



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2025
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Table 1
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	1314	1571	2120	1772	2504	1588	1062	1170	1022	619	218	3422	670	2734	1318	684	1027	1010	1038	1248	2844	3476	534	
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	179	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%	1%	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.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 2
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

		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								
UNWEIGHTED BASE	TOTAL	(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)								
WEIGHTED BASE	TOTAL	(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)								
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%								
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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Table 3
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 - £54999 (u)	£55000+ (v)	YES (w)	NO (x)	WHITE ETHNIC GROUP (y)
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	813	1562	778	576	559	430	299	808	1893	220	1109	759	313	510	616	818	875	1323	1767	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	x			y
Championship	636	421	210	271	189	176	375	261	445	190	156	182	123	134	41	542	94	347	289	91	133	159	223	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	tu	x			y
League One	229	173	53	88	71	70	146	83	161	68	60	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%	15%	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%	8%	7%	8%	6%	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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Table 4
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	2209	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	794	270	810	549	512	1571	320	87	52	1699	71	34	27	778	352	233	413	987	344	154	293	479	1091	1358	1261	272								
Premier League	1195	100%	504	193	671	465	420	1355	90	48	28	1433	48	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					oqv	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																way	x	way	x	way								
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			k	kl				i								x	x	x	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	x	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				k														x	way	way								
NET: Support at least one team in England's & Wales's top 5 divisions	1917	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								
	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 (% 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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Table 5
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 - £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	
WEIGHTED BASE	1917	1291	635	654	620	570	1316	602	1318	601	523	507	420	357	73	1717	217	922	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%	3%	2%	1%		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

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
PUBLIC
IPSOs

Table 6
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	528	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				du			du	e			e	vaB	vaB	B	B	
	443	388	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					kl				kl				l			l				l			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					kl				kl		*	2				oqr		os		os			wsA	ws	wsyA
	42	36	32	20	18	15	7	34	3	4	1	36	1	1%	9%	10	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%		1%	2%	4%	2%	2%	1%	4%	2%	2%	2%	2%	2%	3%
Don't know		a	ab													oqr				e		e						
	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/M/N: o/p/q/r/s/t/u/v: w/x/y/z/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
10TH - 14TH APRIL 2025
PUBLIC
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Table 9
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	
WEIGHTED BASE	1937	1291	615	684	605	628	1116	802	1313	507	533	507	429	367	81*	1681	237	1227	691	274	436	537	584	714	1203	1541	344	
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	74	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% du	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% b	20%	26%	31%	26%	30% r	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% k	28%	22%	29%	29%	29%	28%	30%	29%	33% w	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%	17%	16%	15% f	20%	17%	18%	17%	17%	19%	15%	20%	18%	15%	18%	16%	21% v	17%	18%	15%	17%	17%	17%	19%	
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%	10%	8%	8%	11%	9%	11%	9%	10%	8%	10%	13%	10%	8%	10%	9%	13% u	9%	8%	9%	9%	10%	9%	12%	
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%	46% e	45% e	35%	45% r	38%	46% i	35%	42%	44%	39%	44%	42%	42%	46%	41%	45%	34% r	42%	39%	51% du	47% x	39%	42%	41%	
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% b	30%	22% e	26% e	39% cd	29% r	29% r	26% h	34% k	31% k	25% k	32% k	28% k	22% k	29% o	29% p	29% q	28% r	30% s	29% t	33% v	24% w	24% w	31% w	30% y	26%	
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% c	27% c	23% c	24% f	31% f	26% g	29% h	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	31% y	26% 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	-	-	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

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
PUBLIC
IPSOs

Table 10
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 engaged fan			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 (B)								
UNWEIGHTED BASE	1946	1620	823	283	825	550	526	1601	128	89	50	1728	77	38	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288								
WEIGHTED BASE	1917	1599	766	270	810	549	512	1573	130	88	51	1699	71	34	29	773	352	231	413	937	347	154	283	470	1091	1316	1243	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% pk	47% ghl	60% ghl	13% z	30% pk	46% pk	51%	8%	11% ops	17% ops	31% opqst	8%	16% ops	25% opqst	32% opqst	8%	10%	17% wxA	16% wx	32% wxyA								
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% pk	39% pk	31% pk	29% z	29% pk	23% pk	29%	18%	30% os	35% os	46% opqst u	22% o	32% os	32% os	44% opqst u	22%	26% w	31% wx	32% wx	32% wx								
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% j	9% j	4% j	30% j	25% j	9% j	20%	28%	33% rv	40% orw	19% rv	30% rv	34% rv	32% rv	19% rv	31% B	32% vAB	29% B	29% B	17% B								
An occasional fan - I dip in and out of excitement 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% de	19% hik	9% hik	4% hik	5% hik	18% hi	13% i	12% i	-	29%	19% ortuv	5% ortuv	2%	25% ortuv	13% orv	8% r	4% r	23% xvAB	20% vAB	16% B	16% B	11% B								
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% b	8% b	7% b	-	-	35% de	11% hik	5% hik	1% hik	-	10% j	3% j	9% j	-	17%	6% rv	3% rv	2%	15% portuv	5% rv	3% rv	1% rv	16% xvAB	12% vA	7% vA	8% vA	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% pk	86% ghl	91% ghl	42% z	59% pk	69% pk	80%	26%	41% os	52% ops	77% opqst	30% o	48% os	57% opqst	76% opqst	30%	36% w	48% wxA	48% wx	65% wxyA								
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% j	9% j	4% j	30% j	25% j	9% j	20%	28%	33% rv	40% orw	19% rv	30% rv	34% rv	32% rv	19% rv	31% B	32% vAB	29% B	29% B	17% B								
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	312	292	51								
	27%	26%	27%	23%	-	-	100% de	30% hik	14% hik	5% hik	5% hik	28% hi	16% i	21% i	-	46% portuv	28% ortuv	8% r	4% r	39% portuv	18% orv	11% rv	5% rv	39% xvAB	32% vAB	23% vAB	23% vAB	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/h/c - d/a/t - a/h/v/U/N/m/n - o/p/q/r/s/t/u/v - w/x/y/z/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
10TH - 14TH APRIL 2026
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Table 11

Q6_Summary - Thinking of men's football in England and Wales, how important, if at all, is football to ...?

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

	Who you are as a person	A sense of community in local towns and cities	The national culture and identity
UNWEIGHTED BASE	1904	1904	1904
WEIGHTED BASE	1872	1872	1872
Very important (4)	460 25%	647 35%	742 40%
Fairly important (3)	732 39%	927 50%	911 49%
Not very important (2)	491 26%	209 11%	159 8%
Not at all important (1)	161 9%	48 3%	31 2%
Mean	2.81	3.19	3.28
NET: Important	1191 64%	1575 84%	1652 88%
NET: Not Important	651 35%	257 14%	189 10%
NET Difference	540 29%	1318 70%	1463 78%
Don't know	29 2%	40 2%	30 2%

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Table 12
Q6.1 - Thinking of men's football in England and Wales, how important, if at all, is football to ...? - Who you are as a person

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	719	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	1372	1104	525	629	514	311	1039	783	1221	450	429	413	254	208	28	1642	730	1129	650	229	400	512	575	702	1129	1506	237	
Very important (4)	460	347	109	219	135	106	275	185	343	117	139	114	100	92	15	405	55	269	190	70	95	119	161	224	236	347	106	
	25%	27%	18%	33%	23%	17%	25%	24%	27%	20%	26%	23%	24%	25%	18%	25%	24%	23%	28%	26%	24%	23%	28%	32%	20%	23%	31%	
Fairly important (3)	732	519	210	360	233	238	423	309	505	227	201	202	154	142	32	639	92	479	252	101	174	204	216	281	451	583	137	
	39%	41%	35%	39%	39%	39%	39%	39%	39%	38%	38%	42%	37%	39%	40%	39%	40%	40%	37%	38%	43%	39%	37%	40%	38%	39%	41%	
Not very important (2)	491	307	180	145	155	190	287	204	318	173	136	125	114	92	23	433	58	320	171	70	95	149	143	148	343	408	74	
	26%	24%	30%	22%	26%	31%	26%	26%	25%	29%	26%	26%	27%	26%	29%	26%	25%	27%	25%	26%	24%	29%	25%	21%	29%	27%	22%	
Not at all important (1)	161	79	79	35	56	70	92	69	96	65	44	38	42	28	9	139	21	96	64	21	33	44	54	44	117	141	18	
	9%	6%	13%	5%	9%	12%	8%	9%	7%	11%	8%	8%	10%	8%	11%	8%	9%	8%	9%	8%	8%	8%	9%	6%	10%	9%	5%	
Mean	2.81	2.9	2.6	3.01	2.77	2.63	2.82	2.8	2.87	2.68	2.84	2.82	2.76	2.84	2.67	2.81	2.8	2.79	2.84	2.84	2.84	2.77	2.84	2.98	2.7	2.77	2.99	
NET: Important	1191	865	319	479	368	344	697	494	848	344	340	316	255	234	47	1044	147	748	443	170	270	322	377	505	687	931	242	
	64%	68%	54%	72%	62%	56%	64%	63%	66%	58%	65%	65%	61%	65%	59%	64%	64%	63%	65%	64%	67%	62%	65%	72%	59%	62%	72%	
NET: Not Important	651	387	260	180	211	261	379	273	413	238	180	164	156	120	31	572	79	416	235	91	128	194	197	192	460	549	91	
	35%	31%	44%	27%	36%	43%	35%	35%	32%	40%	34%	34%	37%	33%	40%	35%	34%	35%	35%	34%	32%	37%	34%	27%	39%	36%	27%	
NET Difference	540	479	59	299	157	83	318	222	434	105	160	152	99	114	15	471	68	332	208	79	142	129	179	313	227	381	151	
	29%	38%	10%	45%	26%	14%	29%	28%	34%	18%	30%	31%	24%	11%	19%	29%	34%	28%	31%	30%	35%	31%	31%	45%	19%	25%	45%	
Don't know	29	12	17	8	15	6	13	16	21	8	5	7	9	7	1	26	3	27	2	6	4	6	3	4	25	26	3	
	2%	1%	3%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	*	2%	1%	1%	*	1%	2%	2%	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/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.



