%	86%	93%	86%	88%	88%	91%	85%	87%	88%	88%	88%								
NET: Not Important	200	158	76	33	65	66	69	165	15	10	4	178	11	5	1	98	36	27	28	111	40	19	21	57	117	139	129	28								
	11%	10%	10%	13%	8%	12%	13%	11%	12%	12%	8%	10%	10%	15%	2%	13%	10%	12%	7%	11%	12%	12%	7%	12%	11%	10%	10%	10%								
NET Difference	1422	1194	589	194	673	397	352	1200	89	66	42	1303	48	24	26	562	272	172	355	738	263	117	246	351	827	1054	976	213								
	76%	77%	79%	73%	83%	72%	69%	76%	75%	76%	81%	77%	67%	70%	96%	72%	77%	74%	86%	75%	76%	76%	84%	73%	76%	78%	77%	78%								
Don't know	50	46	9	4	7	20	23	40	1	-	1	41	2	-	-	20	9	6	3	28	2	-	5	14	30	27	26	4								
	3%	3%	1%	1%	1%	4%	4%	3%	1%	-	-	4%	3%	4%	3%	-	3%	2%	1%	3%	1%	-	3%	3%	3%	2%	2%	1%								

Proportions/Mean: Columns Tested (5% risk level) - a/h/c - d/e/f - g/h/i/j/k/n/m/n - o/p/q/r/s/t/u/v - w/z/y/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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IPSO5

Q20_9 - How important to you personally, if at all, are the following aspects of your club's heritage? - Team success

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY	
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £54999 (u)	£55000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)	
	TOTAL	1904	1264	628	730	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
UNWEIGHTED BASE		1972	1264	628	730	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
WEIGHTED BASE		1972	1264	628	730	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
Very important (4)	732	511	213	282	215	235	435	296	506	226	202	190	159	147	33	638	94	445	287	116	150	198	224	276	456	566	154	
	39%	40%	36%	42%	36%	39%	40%	38%	39%	38%	39%	38%	41%	42%	39%	41%	42%	37%	42%	43%	37%	38%	39%	39%	39%	38%	46%	
				d														g									y	
Fairly important (3)	821	536	280	274	265	282	465	356	560	261	230	208	182	170	31	733	89	537	285	109	190	222	262	303	518	673	139	
	44%	42%	47%	41%	45%	46%	43%	45%	44%	44%	44%	43%	43%	47%	39%	45%	39%	45%	42%	41%	47%	43%	46%	43%	44%	45%	41%	
Not very important (2)	243	168	75	75	94	75	144	99	169	74	69	66	66	28	14	205	38	156	87	31	53	71	74	93	149	206	31	
	13%	13%	13%	11%	16%	12%	13%	13%	13%	13%	13%	14%	16%	8%	17%	12%	17%	13%	13%	12%	13%	14%	13%	13%	14%	14%	9%	
				c					m	m	m	m	m		m											A		
Not at all important (1)	43	34	10	19	13	11	28	16	24	19	15	11	8	8	1	38	5	29	14	9	6	16	10	15	28	34	8	
	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%	
Mean	3.22	3.22	3.21	3.26	3.16	3.23	3.22	3.22	3.23	3.2	3.2	3.21	3.18	3.29	3.23	3.22	3.2	3.2	3.26	3.26	3.21	3.19	3.23	3.22	3.22	3.2	3.32	
				d																							v	
NET: Important	1553	1048	494	556	479	517	901	662	1066	487	413	398	341	316	64	1370	183	982	571	225	341	420	486	579	974	1239	253	
	83%	83%	83%	83%	81%	85%	83%	83%	83%	83%	82%	82%	81%	88%	81%	83%	80%	82%	84%	84%	85%	81%	84%	84%	83%	83%	82%	87%
														kl													v	
NET: Not important	286	202	84	94	107	85	171	115	193	93	84	77	75	36	14	243	43	185	101	40	59	87	84	108	178	240	40	
	15%	16%	14%	14%	18%	14%	16%	15%	15%	16%	16%	16%	18%	10%	18%	15%	19%	16%	15%	15%	15%	17%	14%	16%	15%	16%	12%	
									m	m	m	m	m															
NET Difference	1267	846	409	462	373	432	729	538	873	394	349	321	287	280	50	1127	140	797	470	185	282	333	403	470	797	999	233	
	68%	67%	69%	69%	63%	71%	67%	69%	68%	67%	66%	66%	64%	78%	63%	69%	61%	67%	69%	69%	70%	64%	70%	u	67%	68%	66%	73%
				d		d										o											v	
Don't know	32	15	17	17	8	8	17	16	22	10	9	11	3	9	1	29	3	25	7	2	2	15	7	13	20	28	5	
	2%	1%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	*	3%	1%	2%	2%	2%	1%	
				a																								