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

Table 13
Q6.1 - Thinking of men's football in England and Wales, how important, if at all, is football to ...? - Who you are as a person
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		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		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
								(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)							
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	1288								
WEIGHTED BASE	1172	1157	571	214	610	510	517	1571	120	69	54	1059	71	74	27	776	352	213	413	987	344	154	273	479	1091	1358	1261	1272								
Very important: (4)	460	401	209	87	334	65	61	334	50	43	23	386	31	17	16	152	81	56	160	191	95	46	114	81	201	374	334	109								
	25%	26%	28%	33%	41%	12%	12%	21%	42%	50%	45%	23%	43%	49%	58%	20%	23%	24%	39%	19%	28%	30%	39%	17%	18%	28%	26%	40%								
Fairly important: (3)	732	598	314	106	344	254	134	609	54	34	22	669	27	11	9	287	155	99	169	380	os	os	os	os	os	os	os	os	os	os	os	os	os	os	os	os
	39%	38%	42%	40%	42%	46%	26%	39%	45%	40%	43%	39%	38%	34%	34%	37%	44%	43%	41%	38%	43%	43%	41%	33%	39%	42%	42%	36%								
Not very important: (2)	491	400	166	62	115	173	203	453	14	8	3	464	12	3	2	231	95	62	62	302	76	37	45	169	346	310	253									
	26%	26%	22%	23%	14%	31%	40%	29%	11%	10%	6%	27%	17%	9%	6%	30%	27%	27%	15%	31%	22%	24%	15%	35%	32%	23%	23%	16%								
Not at all important: (1)	161	136	49	5	10	49	101	154	1	1	3	158	1	1	1	97	20	14	20	106	20	11	14	68	110	91	88									
	9%	9%	6%	2%	1%	9%	20%	10%	1%	6%	9%	2%	2%	2%	2%	13%	6%	6%	5%	11%	6%	7%	5%	14%	10%	7%	7%	7%								
Mean	2.81	2.82	2.93	3.06	3.25	2.62	2.31	2.72	3.28	3.39	3.27	2.77	3.23	3.38	3.47	2.64	2.84	2.86	3.14	2.67	2.94	2.92	3.14	2.33	2.46	2.91	2.89	3.1								
				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	
NET: Important	1191	999	522	192	678	318	195	942	104	77	46	1056	58	28	25	439	235	156	329	571	244	105	234	238	624	938	861	208								
	64%	64%	70%	73%	84%	58%	38%	60%	87%	90%	88%	62%	81%	83%	92%	56%	67%	67%	80%	58%	71%	68%	80%	50%	57%	69%	68%	76%								
				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	
NET: Not important	651	536	215	67	125	222	304	607	15	9	6	622	13	4	2	329	115	76	82	409	96	48	59	237	456	401	381	62								
	35%	34%	29%	25%	15%	40%	59%	39%	13%	10%	12%	37%	19%	11%	8%	42%	33%	33%	20%	41%	28%	31%	20%	40%	30%	30%	23%									
				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	
NET Difference	540	463	308	126	553	96	-109	335	89	68	40	434	44	24	23	110	120	80	247	162	148	57	175	1	168	537	480	146								
	29%	30%	41%	48%	68%	18%	-21%	21%	74%	79%	76%	26%	62%	72%	84%	14%	34%	34%	60%	46%	43%	37%	60%	+	15%	40%	38%	54%								
				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	
Don't know	29	23	14	5	7	9	13	21	*	-	-	21	*	2	-	10	1	1	3	8	4	1	-	4	11	18	18	3								
	2%	1%	2%	2%	1%	2%	3%	1%	*	-	-	1%	1%	6%	-	1%	*	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%								

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 14
Q6.2 - Thinking of men's football in England and Wales, how important, if at all, is football to ...? - A sense of community in local towns and cities
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	1372	1204	525	629	504	311	1039	873	1225	459	429	410	256	208	208	1042	330	1129	550	229	402	512	515	702	1122	1506	239
Very important (4)	647	452	189	256	194	197	376	271	463	185	197	176	135	116	25	568	80	385	262	97	134	163	230	271	377	515	120
	35%	36%	32%	38%	33%	32%	35%	35%	36%	31%	37%	36%	32%	32%	31%	35%	35%	32%	39%	37%	33%	31%	40%	39%	32%	34%	36%
				de														q					u	x			
Fairly important (3)	927	600	322	307	322	299	540	387	631	297	260	231	206	190	39	821	106	596	331	120	212	262	368	347	581	746	170
	50%	47%	54%	46%	54%	49%	50%	49%	49%	50%	50%	48%	49%	53%	49%	50%	46%	50%	49%	45%	53%	50%	47%	50%	50%	50%	50%
			a																								
Not very important (2)	209	150	58	81	55	74	128	82	138	71	42	57	54	42	15	176	33	143	66	38	40	63	62	65	144	169	35
	11%	12%	10%	12%	9%	12%	12%	10%	11%	12%	8%	12%	13%	12%	19%	11%	14%	12%	10%	14%	10%	12%	11%	9%	12%	11%	10%
Not at all important (1)	48	34	14	10	16	22	30	18	28	20	15	12	13	7	1	41	7	33	15	4	8	24	12	9	39	43	5
	3%	3%	2%	1%	3%	4%	3%	2%	2%	3%	3%	2%	3%	2%	1%	2%	3%	3%	2%	1%	2%	5%	2%	1%	3%	3%	1%
Mean	3.19	3.19	3.18	3.24	3.18	3.13	3.18	3.2	3.21	3.13	3.24	3.2	3.14	3.16	3.11	3.19	3.15	3.15	3.25	3.2	3.2	3.1	3.25	3.27	3.14	3.18	3.23
				e					i		i							q					u	x			
NET: Important	1575	1053	511	564	515	496	917	658	1094	481	457	407	341	306	64	1389	186	981	594	217	346	424	499	618	957	1261	290
	84%	83%	86%	85%	87%	81%	84%	84%	85%	82%	87%	84%	81%	85%	80%	85%	81%	82%	87%	81%	86%	81%	87%	88%	82%	84%	86%
				e					i									q					u	x			
NET: Not Important	257	184	72	90	71	96	158	99	166	91	57	69	66	50	16	217	40	176	81	41	48	87	73	74	183	212	40
	14%	15%	12%	14%	12%	16%	14%	13%	13%	15%	11%	14%	16%	14%	20%	13%	17%	15%	12%	15%	12%	17%	13%	11%	16%	14%	12%
				w																							
NET Difference	1318	868	440	473	444	400	759	559	928	390	400	338	275	257	48	1172	146	806	512	176	297	337	425	544	774	1049	250
	70%	69%		71%	75%	66%	70%	71%	72%	66%	76%	69%	66%	71%	61%	71%	64%	68%	51%	66%	74%	65%	74%	78%	66%	70%	74%
		a		e					i		kn				p			q		ru			se	x			
Don't know	40	28	12	13	8	19	14	26	22	18	12	11	12	6	-	36	3	35	5	8	8	11	4	8	31	33	6
	2%	2%	2%	2%	1%	3%	1%	3%	2%	3%	2%	2%	3%	2%	-	2%	2%	3%	1%	3%	2%	2%	1%	1%	3%	2%	2%
							f											f		y			w				

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

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
PUBLIC
IPSOs

Table 15
Q6.2 - Thinking of men's football in England and Wales, how important, if at all, is football to ...? - A sense of community in local towns and cities

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)	Where they are a neutral fan: More than 30 (w)	Where they are a neutral fan: More than 30 (x)	Where they are a neutral fan: More than 30 (y)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)			
UNWEIGHTED BASE	TOTAL	1585	1904	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	731	264	810	549	512	1571	120	65*	52*	1099	71*	34**	22**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272						
Very important: (4)	647	539	305	111	381	146	120	502	54	49	33	569	35	11	17	250	114	74	152	305	131	57	134	151	343	492	441	134						
	35%	41%	35%	42%	47%	27%	23%	32%	45%	57%	62%	34%	49%	33%	61%	32%	32%	32%	46%	31%	38%	37%	46%	31%	31%	36%	35%	49%						
			a	a	a	ef		gk		gk	ghk	k	kl					opqst		s		opqst			xA	x	wayA							
Fairly important: (3)	927	766	355	128	338	303	287	811	52	31	15	862	28	19	8	405	185	121	171	517	168	71	130	245	567	669	630	109						
50%		49%	47%	48%	42%	55%	56%	52%	44%	36%	29%	51%	39%	58%	31%	52%	52%	52%	41%	52%	49%	46%	45%	51%	52%	52%	49%	50%	40%					
					d	d		h				h				ov	r	r	r	rv	r			8	8	8	8							
Not very important: (2)	209	171	70	15	72	58	79	183	11	3	4	192	5	2	2	96	33	27	38	118	32	18	24	57	126	143	137	22						
11%		11%	9%	6%	9%	10%	15%	12%	9%	4%	8%	11%	7%	5%	6%	12%	9%	12%	9%	12%	9%	11%	8%	12%	12%	11%	11%	8%						
			c	c				i				i																						
Not at all important: (1)	48	43	10	7	10	23	15	44	2	2	-	43	4	1	-	17	15	4	9	31	8	7	2	12	30	35	33	5						
3%		3%	1%	3%	1%	4%	3%	3%	1%	3%	-	3%	5%	4%	-	2%	4%	2%	2%	3%	2%	4%	1%	3%	3%	3%	3%	2%						
			b	b	d	d										v	v	v	v	vw	v													
Mean	3.19	3.18	3.29	3.32	3.36	3.08	3.02	3.15	3.33	3.48	3.54	3.18	3.32	3.2	3.57	3.15	3.15	3.17	3.33	3.13	3.24	3.17	3.37	3.15	3.15	3.21	3.19	3.38						
			a		ef				gk	gk	gk	k							opqst		ps	opqst	opqst			xA	wayA							
NET: Important	1575	1304	660	239	719	448	407	1313	106	80	48	1432	63	31	25	655	299	196	364	823	299	128	264	396	910	1160	1071	243						
84%		84%	88%	91%	89%	82%	79%	84%	89%	93%	92%	84%	88%	91%	92%	84%	85%	84%	88%	83%	87%	83%	90%	83%	83%	85%	89%	wayA						
			a	a	ef				gk	gk								s	s			opqst												
NET: Not Important	257	214	80	22	82	81	94	226	12	6	4	234	9	3	2	114	48	31	47	148	40	25	25	69	155	179	171	27						
14%		14%	11%	8%	10%	15%	18%	14%	10%	7%	8%	14%	12%	9%	6%	15%	14%	13%	11%	15%	12%	16%	9%	14%	14%	13%	14%	10%						
			bc		d	d										v			v															
NET Difference	1318	1090	580	218	637	368	313	1087	94	74	44	1197	54	28	24	541	250	165	317	674	258	103	239	327	755	981	900	216						
70%		70%	77%	82%	79%	67%	61%	69%	78%	86%	84%	70%	76%	82%	86%	70%	71%	71%	77%	68%	75%	67%	82%	68%	69%	72%	71%	wayA						
			a	a	ef				k	gk	k	k						opqst		s		opqst												
Don't know	40	38	10	3	8	20	11	32	1	1	-	33	-	-	-	9	5	6	3	16	5	1	3	15	25	19	19	2						
2%		2%	1%	1%	1%	4%	2%	2%	1%	1%	-	2%	-	-	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%	2%	1%	2%	1%						
			b		d																		yB	y										