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/h/u/v - w/x - y/z
Overlap formulae used. * small base

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Q20_9 - How important to you personally, if at all, are the following aspects of your club's heritage? - Team success

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

		League Support			Level of engagement			Number of games they watch in person										Number of games they watch on TV										Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)				
UNWEIGHTED BASE	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288				
WEIGHTED BASE	1172	1157	723	264	710	510	517	1573	170	95	37	1699	71	74	27	779	352	213	413	927	344	154	271	470	1073	1402	1296	277				
Very important (4)	722	636	287	91	396	186	150	600	55	34	27	855	32	15	13	777	134	93	203	363	138	72	131	173	407	549	502	128				
39%		41%	38%	34%	49%	34%	29%	38%	46%	40%	51%	39%	45%	43%	46%	36%	38%	40%	49%	37%	40%	47%	45%	36%	37%	40%	40%	47%				
Fairly important (3)	821	689	333	111	257	268	256	703	43	41	19	755	26	15	14	359	155	104	157	458	156	55	110	209	490	598	557	106				
44%		44%	44%	42%	37%	49%	50%	45%	36%	48%	37%	44%	36%	44%	51%	46%	44%	45%	38%	46%	45%	36%	37%	44%	45%	44%	44%	39%				
Not very important (2)	243	180	104	44	91	74	78	213	14	7	5	225	12	2	1	108	52	30	42	130	42	21	41	80	152	161	152	28				
13%		12%	14%	17%	11%	14%	15%	14%	12%	9%	9%	13%	17%	7%	3%	14%	15%	13%	10%	13%	12%	13%	14%	17%	14%	12%	12%	10%				
Not at all important (1)	43	24	9	3	18	8	17	34	5	3	1	40	1	2	-	23	9	5	6	23	8	6	5	xyAB	y	31	30	7				
2%		2%	3%	4%	2%	1%	3%	2%	4%	4%	3%	2%	2%	5%	-	3%	3%	2%	1%	2%	2%	4%	2%	xyAB	y	31	30	7				
Mean	3.22	3.27	3.19	3.09	3.34	3.18	3.08	3.21	3.26	3.24	3.37	3.21	3.25	3.25	3.44	3.16	3.18	3.22	3.37	3.19	3.23	3.26	3.28	3.14	3.19	3.24	3.23	3.32				
		bc			ef	f													oos				o			wx	w	wx				
NET: Important	1553	1324	621	202	693	454	406	1303	98	76	46	1409	58	29	27	636	289	197	360	821	294	127	241	382	897	1147	1059	234				
83%		85%	83%	77%	86%	83%	79%	83%	82%	88%	88%	83%	82%	87%	97%	82%	82%	84%	87%	83%	85%	82%	82%	80%	82%	84%	84%	86%				
NET: Not Important	286	104	124	56	109	82	95	246	19	11	6	265	13	4	1	131	61	35	47	153	50	27	46	92	176	191	182	35				
15%		13%	17%	21%	13%	15%	18%	16%	16%	12%	12%	16%	18%	13%	3%	17%	17%	15%	11%	15%	15%	17%	16%	19%	16%	14%	14%	13%				
NET Difference	1267	1120	497	146	584	372	311	1057	79	65	40	1144	45	25	26	505	228	161	313	669	244	100	195	xyAB	z	721	956	877				
68%		72%	66%	55%	72%	68%	61%	67%	66%	75%	76%	67%	63%	75%	95%	65%	65%	69%	76%	68%	71%	65%	66%	60%	66%	70%	70%	73%				
		bc	c		f	f													opsvv	p	p					wx	wx	wx				
Don't know	32	29	6	6	8	13	12	22	2	-	-	24	-	-	-	10	3	1	6	13	-	1	6	6	17	19	19	3				
2%		2%	1%	2%	1%	2%	2%	1%	2%	-	-	1%	-	-	-	1%	1%	-	1%	1%	-	-	2%	1%	2%	1%	2%	1%				
		b		b															f				f									

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

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IPSO5

Q20_10 - How important to you personally, if at all, are the following aspects of your club's heritage? - Club history

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION					URBAN		EDUCATION		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	URBAN (o)	RURAL (p)	NON GRADUATES (q)	GRADUATES (r)	UP TO £19999 (s)	£20000 - £34999 (t)	£35000 - £49999 (u)	£50000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)	ETHNIC MINORITY GROUPS (z)
UNWEIGHTED BASE	1904	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1702	1204	525	637	554	311	1033	293	1231	450	459	459	413	256	208	1642	220	1119	650	229	402	512	516	702	1122	1556	239
Very important (4)	1026	734	284	308	344	373	604	421	681	344	312	277	216	176	44	902	124	656	370	143	214	276	329	379	646	848	162
	55%	58%	48%	46%	58%	61%	56%	54%	53%	58%	59%	57%	52%	49%	55%	55%	54%	55%	54%	54%	53%	53%	57%	54%	55%	56%	48%
Fairly important (3)	678	438	236	269	199	210	396	282	476	202	165	157	170	152	34	595	83	420	258	102	142	203	199	251	428	539	130
	36%	35%	40%	40%	34%	34%	36%	36%	37%	34%	31%	32%	40%	42%	43%	36%	36%	35%	38%	38%	35%	39%	34%	36%	36%	36%	39%
Not very important (2)	106	60	45	56	33	16	50	56	77	28	33	31	23	17	1	95	11	72	34	17	31	24	30	44	61	75	28
	6%	5%	8%	8%	6%	3%	5%	7%	6%	5%	6%	6%	5%	5%	2%	6%	5%	6%	5%	6%	8%	5%	5%	6%	5%	5%	8%
Not at all important (1)	28	18	10	15	5	8	17	12	21	7	7	9	7	5	-	20	9	19	9	2	10	6	11	11	18	19	8
	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	-	1%	4%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%
Mean	3.47	3.51	3.38	3.34	3.52	3.56	3.49	3.44	3.45	3.52	3.51	3.48	3.43	3.43	3.54	3.48	3.42	3.47	3.47	3.46	3.41	3.47	3.49	3.46	3.48	3.5	3.36
NET: Important	1704	1172	520	577	544	583	1001	703	1158	546	477	435	386	328	78	1496	207	1076	628	244	356	479	528	630	1074	1387	293
	91%	93%	87%	86%	92%	96%	92%	90%	90%	92%	91%	89%	92%	91%	98%	91%	90%	90%	92%	92%	89%	92%	92%	90%	92%	92%	87%
NET: Not Important	134	78	55	71	38	25	67	67	99	35	40	40	30	22	1	114	20	91	43	19	41	30	40	55	79	94	36
	7%	6%	9%	11%	6%	4%	6%	9%	8%	6%	8%	8%	7%	6%	2%	7%	9%	8%	6%	7%	10%	6%	7%	8%	7%	6%	11%
NET Difference	1570	1094	466	506	506	559	934	636	1059	511	437	395	355	306	77	1382	188	985	585	225	315	449	487	575	995	1293	257
	84%	87%	78%	76%	85%	91%	86%	81%	83%	87%	83%	81%	85%	85%	97%	84%	82%	83%	86%	85%	79%	86%	85%	82%	85%	86%	76%
Don't know	34	14	20	19	12	3	21	13	25	9	7	12	4	11	-	32	2	25	9	3	4	13	8	14	19	26	8
	2%	1%	3%	3%	2%	*	2%	2%	2%	2%	1%	2%	1%	3%	-	2%	1%	2%	1%	1%	1%	2%	1%	2%	2%	2%	3%

Proportions/Mean: 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/z
Overlap formulae used. * small base

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Q20_10 - How important to you personally, if at all, are the following aspects of your club's heritage? - Club history

Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	TOTAL	League Support			Level of engagement			Number of games they watch in person												Number of games they watch on TV								Number of TV subscriptions				
		Premier League (a)	Championship / League One (b)	League Two / National League (c)	Highly engaged fan (d)	Mid engaged fan (e)	Less engaged fan (f)	Involving a team they support: 0-10 (g)	Involving a team they support: 11-20 (h)	Involving a team they support: 21-30 (i)	Involving a team they support: More than 30 (j)	Where they are a neutral fan: 0-10 (k)	Where they are a neutral fan: 11-20 (l)	Where they are a neutral fan: 21-30 (m)	Where they are a neutral fan: More than 30 (n)	Involving a team they support: 0-10 (o)	Involving a team they support: 11-20 (p)	Involving a team they support: 21-30 (q)	Involving a team they support: More than 30 (r)	Where they are a neutral fan: 0-10 (s)	Where they are a neutral fan: 11-20 (t)	Where they are a neutral fan: 21-30 (u)	Where they are a neutral fan: More than 30 (v)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)				
UNWEIGHTED BASE	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	84	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288				
WEIGHTED BASE	1172	1057	521	158	610	378	312	1021	150	54	24	1057	14	14	2	64	19	8	7	70	19	19	3	8	34	65	67	65	9			
Very important (4)	1006	858	400	142	556	297	203	846	69	56	37	955	35	21	20	363	205	134	281	492	193	94	197	244	591	770	714	170				
55%	55%	53%	54%		69%	49%	40%	54%	57%	65%	71%	55%	49%	62%	73%	47%	58%	58%	68%	50%	56%	61%	67%	51%	54%	57%	57%	63%				
Fairly important (3)	678	560	291	102	216	230	232	586	39	26	13	621	29	8	7	324	119	83	100	392	125	54	81	191	401	477	438	91				
36%	36%	36%	39%	39%	27%	42%	45%	37%	32%	30%	25%	37%	41%	24%	25%	42%	34%	35%	29%	40%	36%	35%	38%	40%	37%	35%	35%	33%				
Not very important (2)	106	90	43	10	21	32	53	93	7	2	1	94	5	3	-	64	19	8	7	70	19	19	3	8	34	65	67	65	9			
6%	6%	6%	4%		3%	6%	10%	6%	6%	2%	1%	6%	7%	10%	-	8%	5%	4%	2%	7%	6%	2%	3%	7%	6%	5%	5%	3%				
Not at all important (1)	28	23	10	5	13	9	7	23	3	1	1	26	1	-	-	12	5	6	3	20	2	1	4	4	14	24	24	2				
2%	2%	1%	2%		2%	2%	1%	1%	3%	1%	2%	2%	1%	-	-	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%				
Mean	3.47	3.47	3.45	3.47	3.63	3.41	3.27	3.46	3.47	3.63	3.65	3.47	3.39	3.55	3.74	3.36	3.51	3.49	3.65	3.39	3.5	3.59	3.63	3.42	3.46	3.49	3.48	3.58				
					ef	f				aki	i	e					os	oos	i		os	os	oos					wwwA				
NET: Important	1704	1418	691	244	772	497	434	1432	107	82	50	1556	64	29	27	688	324	217	401	884	318	148	278	435	992	1247	1152	262				
91%	91%	91%	92%	93%	95%	90%	85%	91%	90%	95%	96%	92%	89%	86%	98%	88%	92%	93%	97%	92%	96%	95%		91%	91%	92%	91%	96%				
NET: Not Important	134	112	53	15	13	41	60	116	10	2	2	121	6	3	-	76	24	14	10	91	21	4	11	38	79	92	89	11				
7%	7%	7%	6%		4%	7%	12%	7%	9%	3%	4%	7%	9%	10%	-	10%	7%	6%	2%	9%	6%	2%	4%	8%	7%	7%	7%	4%				
						d	de					rtuv	f			rtuv	f	f	rtuv	f	f		B	B	B	B	B					
NET Difference	1570	1306	638	229	739	456	374	1315	97	80	48	1435	58	26	27	611	300	202	391	799	297	144	267	396	913	1155	1063	251				
84%	84%	85%	87%		91%	83%	73%	84%	81%	92%	93%	84%	80%	76%	98%	79%	85%	87%	95%	80%	86%	93%	91%	83%	84%	85%	84%	92%				
					ef	f				phi		e					os	os	os	os	os	os	os			A		wwwA				
Don't know	34	27	7	5	4	12	18	23	1%	2%	2%	-	22	1	1	1	14	4	2	3	13	5	3	3	6	20	20	20	-			
2%	2%	2%	1%	2%	1%	2%	4%	1%	2%	2%	-	1%	2%	4%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	-			
						d																		B	B	B	B					

Proportions/Means: Columns Tested (5% risk level) - a/h/c - d/e/f - g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v - w/h/y/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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