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 16
Q6.3 - Thinking of men's football in England and Wales, how important, if at all, is football to ...? - The national culture and identity

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 GROUPS (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	1372	1204	525	529	504	211	1039	333	1218	159	525	459	410	228	228	1642	730	1119	650	229	400	512	515	703	1122	1506	239	
Very important (4)	742	510	223	259	222	221	433	308	526	216	197	196	163	159	27	662	80	448	294	107	165	173	260	305	436	577	154	
	40%	40%	38%	45%	37%	36%	40%	39%	41%	37%	38%	40%	39%	44%	34%	40%	35%	38%	43%	40%	41%	33%	45%	44%	37%	38%	46%	
Fairly important (3)	911	604	303	301	306	304	529	382	626	285	267	229	203	165	47	786	125	600	311	127	193	271	366	325	586	748	151	
	49%	48%	51%	45%	51%	50%	49%	49%	49%	48%	51%	47%	47%	48%	46%	59%	48%	54%	50%	46%	48%	48%	52%	46%	46%	50%	50%	
Not very important (2)	159	115	44	52	50	57	94	65	100	58	41	47	40	25	6	137	21	99	60	25	33	51	42	56	103	131	23	
	8%	9%	7%	7%	9%	9%	9%	8%	8%	10%	8%	10%	10%	7%	7%	8%	9%	8%	9%	9%	8%	10%	7%	8%	9%	9%	7%	
Not at all important (1)	31	20	11	11	6	13	17	14	17	14	11	7	4	9	-	30	4	22	9	2	7	18	3	7	24	25	5	
	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%	-	2%	1%	2%	1%	1%	2%	4%	1%	1%	2%	2%	2%	
Mean	3.28	3.28	3.27	3.34	3.27	3.23	3.28	3.28	3.31	3.23	3.26	3.28	3.28	3.32	3.27	3.29	3.25	3.26	3.32	3.31	3.29	3.17	3.37	3.34	3.25	3.27	3.36	
NET: Important	1652	1114	526	599	528	525	962	690	1152	500	464	424	366	325	74	1448	205	1047	605	235	357	444	526	630	1022	1325	305	
	88%	88%	88%	90%	89%	86%	88%	88%	90%	85%	88%	87%	87%	90%	93%	88%	89%	88%	89%	88%	89%	85%	91%	88%	90%	87%	88%	
NET: Not Important	189	135	55	61	58	70	111	78	117	73	52	54	43	34	6	168	22	121	68	26	41	69	45	63	126	156	28	
	10%	11%	9%	9%	10%	11%	10%	10%	9%	12%	10%	11%	10%	10%	7%	10%	9%	10%	10%	10%	10%	13%	8%	9%	11%	10%	8%	
NET Difference	1463	980	472	538	470	455	851	612	1035	428	413	370	322	290	68	1280	183	926	537	209	317	374	480	567	896	1168	277	
	78%	77%	79%	81%	79%	75%	78%	78%	81%	72%	79%	76%	77%	80%	86%	78%	80%	78%	79%	78%	79%	72%	83%	81%	76%	78%	82%	
Don't know	30	15	15	6	8	16	16	14	14	17	9	8	10	2	-	27	3	23	7	6	3	9	5	6	24	25	4	
	2%	1%	2%	1%	1%	3%	1%	2%	1%	3%	2%	2%	2%	1%	-	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	

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

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
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Table 17
Q6.3 - Thinking of men's football in England and Wales, how important, if at all, is football to ...? - The national culture and identity
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	1557	825	276	810	549	512	1573	100	69	59	1559	75	84	29	776	352	233	413	937	344	154	253	470	1091	1353	1253	272	
Very important (4)	742	629	330	133	437	156	149	585	64	50	31	658	31	19	19	269	137	97	213	344	153	67	151	354	394	569	520	132	
40%	40%	40%	44%	51%	54%	28%	29%	37%	54%	57%	60%	39%	44%	57%	70%	35%	39%	42%	52%	35%	44%	44%	52%	34%	36%	42%	41%	49%	
Fairly important (3)	911	747	343	107	321	309	282	798	46	31	17	850	31	10	5	414	177	107	168	520	156	69	121	247	562	647	605	119	
49%	49%	48%	46%	41%	40%	56%	55%	51%	38%	35%	32%	50%	44%	31%	20%	53%	50%	46%	41%	53%	45%	45%	42%	52%	52%	48%	48%	44%	
Not very important (2)	159	123	64	17	34	58	66	136	7	6	4	138	7	4	3	72	28	24	24	88	25	14	19	8	148	106	102	15	
8%	8%	8%	9%	6%	4%	11%	13%	9%	6%	7%	8%	8%	9%	13%	10%	9%	8%	10%	6%	9%	7%	9%	6%	10%	9%	8%	8%	6%	
Not at all important (1)	31	30	9	3	12	12	6	28	2	1	-	28	2	-	-	13	5	4	7	19	8	4	-	7	13	24	24	4	
2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	-	2%	3%	-	-	2%	2%	2%	2%	2%	2%	-	1%	1%	2%	2%	1%		
Mean	3.28	3.29	3.33	3.42	3.47	3.14	3.14	3.25	3.44	3.49	3.52	3.28	3.28	3.44	3.6	3.22	3.28	3.28	3.43	3.23	3.33	3.3	3.45	3.22	3.25	3.31	3.3	3.41	
				ab	ef			ak		ak	ak	z							ooos	tu	os	ooos	ooos	tu	z	xxA	x	wwA	
NET: Important	1652	1377	673	241	758	464	430	1383	110	80	48	1508	63	29	25	683	314	204	382	865	309	136	273	412	956	1216	1125	251	
88%	88%	88%	90%	91%	94%	85%	84%	88%	92%	93%	92%	89%	88%	87%	90%	88%	89%	87%	92%	88%	90%	88%	93%	86%	88%	90%	89%	92%	
NET: Not Important	189	153	73	20	46	70	72	164	10	6	4	166	9	4	3	85	33	28	31	107	33	17	19	53	116	130	126	36	
10%	10%	10%	10%	8%	6%	13%	14%	10%	8%	7%	8%	10%	12%	13%	10%	11%	9%	12%	7%	11%	10%	11%	6%	11%	11%	10%	10%	7%	
NET Difference	1463	1223	600	221	712	394	358	1219	100	73	44	1342	54	25	22	598	281	176	351	758	276	119	254	358	840	1086	999	232	
78%	78%	79%	80%	84%	88%	72%	70%	78%	84%	85%	85%	79%	75%	74%	80%	77%	80%	75%	85%	77%	80%	77%	87%	75%	77%	80%	79%	85%	
			a		ef						z					ooos			ooos		ooos	u	ooos	u	xxA	xxA	wwA	wwA	
Don't know	30	27	5	3	6	14	10	24	-	-	-	25	-	-	-	10	5	1	1	16	2	1	1	15	19	12	9	2	
2%	2%	2%	1%	1%	1%	3%	2%	2%	-	-	-	1%	-	-	-	1%	1%	1%	+	2%	1%	+	+	1%	3%	2%	1%	1%	
		b			d		d																xxA	xxA	yA				

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

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
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Table 18

Q6A_Summary - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements?

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

	Owners and senior managers run clubs effectively, appropriately, and ethically	Clubs are financially sustainable	Fans are valued and listened to by clubs	Club heritage is well protected	Current regulations around clubs' off-pitch operations are effective and fit for purpose (e.g. financial rules, owners' and directors' tests, and fan engagement requirements)
UNWEIGHTED BASE	1904	1904	1904	1904	1904
WEIGHTED BASE	1872	1872	1872	1872	1872
Strongly agree (2)	206 11%	247 13%	249 13%	333 18%	205 11%
Tend to agree (1)	532 28%	564 30%	535 29%	775 41%	547 29%
Neither agree nor disagree (0)	554 30%	442 24%	459 25%	371 20%	469 25%
Tend to disagree (-1)	382 20%	419 22%	420 22%	247 13%	331 18%
Strongly disagree (-2)	113 6%	128 7%	151 8%	65 3%	152 8%
Mean	0.19	0.21	0.17	0.59	0.19
NET: Agree	738 39%	811 43%	784 42%	1108 59%	752 40%
NET: Disagree	495 26%	547 29%	571 31%	312 17%	483 26%
NET Difference	243 13%	263 14%	212 11%	796 43%	269 14%
Don't know	85 5%	72 4%	57 3%	80 4%	168 9%

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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2025
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Table 19
Q6A. 1 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Owners and senior managers run clubs effectively, appropriately, and ethically

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 - £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	1689	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1972	1214	625	679	594	511	1089	783	1321	659	525	487	419	354	74	1642	225	819	950	259	400	512	675	703	1192	1506	297
Strongly agree (2)	206	139	65	114	45	47	133	73	161	45	61	40	49	48	9	183	24	117	89	21	39	47	93	119	87	153	50
	11%	11%	11%	17%	8%	8%	12%	9%	13%	8%	12%	8%	12%	13%	11%	11%	10%	10%	13%	8%	10%	9%	16%	17%	7%	10%	15%
				de					i					k				q				stu	x				Y
Tend to agree (1)	532	341	190	341	167	124	308	224	399	133	139	153	106	115	18	480	52	325	207	83	119	147	162	225	306	391	136
	28%	27%	32%	36%	28%	20%	28%	29%	31%	23%	26%	32%	25%	32%	22%	29%	23%	27%	30%	31%	30%	28%	28%	32%	26%	26%	40%
				de					i															x			Y
Neither agree nor disagree (0)	554	380	170	165	161	228	315	239	346	208	153	147	132	93	28	473	81	388	165	85	125	163	144	171	383	453	92
	30%	30%	29%	25%	27%	37%	29%	31%	27%	35%	29%	30%	31%	26%	36%	29%	35%	33%	24%	32%	31%	31%	25%	24%	33%	30%	27%
						cd			h									r				v	w				
Tend to disagree (-1)	382	273	105	96	145	140	221	161	249	133	117	91	87	68	19	330	52	231	151	53	77	108	124	126	256	335	41
	20%	22%	18%	14%	24%	23%	20%	21%	24%	19%	22%	19%	21%	19%	23%	20%	23%	19%	22%	20%	19%	21%	22%	18%	22%	22%	12%
				e																						A	
Strongly disagree (-2)	113	88	24	31	45	37	64	48	79	34	30	25	32	22	4	98	15	67	46	12	25	32	37	40	73	96	14
	6%	7%	4%	5%	8%	6%	6%	6%	6%	6%	6%	5%	8%	6%	5%	6%	6%	6%	7%	4%	6%	6%	6%	6%	6%	6%	4%
		b			c																						
Mean	0.19	0.14	0.3	0.48	0.04	0.01	0.22	0.15	0.26	0.04	0.17	0.2	0.13	0.28	0.11	0.2	0.08	0.17	0.22	0.19	0.18	0.14	0.27	0.38	0.07	0.12	0.5
		a		de					i															x			y
NET: Agree	738	480	254	356	211	171	441	297	560	178	200	193	155	163	26	663	75	442	296	104	158	194	255	344	394	544	186
	39%	38%	43%	53%	36%	28%	40%	38%	44%	30%	38%	40%	37%	45%	33%	40%	33%	37%	44%	39%	39%	37%	44%	49%	34%	36%	55%
				de	e				i									q						x			Y
NET: Disagree	495	361	130	127	190	177	286	209	327	167	146	117	119	90	23	428	67	298	197	65	102	90	140	166	329	431	55
	26%	29%	21%	19%	32%	29%	26%	27%	26%	28%	28%	24%	28%	25%	28%	26%	29%	25%	29%	24%	25%	27%	28%	24%	28%	29%	16%
		b			c																			w		A	c
NET Difference	243	119	125	228	21	-6	155	88	233	11	54	77	36	73	4	235	9	144	99	39	56	55	94	179	65	113	130
	13%	9%		34%	4%	-1%	14%	11%	18%	2%	10%	16%	9%	20%	5%	14%	4%	12%	15%	15%	14%	10%	16%	26%	6%	8%	39%
		a		de	e				i		jm			pn		p							q	s			y
Don't know	85	43	41	19	32	35	48	38	48	37	26	30	13	15	2	78	7	64	22	12	16	25	15	19	67	78	4
	5%	3%	7%	3%	5%	6%	4%	5%	4%	6%	5%	6%	3%	4%	3%	5%	3%	5%	3%	5%	4%	5%	3%	3%	6%	5%	1%
			x		e	e				h								r						w		A	

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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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Table 20
Q6A.1 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 5) and giving your overall view, to what extent do you agree or disagree with the following statements? - Owners and senior managers run clubs effectively, appropriately, and ethically
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	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	571	218	611	509	517	1511	120	69	52	1559	71	74	27	713	312	213	313	1017	341	154	213	470	1091	1351	1211	272	
Strongly agree (-2)	206	184	104	42	127	44	35	154	22	19	8	171	15	7	10	85	45	23	52	108	48	9	37	33	88	171	153	52	
11%	12%	14%	16%	16%	8%	8%	7%	10%	18%	23%	16%	10%	20%	22%	35%	11%	13%	10%	13%	11%	14%	6%	13%	7%	8%	13%	12%	19%	
Tend to agree (-1)	532	458	227	68	230	158	143	461	35	18	11	479	31	34	6	250	82	71	110	308	94	40	76	116	290	409	372	77	
28%	29%	30%	26%	28%	29%	29%	28%	29%	29%	21%	21%	28%	43%	19%	19%	32%	23%	30%	27%	31%	27%	26%	26%	31%	27%	30%	29%	28%	
Neither agree nor disagree (0)	554	456	212	81	210	172	172	465	39	35	15	509	17	8	6	236	127	58	110	300	86	41	86	151	343	393	371	68	
30%	29%	28%	31%	26%	26%	31%	34%	30%	24%	29%	30%	30%	24%	23%	21%	29%	36%	25%	26%	30%	27%	27%	29%	32%	31%	29%	29%	25%	
Tend to disagree (+1)	382	295	147	42	161	117	103	325	24	16	13	362	5	6	5	144	68	58	97	174	82	51	63	105	242	270	257	56	
20%	19%	20%	16%	20%	21%	20%	20%	21%	20%	18%	25%	21%	7%	17%	19%	19%	19%	25%	24%	18%	24%	19%	22%	22%	22%	20%	20%	20%	
Strongly disagree (+2)	113	89	35	21	63	27	23	89	9	8	5	102	2	7	2	40	20	16	33	55	23	11	22	37	67	75	69	16	
6%	6%	5%	8%	6%	8%	5%	4%	6%	7%	9%	9%	6%	2%	20%	7%	5%	6%	7%	8%	6%	7%	7%	8%	8%	6%	6%	6%	6%	
Mean	0.19	0.24	0.3	0.26	0.25	0.15	0.14	0.18	0.31	0.3	0.09	0.16	0.07	0.58	0.26	0.18	0.12	0.13	0.25	0.19	0.19	-0.09	0.15	0.01	0.09	0.25	0.23	0.35	
NET: Agree	778	642	331	110	356	202	179	615	57	38	19	650	46	14	15	335	127	94	162	416	142	50	113	149	379	380	324	129	
39%	41%	44%	42%	44%	37%	35%	39%	47%	44%	36%	38%	64%	41%	54%	43%	36%	40%	39%	42%	41%	32%	39%	31%	35%	43%	42%	47%		
NET: Disagree	495	384	182	64	224	144	126	414	33	24	18	464	7	12	7	185	89	74	130	229	104	61	86	142	310	345	326	72	
26%	25%	24%	24%	28%	26%	25%	26%	27%	28%	24%	24%	27%	10%	36%	25%	24%	25%	32%	32%	23%	30%	40%	29%	30%	28%	25%	26%	26%	
NET Difference	283	258	149	46	132	58	53	200	24	14	1	186	39	2	8	150	38	20	32	187	38	-12	28	7	69	236	198	57	
13%	17%	20%	17%	16%	11%	10%	10%	13%	13%	20%	16%	2%	11%	54%	5%	29%	19%	11%	9%	8%	19%	11%	-8%	9%	1%	6%	17%	16%	21%
Don't know	85	76	26	9	20	30	35	77	1	-	-	76	2	-	-	33	10	7	11	42	6	2	8	38	59	40	39	3	
5%	5%	3%	4%	2%	6%	7%	7%	5%	1%	-	-	4%	2%	-	-	1%	3%	3%	3%	4%	2%	1%	3%	8%	5%	3%	3%	1%	

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

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 2025
PUBLIC
IPSO

Table 21
Q6A. 2 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Clubs are financially sustainable
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	1689	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1372	1214	555	639	554	611	1039	783	1218	559	525	457	415	254	749	1642	225	1129	650	259	402	512	575	705	1122	1556	237
Strongly agree (2)	247	167	76	157	54	36	151	86	196	51	69	44	53	73	8	220	27	139	108	33	48	64	97	133	114	159	81
	13%	13%	13%	24%	9%	6%	14%	12%	15%	9%	13%	9%	13%	20%	10%	13%	12%	12%	16%	12%	12%	12%	17%	19%	10%	11%	24%
			de						i					kl				s					u	x			y
Tend to agree (1)	564	358	203	347	177	139	317	246	419	145	169	152	111	307	25	506	57	339	224	80	115	105	178	247	317	434	124
	30%	28%	34%	37%	30%	23%	29%	31%	33%	24%	32%	31%	26%	30%	32%	31%	25%	28%	33%	30%	29%	32%	31%	35%	27%	29%	37%
		a		e					f									g						w			z
Neither agree nor disagree (0)	442	280	160	136	138	168	247	195	288	153	111	129	101	84	17	383	59	296	146	66	99	127	116	138	303	356	79
	24%	22%	27%	20%	23%	28%	23%	25%	22%	26%	21%	26%	24%	23%	21%	23%	25%	25%	21%	25%	25%	24%	20%	20%	26%	24%	23%
			a			c																		w			
Tend to disagree (-1)	419	316	101	85	138	195	263	156	244	175	122	111	97	68	20	355	64	279	140	59	98	108	134	121	298	378	34
	22%	25%	17%	13%	23%	32%	24%	20%	19%	30%	23%	23%	23%	19%	26%	22%	28%	23%	21%	22%	24%	21%	23%	17%	25%	25%	10%
		b			e		e		h									q						w		A	
Strongly disagree (-2)	128	115	13	24	53	51	71	58	88	40	39	33	40	11	5	110	19	83	45	15	27	39	40	41	87	114	13
	7%	9%	2%	4%	9%	8%	6%	7%	7%	7%	8%	7%	10%	3%	6%	7%	8%	7%	7%	6%	7%	7%	7%	6%	7%	8%	4%
		b			c		c		m		m	m	m													A	
Mean	0.21	0.12	0.41	0.66	0.07	-0.15	0.21	0.22	0.32	-0.02	0.21	0.14	0.1	0.47	0.14	0.24	0.04	0.15	0.32	0.22	0.15	0.22	0.28	0.45	0.06	0.1	0.69
		a		de	e				i					klm		p		q						x		y	
NET: Agree	811	525	280	405	231	175	468	342	615	195	238	196	164	179	33	726	84	478	332	112	163	229	274	380	431	593	205
	43%	42%	47%	61%	39%	29%	43%	44%	48%	33%	45%	40%	39%	50%	42%	44%	37%	40%	49%	42%	41%	44%	48%	54%	37%	59%	61%
			a	de	e				i					kl				q					t		x		y
NET: Disagree	547	431	114	109	192	247	333	214	332	215	161	144	137	79	26	464	83	362	185	74	125	147	175	162	385	492	47
	29%	34%	19%	16%	32%	40%	31%	27%	26%	36%	31%	30%	33%	22%	32%	28%	36%	30%	27%	28%	31%	28%	30%	23%	33%	33%	14%
		b			c				h		m	m	m				q							w		A	
NET Difference	263	94	165	296	39	-71	135	129	283	-20	77	52	26	100	8	262	1	116	147	38	38	83	100	218	46	101	158
	14%	7%	28%	44%	7%	-12%	12%	16%	22%	-3%	15%	11%	6%	28%	10%	16%	1%	10%	22%	14%	10%	16%	17%	31%	4%	7%	47%
		a		de	e				i		j			klm		p		q						x		y	
Don't know	72	29	42	18	34	21	40	32	46	27	15	18	17	18	3	69	4	55	17	15	15	19	12	20	53	64	5
	4%	2%	7%	3%	6%	3%	4%	4%	4%	5%	3%	4%	4%	5%	4%	4%	2%	5%	2%	5%	4%	4%	2%	3%	4%	4%	2%
		a			c													f		e						A	

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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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Table 22
Q6A.2 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Clubs are financially sustainable

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	1077	571	214	610	340	312	1051	120	69	37	1059	21	34	27	778	312	213	313	577	244	124	213	470	1051	1313	1211	272				
Strongly agree (1)	247	215	124	37	140	61	46	192	27	19	7	203	21	12	6	108	44	27	61	140	47	18	37	39	109	207	179	60				
13%	14%	16%	14%	14%	17%	11%	9%	12%	22%	22%	14%	12%	29%	36%	23%	14%	13%	12%	15%	14%	14%	12%	13%	8%	10%	15%	14%	22%				
Tend to agree (1)	564	500	213	75	251	148	165	472	36	23	17	513	25	17	30	251	113	60	119	310	114	42	72	115	302	435	407	81				
30%	32%	28%	28%	28%	31%	27%	32%	30%	30%	27%	33%	30%	35%	17%	36%	32%	32%	26%	29%	31%	33%	27%	25%	24%	28%	43%	32%	30%				
Neither agree nor disagree (0)	442	357	160	51	152	146	143	382	19	17	10	404	14	5	4	169	86	56	91	233	77	28	74	136	281	252	268	59				
24%	24%	21%	19%	19%	27%	28%	24%	24%	16%	19%	19%	24%	20%	15%	14%	22%	25%	24%	22%	24%	18%	25%	28%	26%	21%	21%	22%					
Tend to disagree (-1)	419	317	183	65	182	136	101	365	26	17	9	399	6	6	3	163	79	68	104	201	81	54	71	115	267	303	291	53				
22%	20%	24%	25%	22%	22%	25%	20%	23%	22%	20%	16%	23%	9%	18%	12%	21%	23%	29%	25%	20%	23%	35%	24%	24%	25%	22%	23%	20%				
Strongly disagree (-2)	128	93	50	30	68	35	26	99	9	10	9	114	4	5	4	57	23	16	28	63	22	11	30	41	81	87	81	17				
7%	6%	7%	11%	8%	6%	5%	5%	6%	8%	12%	6%	7%	6%	14%	15%	7%	6%	7%	7%	6%	6%	7%	9%	7%	6%	6%	6%					
Mean	0.21	0.29	0.24	0.1	0.27	0.12	0.22	0.19	0.38	0.27	0.09	0.18	0.73	0.44	0.4	0.26	0.22	0.06	0.2	0.28	0.25	0.01	0.05	-0.01	0.09	0.28	0.25	0.42				
		c			e							ghl	k			quw			v	quw	q				w	wxA	wx	wyA				
NET: Agree	811	716	336	112	391	209	211	663	63	42	25	716	46	18	16	359	157	88	179	451	161	60	109	154	410	642	586	141				
43%	46%	45%	43%	48%	38%	41%	42%	42%	53%	49%	47%	42%	64%	54%	59%	46%	45%	38%	43%	46%	39%	37%	32%	38%	38%	47%	46%	52%				
NET: Disagree	547	410	233	95	249	172	126	463	36	28	18	513	11	11	7	219	102	84	132	264	102	65	102	156	349	389	373	70				
29%	26%	31%	36%	31%	31%	25%	29%	30%	32%	34%	30%	15%	32%	32%	27%	28%	29%	36%	32%	27%	30%	42%	35%	32%	32%	29%	30%	26%				
NET Difference	263	306	104	18	142	37	85	200	27	15	7	203	35	7	9	140	55	4	47	187	59	-5	8	-2	62	252	213	71				
14%	20%	14%	7%	17%	7%	17%	13%	13%	23%	17%	13%	12%	49%	22%	33%	18%	16%	2%	11%	19%	17%	-3%	3%	6%	19%	17%	26%					
Don't know	72	65	22	6	17	23	32	62	2	-	-	66	1	-	-	30	6	5	11	40	3	-	8	34	50	35	35	2				
4%	4%	3%	2%	2%	4%	6%	4%	4%	2%	-	-	4%	1%	-	-	4%	2%	2%	3%	4%	1%	-	3%	7%	34	3%	3%	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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2025
PUBLIC
IPSO

Table 23
Q6A_3 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Fans are valued and listened to by clubs
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	1689	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1372	914	458	529	504	411	1089	783	1218	459	525	487	413	356	208	1642	230	1129	650	259	400	512	575	703	1129	1506	257
Strongly agree (2)	249	171	75	152	47	49	147	102	190	59	70	61	47	58	13	216	33	145	104	28	53	60	102	138	111	176	64
	13%	13%	13%	23%	8%	8%	13%	13%	15%	10%	13%	13%	11%	16%	16%	13%	14%	12%	15%	11%	13%	12%	18%	20%	9%	12%	19%
				de					i									q				u		x		y	
Tend to agree (1)	535	314	216	228	169	138	311	223	395	140	142	132	109	133	18	479	56	319	216	84	113	151	169	223	312	399	132
	29%	25%	36%	34%	28%	23%	29%	29%	31%	24%	27%	27%	26%	37%	22%	29%	24%	27%	32%	31%	28%	29%	29%	32%	27%	27%	39%
				de					i					km				q				u		x		y	
Neither agree nor disagree (0)	459	299	158	146	145	169	252	208	303	157	133	126	101	79	20	410	50	316	143	74	101	124	122	144	316	375	79
	25%	24%	27%	22%	24%	28%	23%	27%	24%	27%	25%	26%	24%	22%	25%	25%	22%	27%	21%	28%	25%	24%	21%	21%	27%	25%	24%
				c														r					w				
Tend to disagree (-1)	420	329	91	98	141	180	266	153	259	161	113	110	118	56	23	359	61	264	156	50	94	129	126	123	297	370	43
	22%	26%	15%	15%	24%	30%	24%	20%	20%	27%	21%	23%	28%	16%	29%	22%	27%	22%	23%	19%	23%	25%	22%	18%	25%	25%	13%
		b			c	de	e				m	m	m		m									w	A		
Strongly disagree (-2)	151	130	20	26	63	63	85	66	93	58	56	36	35	3	3	128	23	107	45	22	31	39	47	51	101	133	16
	8%	10%	3%	4%	11%	10%	8%	8%	7%	10%	11%	7%	8%	6%	4%	8%	10%	9%	7%	8%	8%	7%	8%	7%	9%	9%	5%
		b			c						m														A		
Mean	0.37	0.05	0.42	0.59	-0.01	-0.12	0.16	0.19	0.27	-0.04	0.11	0.15	0.04	0.43	0.2	0.19	0.06	0.11	0.27	0.18	0.16	0.13	0.27	0.41	0.03	0.08	0.56
		a		de			a		i					kl				q						x		y	
NET: Agree	784	485	292	381	216	187	458	326	585	198	212	193	156	192	31	694	89	463	320	112	166	211	271	361	423	575	196
	42%	38%	49%	57%	36%	31%	42%	42%	46%	34%	40%	40%	37%	39%		42%	39%	39%	47%	42%	41%	41%	47%	52%	36%	38%	58%
				de					i					km				q					u		x		y
NET: Disagree	571	458	111	124	204	243	352	220	352	219	169	147	153	78	26	487	85	370	201	72	125	168	173	173	398	503	59
	31%	36%	19%	19%	34%	40%	32%	28%	27%	37%	32%	30%	36%	21%	32%	30%	37%	31%	30%	27%	31%	32%	30%	25%	34%	33%	17%
		b		c	c	c					m	m	m											w	A		
NET Difference	212	26	181	257	12	-56	106	106	233	-21	43	47	3	114	5	208	5	93	119	40	40	44	98	188	25	73	137
	11%	2%	30%	38%	2%	-9%	10%	14%	18%	-4%	8%	10%	1%	32%	6%	13%	2%	8%	17%	15%	10%	8%	17%	27%	2%	5%	41%
		a		de					i		i			kl				q		u			x		y		
Don't know	57	22	34	16	29	12	28	30	41	16	11	21	10	13	3	51	6	42	15	9	10	19	10	22	36	53	3
	3%	2%	6%	2%	5%	2%	3%	4%	3%	3%	2%	4%	2%	4%	4%	3%	3%	4%	2%	3%	3%	4%	2%	3%	3%	4%	1%
		a		de																						A	

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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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Table 24
Q6A.3 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Fans are valued and listened to by clubs
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 / National League (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)	Where they are a neutral fan: 0-10 (o)	Where they are a neutral fan: 11-20 (p)	Where they are a neutral fan: 21-30 (q)	Where they are a neutral fan: More than 30 (r)	None (s)	0-1 (t)	At least 1 (u)	At least 2 (v)	At least 3 (w)								
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	264	518	548	512	1571	170	105	57	1699	71	84	29	761	357	213	413	957	348	151	253	470	1071	1355	1251	272				
Strongly agree (1)	249	220	132	47	145	58	46	193	30	12	12	209	17	10	10	103	48	33	63	135	60	14	35	44	115	200	174	58				
13%	14%	18%	18%	18%	18%	10%	9%	12%	25%	14%	23%	12%	24%	30%	35%	13%	14%	14%	15%	14%	17%	9%	12%	9%	11%	15%	14%	21%				
		a			e			k				k							u		u					wsa	wx	wsyA				
Tend to agree (1)	535	465	224	77	225	165	145	454	29%	30	8	494	23	7	8	248	104	62	102	311	94	35	79	109	283	421	391	83				
29%	30%	30%	29%		28%	30%	28%	1	28%	35%	15%	28%	32%	20%	31%	32%	29%	27%	25%	31%	27%	23%	27%	23%	26%	31%	31%	30%				
								l				l				9k				9k				9k	9k	9k	9k	9k	9k			
Neither agree nor disagree (0)	459	362	175	66	162	131	167	391	36	17	13	423	17	7	2	202	101	44	87	251	76	32	64	133	283	317	295	58				
25%	23%	23%	25%		20%	24%	33%	25%	21%	20%	24%	25%	24%	21%	6%	26%	29%	19%	21%	26%	22%	21%	22%	28%	26%	23%	23%	21%				
							de									g	9k			9k												
Tend to disagree (-1)	420	335	150	48	189	129	101	362	17	19	13	393	13	4	4	199	70	67	103	191	80	58	71	117	275	296	282	46				
22%	22%	20%	18%		23%	24%	20%	23%	14%	23%	25%	23%	18%	13%	16%	20%	20%	29%	25%	19%	23%	38%	24%	24%	25%	22%	22%	17%				
								h				h						9k	s	9k	9k			8	8	8	8					
Strongly disagree (-2)	151	124	47	23	82	46	23	123	11	8	7	139	2	5	3	42	24	23	55	61	32	15	39	50	97	99	95	23				
8%	8%	6%	9%		10%	8%	4%	8%	9%	9%	13%	8%	3%	16%	12%	5%	7%	10%	13%	6%	9%	13%	11%	11%	9%	7%	7%	8%				
					f			l				l						9k	9k	9k			9k	9k	9k	9k	9k	9k	9k			
Mean	0.17	0.21	0.34	0.3	0.2	0.11	0.19	0.15	0.46	0.23	0.1	0.14	0.56	0.34	0.61	0.28	0.23	0.06	0.04	0.28	0.21	-0.16	*	-0.04	0.04	0.25	0.22	0.4				
		a			f			6k				6k				9k			9k	9k				9k	9k	9k	9k	9k	9k			
NET: Agree	784	685	356	124	370	222	191	647	64	42	20	693	40	17	18	350	152	95	165	446	154	49	114	153	398	621	565	141				
42%	44%	47%	47%		46%	41%	37%	41%	53%	49%	38%	41%	56%	50%	66%	45%	43%	41%	40%	45%	45%	32%	39%	32%	36%	46%	45%	52%				
					f			6k				6k				u	u		u	u				w	wsa	wx	wsyA					
NET: Disagree	571	459	197	71	271	176	124	485	29	27	20	532	15	10	8	201	94	90	158	252	112	72	110	167	312	395	377	69				
31%	29%	26%	27%		34%	32%	24%	31%	24%	31%	38%	31%	29%	28%		26%	27%	39%	38%	26%	32%	47%	38%	35%	34%	29%	30%	25%				
		b			h											9k		9k	9k	9k	9k	9k	9k	9k	9k	9k	9k	9k	9k			
NET Difference	212	226	159	53	98	47	68	162	35	15	*	161	25	7	10	149	57	5	7	195	42	-24	4	-14	26	226	188	72				
11%	14%	21%	20%		12%	9%	13%	10%	29%	18%	*	9%	35%	21%	38%	19%	16%	2%	2%	20%	-15%	-1%	-3%	2%	17%	15%	26%					
					g			6k	6k	6k		6k				9k	9k	9k	9k	9k	9k			w	wsa	wx	wsyA					
Don't know	57	51	22	3	7	20	30	49	2	-	-	50	-	-	-	25	5	3	4	28	3	1	4	26	38	26	25	4				
3%	3%	3%	1%		4%	6%	3%	3%	2%	-	-	3%	-	-	-	3%	1%	1%	1%	3%	1%	1%		5%	3%	2%	2%	2%				
		c			d	d										e			f				9k	9k	9k	9k	9k	9k	9k			

Proportions/Mean: Columns Tested (5% risk level) - u/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



Table 25
Q6A_4 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Club heritage is well protected
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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	YES	NO	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS
			(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)
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	
Strongly agree (2)	333	238	92	175	74	84	191	142	247	87	99	82	62	78	13	293	41	205	128	56	69	87	115	149	184	247	80	
	18%	19%	15%	26%	12%	14%	18%	18%	19%	15%	19%	17%	15%	21%	16%	18%	18%	17%	19%	21%	17%	17%	20%	21%	16%	16%	24%	
Tend to agree (1)	775	492	279	285	255	235	465	310	543	232	218	194	182	147	34	688	87	485	290	95	149	228	257	310	465	615	152	
	41%	39%	47%	43%	43%	38%	43%	40%	42%	39%	42%	40%	43%	41%	43%	42%	38%	41%	43%	36%	37%	44%	45%	44%	40%	41%	45%	
Neither agree nor disagree (0)	371	250	121	105	119	147	207	163	240	131	88	110	79	74	19	321	50	250	121	66	92	98	95	112	258	302	65	
	20%	20%	20%	16%	20%	24%	19%	21%	19%	22%	17%	23%	19%	21%	24%	20%	22%	21%	18%	25%	23%	19%	17%	16%	22%	20%	19%	
Tend to disagree (-1)	247	193	52	59	96	92	149	98	158	89	70	67	64	36	10	209	39	147	101	27	56	67	83	88	159	214	24	
	13%	15%	9%	9%	16%	15%	14%	13%	12%	13%	13%	14%	15%	10%	13%	13%	17%	12%	15%	10%	14%	13%	14%	13%	14%	14%	7%	
Strongly disagree (-2)	65	54	12	18	22	25	34	31	42	23	24	12	16	12	2	59	6	42	24	10	17	17	14	20	45	57	8	
	3%	4%	2%	3%	4%	4%	3%	4%	3%	4%	5%	3%	4%	3%	2%	4%	3%	3%	3%	4%	4%	3%	3%	3%	4%	4%	2%	
Mean	0.59	0.54	0.7	0.84	0.46	0.45	0.6	0.58	0.65	0.48	0.6	0.57	0.52	0.7	0.59	0.6	0.53	0.59	0.6	0.63	0.51	0.6	0.66	0.71	0.53	0.54	0.82	
NET: Agree	1108	731	371	461	328	319	656	452	790	318	318	276	244	224	47	980	128	691	417	151	217	315	372	458	650	862	232	
	59%	58%	62%	69%	55%	52%	60%	58%	62%	54%	60%	57%	58%	62%	59%	60%	56%	58%	61%	57%	54%	60%	64%	66%	55%	57%	69%	
NET: Disagree	312	247	64	77	118	117	183	129	200	112	94	79	79	48	12	268	205	188	124	38	74	48	85	98	108	204	271	33
	17%	20%	11%	12%	20%	19%	17%	17%	16%	19%	18%	16%	19%	13%	15%	16%	19%	16%	18%	14%	18%	16%	17%	15%	17%	18%	10%	
NET Difference	796	484	307	383	210	202	473	323	589	206	224	196	165	176	35	712	83	502	293	113	144	230	274	350	445	591	200	
	43%	38%	52%	57%	35%	33%	43%	41%	46%	35%	43%	40%	39%	49%	44%	43%	36%	42%	43%	42%	36%	44%	48%	50%	38%	39%	59%	
Don't know	80	37	40	24	28	28	42	38	51	29	26	21	18	14	2	73	7	63	18	13	19	24	12	21	60	72	6	
	4%	3%	7%	4%	5%	5%	4%	5%	4%	5%	5%	4%	4%	4%	2%	4%	3%	5%	3%	5%	5%	5%	5%	3%	5%	5%	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
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
PUBLIC
IPSOS

Table 26
Q6A.4 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Club heritage is well protected
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 (d)	Mid engaged (e)	Less engaged fan: 0-10 (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	523	216	610	340	317	1011	101	64	34	1059	71	34	27	676	327	213	413	927	374	124	233	470	1051	1353	1211	272				
Strongly agree (-2)	333	294	158	67	203	68	63	264	25	23	12	279	26	30	8	127	61	35	98	161	73	22	69	78	170	251	223	69				
18%	19%	21%	26%	a	25%	12%	12%	17%	21%	27%	22%	16%	36%	30%	29%	16%	17%	15%	24%	16%	21%	14%	23%	16%	16%	19%	18%	25%				
Tend to agree (-1)	775	652	307	103	323	236	216	651	56	32	20	716	33	17	9	331	160	98	159	428	145	60	109	173	423	588	547	118				
41%	42%	41%	39%	40%	43%	42%	42%	41%	46%	40%	39%	42%	47%	17%	34%	42%	45%	42%	38%	43%	42%	39%	37%	36%	39%	43%	43%	43%				
Neither agree nor disagree (0)	371	302	145	48	120	125	126	324	18	11	10	343	8	7	4	165	66	52	62	212	57	25	57	109	250	255	239	39				
20%	19%	19%	18%	15%	23%	25%	25%	21%	15%	13%	19%	20%	11%	20%	15%	21%	19%	22%	15%	21%	17%	16%	19%	23%	19%	19%	19%	14%				
Tend to disagree (+1)	247	195	87	30	106	79	62	217	14	11	2	232	3	7	3	107	44	30	60	129	53	29	7	8	148	8	170	31				
13%	13%	12%	11%	13%	14%	14%	12%	14%	12%	13%	4%	14%	4%	20%	11%	14%	12%	13%	15%	13%	15%	19%	11%	14%	15%	13%	13%	11%				
Strongly disagree (+2)	65	46	24	12	36	16	13	51	2	5	6	57	1	4	3	36	10	14	23	21	11	14	17	21	34	44	41	12				
3%	3%	3%	5%	4%	3%	3%	2%	3%	2%	6%	12%	3%	2%	13%	11%	2%	3%	6%	2%	3%	9%	6%	4%	3%	3%	3%	5%	5%				
Mean	0.59	0.64	0.68	0.71	0.7	0.5	0.53	0.57	0.74	0.69	0.57	0.57	1.11	0.31	0.59	0.6	0.64	0.48	0.62	0.61	0.63	0.32	0.64	0.5	0.52	0.63	0.61	0.74				
					ef			gh				hi	k			u	u	u	u	u	u	u	u	u	u	u	u	u	u	u		
NET: Agree	1108	946	465	170	527	303	278	915	80	58	32	995	59	16	17	458	221	133	257	589	218	82	178	251	593	840	771	187				
59%	61%	62%	65%	65%	65%	55%	54%	58%	67%	67%	61%	59%	83%	47%	63%	59%	63%	57%	62%	60%	63%	53%	61%	52%	54%	62%	61%	69%				
NET: Disagree	312	241	111	42	142	95	75	267	17	17	8	289	4	11	6	123	54	44	83	150	64	42	49	86	193	222	211	43				
17%	16%	15%	16%	18%	17%	15%	15%	17%	14%	20%	16%	17%	6%	33%	22%	16%	15%	19%	20%	15%	19%	28%	17%	18%	18%	16%	17%	16%				
					ef			i		i		i				s			s	opqr	v			u	u	u	u	u	u			
NET Difference	796	705	354	129	384	208	204	647	64	41	24	707	55	5	11	335	168	89	173	439	154	40	129	165	400	617	559	144				
43%	45%	47%	49%	47%	38%	40%	40%	41%	53%	47%	45%	42%	77%	14%	41%	43%	48%	38%	42%	44%	45%	26%	44%	34%	67%	45%	44%	53%				
					ef			gh	h			gh	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u			
Don't know	80	67	30	4	21	25	34	65	4	1	1	73	-	-	-	32	11	5	11	37	5	4	10	33	54	42	40	3				
4%	4%	4%	2%	3%	5%	7%	7%	4%	4%	1%	3%	4%	-	-	-	4%	3%	2%	3%	4%	1%	3%	3%	xyAB	yAB	z	z	z	z			

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

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 2025
PUBLIC
IPSOS

Table 27

Q6A. 5 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Current regulations around clubs' off-pitch operations are effective and fit for purpose (e.g. financial rules, owners' and directors' tests, and fan engagement requirements)

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	2372	1514	755	879	754	611	1839	783	2218	159	228	187	132	256	49	1642	225	1119	650	259	402	512	575	702	1127	1506	237
Strongly agree (2)	205	147	54	116	54	36	124	81	159	46	61	45	45	46	9	183	22	111	94	24	44	50	86	114	91	134	69
	11%	12%	9%	17%	9%	6%	11%	10%	12%	8%	12%	9%	11%	13%	12%	11%	10%	9%	14%	9%	11%	10%	15%	16%	8%	9%	20%
				de				i										q					u	x		y	
Tend to agree (1)	547	350	196	221	164	132	315	231	422	124	144	148	106	124	24	486	60	334	222	87	107	170	167	245	302	436	106
	23%	28%	33%	38%	28%	22%	29%	30%	33%	21%	27%	30%	25%	34%	31%	30%	26%	28%	31%	33%	27%	33%	32%	35%	26%	29%	31%
			a	de	e			j						h									x				
Neither agree nor disagree (0)	469	305	163	165	136	168	258	211	298	171	126	132	98	87	26	397	72	324	146	65	117	120	127	157	312	363	100
	25%	24%	27%	25%	23%	28%	24%	27%	23%	29%	24%	27%	23%	24%	32%	24%	31%	27%	21%	24%	29%	23%	22%	22%	27%	24%	30%
								h								o		r		v						y	
Tend to disagree (-1)	331	248	78	70	125	136	208	123	205	125	92	85	89	55	11	284	47	200	130	44	66	95	106	95	236	290	33
	18%	20%	13%	10%	21%	22%	19%	16%	16%	21%	17%	17%	21%	15%	14%	17%	20%	17%	19%	16%	16%	18%	18%	14%	20%	19%	10%
		b			c			h					m											w		A	
Strongly disagree (-2)	132	125	26	36	60	56	92	60	101	51	52	38	37	21	5	141	11	96	56	19	31	38	56	52	100	132	15
	8%	10%	4%	5%	10%	9%	8%	8%	8%	9%	10%	8%	9%	6%	6%	9%	5%	8%	8%	7%	8%	7%	10%	7%	9%	9%	4%
		b			c																					A	
Mean	0.19	0.12	0.34	0.54	0.05	-0.09	0.17	0.21	0.28	-0.02	0.15	0.17	0.09	0.36	0.3	0.19	0.17	0.15	0.25	0.23	0.19	0.21	0.22	0.41	0.05	0.11	0.56
			a	de				i						h										x		y	
NET: Agree	752	497	251	367	217	167	439	313	582	170	205	193	150	170	34	669	83	445	306	111	152	220	252	359	393	570	174
	40%	39%	42%	de	e	27%	40%	40%	45%	29%	39%	40%	36%	47%	42%	41%	36%	37%	45%	42%	38%	42%	44%	51%	34%	38%	52%
					e			j					h					q						x		y	
NET: Disagree	483	373	105	106	184	192	299	183	306	177	143	122	126	76	16	425	57	296	186	62	97	133	162	147	336	422	48
	26%	29%	18%	16%	31%	32%	28%	23%	24%	30%	27%	25%	30%	21%	20%	26%	25%	25%	27%	23%	24%	26%	28%	21%	29%	28%	14%
		b			c	c		h			m		m		b									w		A	
NET Difference	269	124	146	262	33	-25	140	130	276	-7	61	71	25	94	18	244	25	149	120	49	55	87	90	212	57	148	126
	14%	10%	25%	a	e	-4%	13%	17%	22%	-1%	12%	15%	6%	26%	23%	15%	11%	13%	18%	14%	17%	16%	30%	5%	10%	37%	
				de	e			f			i	j	k	h	j			q						x		y	
Don't know	168	90	77	29	56	83	92	76	96	72	52	39	45	28	4	151	17	127	41	28	36	49	35	37	131	151	14
	9%	7%	13%	4%	9%	14%	8%	10%	7%	12%	10%	8%	11%	8%	5%	9%	8%	11%	6%	11%	9%	9%	6%	5%	13%	10%	4%
			a		c	de				h								r		v				w		A	

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.



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

Table 28
Q6A.5 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - Current regulations around clubs' off-pitch operations are effective and fit for purpose (e.g. financial rules, owners' and directors' tests, and fan engagement requirements)

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	1157	571	214	611	503	512	1574	122	80	32	1099	71	34	27	663	312	213	413	917	34	154	251	470	1091	1353	1213	272								
Strongly agree (-2)	205	183	100	43	127	38	40	148	28	19	8	166	18	7	8	103	33	28	37	112	43	15	28	31	86	174	149	50								
11%	11%	12%	13%	16%	16%	7%	8%	9%	23%	22%	15%	10%	26%	21%	28%	13%	9%	12%	9%	11%	13%	10%	10%	6%	8%	13%	12%	19%								
Tend to agree (-1)	547	463	253	82	239	156	152	469	38	21	9	498	24	8	10	239	38	62	125	306	108	48	72	106	289	436	403	89								
29%	29%	30%	34%	31%	29%	28%	30%	30%	32%	25%	18%	29%	33%	24%	36%	31%	30%	27%	30%	31%	31%	24%	22%	27%	27%	32%	32%	33%								
Neither agree nor disagree (0)	469	397	184	57	167	147	155	407	16	18	16	431	18	5	6	208	103	47	89	258	93	24	74	151	258	308	288	51								
25%	25%	26%	25%	22%	21%	27%	30%	26%	14%	21%	31%	25%	25%	14%	20%	27%	29%	20%	21%	26%	27%	16%	25%	31%	27%	23%	23%	19%								
Tend to disagree (+1)	331	265	107	45	152	106	72	281	23	15	7	310	4	7	3	122	56	57	86	165	48	44	63	95	215	233	222	45								
18%	18%	17%	14%	17%	19%	19%	14%	18%	19%	17%	14%	18%	6%	21%	9%	16%	16%	25%	21%	17%	14%	28%	22%	20%	20%	17%	18%	16%								
Strongly disagree (+2)	152	107	52	22	83	43	26	118	13	8	11	140	6	4	2	44	31	22	49	67	32	18	33	36	85	113	109	27								
8%	8%	7%	7%	9%	10%	8%	5%	8%	11%	10%	8%	11%	7%	6%	9%	6%	9%	10%	12%	7%	9%	11%	8%	8%	8%	8%	9%	10%								
Mean	0.19	0.25	0.35	0.31	0.23	0.08	0.24	0.18	0.38	0.34	-0.07	0.16	0.63	0.24	0.68	0.33	0.17	0.07	0.04	0.26	0.26	-0.01	-0.01	+	0.08	0.26	0.22	0.34								
		a	a		e		e		k			jk				pqr	qr			qr				w	wx	wx	wx	wx	wx							
NET: Agree	752	646	354	125	366	194	191	618	65	40	17	664	42	15	17	343	138	90	162	418	152	63	100	136	375	610	552	139								
40%	40%	41%	47%	47%	45%	35%	37%	39%	55%	47%	33%	39%	59%	45%	64%	44%	39%	38%	39%	42%	44%	41%	34%	28%	34%	45%	44%	51%								
NET: Disagree	483	372	159	68	215	149	99	399	36	23	18	450	10	11	4	166	86	80	135	232	79	61	96	132	300	347	311	72								
26%	26%	24%	21%	26%	29%	27%	19%	30%	25%	30%	27%	34%	26%	14%	32%	16%	24%	34%	33%	23%	23%	40%	33%	27%	27%	26%	26%	27%								
NET Difference	269	274	195	58	131	45	92	219	29	17	-1	214	32	4	13	176	52	10	27	187	72	1	8	5	76	263	221	67								
14%	14%	18%	26%	22%	16%	8%	18%	14%	25%	20%	-1%	13%	44%	13%	47%	23%	15%	4%	6%	19%	21%	1%	1%	1%	7%	19%	18%	25%								
Don't know	168	141	53	14	41	60	67	148	2	5	1	154	2	3	-	62	24	17	28	80	21	6	23	60	118	93	90	10								
9%	9%	9%	7%	5%	5%	11%	13%	9%	2%	6%	2%	9%	2%	9%	-	8%	7%	7%	7%	8%	6%	4%	8%	13%	11%	7%	7%	4%								
		bc			d	d		hi		i		h				y	quv	uv	uv	quv	pquv			w	wx	wx	wx	wx	wx							

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

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 2025
PUBLIC
IPSOS

Table 29
Q7A - How many men's football matches in England and Wales do you attend in person in a typical season involving a team you support?

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 (a)	MAN (b)	WOMAN (c)	16-34 (d)	35-54 (e)	55+ (f)	ABC1 (g)	C2DE (h)	WORKING (i)	NOT WORKING (j)	NORTH (k)	MIDLANDS (l)	SOUTH (m)	LONDON (n)	WALES (o)	URBAN (p)	RURAL (q)	NON GRADUATES (r)	GRADUATES (s)	UP TO £19999 (t)	£20000 - £34999 (u)	£35000 - £49999 (v)	£50000+ (w)	YES (x)	NO (y)	WHITE ETHNIC GROUP (z)	ETHNIC MINORITY GROUPS (aa)
None	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	1872	1254	525	679	594	511	1093	731	1231	699	437	410	257	207	208	1642	220	1152	650	229	400	512	575	703	1122	1506	237
	None	478	289	320	191	242	366	403	386	455	345	227	212	212	113	36	688	102	564	236	154	192	226	178	189	611	680	115
		43%	38%	54%	29%	41%	60%	37%	51%	36%	58%	43%	43%	51%	31%	46%	43%	44%	47%	35%	58%	48%	43%	31%	27%	52%	45%	34%
1-4	541	374	160	228	191	122	360	181	414	127	142	149	107	114	27	447	549	66	306	235	54	101	158	197	247	294	409	120
	29%	30%	27%	34%	32%	20%	33%	23%	32%	22%	27%	31%	25%	31%	37%	23%	29%	29%	26%	35%	20%	25%	30%	37%	35%	25%	27%	36%
5-10	231	178	53	115	63	52	141	90	192	38	63	56	39	63	10	199	32	31	127	104	17	44	74	90	94	109	184	44
	12%	14%	9%	17%	11%	9%	13%	11%	15%	6%	12%	12%	9%	17%	12%	12%	14%	11%	15%	6%	11%	14%	16%	17%	9%	12%	13%	
11-20	120	96	21	65	38	17	78	42	94	25	33	28	21	38	1	107	13	70	50	17	26	26	49	64	55	85	31	
	6%	8%	4%	10%	6%	3%	7%	5%	7%	4%	6%	6%	5%	10%	1%	7%	5%	6%	7%	6%	6%	6%	5%	8%	9%	5%	6%	9%
21-30	86	65	20	36	28	23	58	28	66	20	28	24	20	15	-	76	10	54	32	11	15	17	42	41	45	71	12	
	5%	5%	3%	5%	5%	4%	5%	4%	5%	3%	5%	5%	5%	4%	-	5%	4%	5%	5%	4%	4%	3%	7%	6%	4%	5%	4%	
More than 30	52	48	4	17	16	19	28	24	33	19	20	8	11	11	2	47	5	35	18	5	12	10	18	18	35	47	5	
	3%	4%	1%	2%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	2%	4%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	1%	
Don't know	42	26	16	15	16	11	20	23	26	16	13	10	10	7	1	39	3	37	6	9	12	9	4	18	24	30	11	
	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	3%	3%	2%	2%	1%	2%	2%	3%	1%	3%	3%	2%	1%	3%	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 - 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.



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

Table 30
Q7A - How many men's football matches in England and Wales do you attend in person in a typical season involving a team you support?

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	1872	1557	751	264	813	549	512	1571	120	86*	52*	1609	71*	34**	27**	778	352	233	413	987	344	154	283	479	1091	1358	1261	272								
WEIGHTED BASE	800	713	248	63	203	298	299	800	-	-	-	786	4	2	2	393	130	86	139	469	121	55	110	287	566	497	470	71								
	43%	46%	33%	24%	25%	54%	58%	51%	-	-	-	46%	6%	6%	7%	51%	37%	37%	34%	48%	35%	35%	38%	60%	52%	37%	37%	26%								
			bc	c		d	d	hjm				huj	li			port or				portu y				xyAB	yAB	B	B									
1-4	541	453	230	81	252	144	144	541	-	-	-	522	7	1	4	243	98	62	125	307	100	38	83	115	314	420	393	73								
	29%	29%	31%	31%	31%	26%	28%	34%	-	-	-	31%	9%	4%	13%	31%	28%	27%	30%	31%	29%	25%	28%	24%	29%	31%	31%	27%								
								hjm				hjl	li			o								w	w	w	w									
5-10	231	189	114	49	149	54	28	231	-	-	-	210	15	2	3	66	57	38	64	109	56	19	40	21	91	208	190	55								
	12%	12%	15%	18%	18%	10%	5%	15%	-	-	-	12%	22%	6%	12%	8%	16%	16%	15%	11%	16%	12%	14%	4%	8%	15%	15%	20%								
		a	a	a	ef	f		hjk				hl	huk			o	o	o	o	o	o			w	w	w	w	w								
11-20	120	90	72	32	71	32	17	-	120	-	-	81	29	6	-	36	43	15	26	53	35	17	11	17	38	102	94	32								
	6%	6%	10%	12%	9%	6%	3%	-	100%	-	-	5%	40%	17%	-	5%	12%	6%	6%	5%	10%	11%	4%	4%	3%	8%	7%	12%								
					f			ghl				g	gik			oqrv			v	oqrv	oqv			u	w	w	w	w								
21-30	86	48	49	20	74	8	5	-	-	86	-	50	12	17	7	20	23	20	22	29	16	18	22	16	38	69	58	25								
	5%	3%	7%	7%	9%	1%	1%	-	-	100%	-	3%	17%	52%	25%	3%	7%	9%	5%	3%	5%	11%	8%	3%	3%	5%	5%	9%								
		a	a	a	ef			ghl				g	gik			o	oq	oq	o	o	oq	oq		zA	zA	zA	zA	w								
More than 30	52	28	28	12	48	2	2	-	-	-	52	30	4	5	12	12	1	7	30	9	13	6	22	11	26	41	37	14								
	3%	2%	4%	5%	6%	+	+	-	-	-	100%	2%	5%	14%	43%	2%	+	3%	7%	4%	4%	7%	2%	2%	3%	3%	5%									
		a	a	a	ef			ghl			g	gik				5	8%	oqrs		oqrs	oqrs			zA	zA	zA	zA	xy								
Don't know	42	36	10	7	13	11	18	-	-	-	-	21	-	1	-	8	1	5	8	11	2	2	5	12	18	21	19	3								
	2%	2%	1%	3%	2%	2%	3%	-	-	-	-	1%	-	2%	-	1%	+	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%								
					d							g						p	p																	

Proportions/Mean: Columns Tested (5% risk level) - a/h/c - d/e/f - g/h/i/j/k/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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 21
Q78 - How many men's football matches in England and Wales do you watch on television (or another device) in a typical season involving a team you support?

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	1322	824	555	670	554	411	1089	735	1261	497	525	427	433	254	74	1642	223	1192	650	259	400	542	575	702	1122	1506	289	
None	65	39	24	16	23	26	28	37	41	24	16	20	15	10	4	52	13	41	24	18	12	30	19	15	50	56	6	
	3%	3%	4%	2%	4%	4%	3%	5%	3%	4%	3%	4%	4%	3%	5%	3%	6%	3%	3%	7%	3%	2%	3%	2%	4%	4%	2%	
1-4	323	171	148	125	99	99	191	133	228	95	81	87	87	55	13	288	35	203	120	59	60	99	92	125	158	240	79	
	17%	14%	25%	19%	17%	16%	18%	17%	18%	16%	16%	18%	21%	15%	16%	18%	15%	17%	18%	22%	15%	19%	16%	18%	17%	16%	23%	
5-10	390	251	136	181	114	95	228	162	284	106	94	88	99	86	23	335	55	232	157	53	91	112	120	157	232	295	91	
	21%	20%	23%	27%	19%	15%	21%	21%	22%	18%	18%	18%	24%	24%	29%	20%	24%	19%	23%	20%	23%	21%	21%	22%	20%	20%	27%	
11-20	352	238	112	116	130	106	234	128	249	104	107	96	72	72	6	309	43	221	131	46	70	102	116	150	202	297	51	
	19%	19%	19%	17%	22%	17%	21%	16%	19%	18%	20%	20%	17%	20%	7%	19%	19%	19%	17%	17%	17%	17%	20%	21%	17%	20%	15%	
21-30	233	171	62	80	73	79	142	91	156	78	68	56	52	50	8	215	18	140	93	20	56	62	81	81	152	191	38	
	12%	14%	10%	12%	12%	13%	13%	12%	12%	13%	13%	11%	12%	14%	10%	13%	8%	12%	14%	8%	14%	12%	14%	12%	13%	13%	11%	
More than 30	413	338	75	121	126	166	230	183	275	139	135	109	77	70	23	356	57	278	135	50	90	113	136	152	262	349	59	
	22%	27%	13%	18%	21%	27%	21%	23%	21%	23%	26%	22%	18%	19%	29%	22%	25%	23%	20%	19%	22%	22%	24%	22%	22%	23%	18%	
Don't know	95	56	39	26	29	40	46	49	50	45	25	31	18	19	3	87	8	77	19	20	23	24	13	19	76	78	13	
	5%	4%	7%	2%	5%	6%	4%	6%	4%	8%	3%	6%	4%	5%	3%	5%	4%	6%	3%	7%	6%	5%	2%	3%	6%	5%	4%	

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/h/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.



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

Table 32
Q78 - How many men's football matches in England and Wales do you watch on television (or another device) in a typical season involving a team you support?

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 / National League	League Two / National League	Highly engaged	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				
	TOTAL	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	34	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288			
UNWEIGHTED BASE		1872	1557	751	264	819	549	512	1571	120	86*	52*	1699	71*	34**	27**	713	352	233	413	597	344	154	293	470	1091	1358	1261	272			
WEIGHTED BASE		65	50	28	5	13	25	26	58	2	2	2	65	-	-	-	65	-	-	-	53	8	2	11	46	59	18	18	1			
None	3%	3%	4%	2%	2%	5%	5%	d	4%	2%	2%	3%	4%	2%	3%	4%	8%	-	-	-	5%	2%	1%	4%	10%	5%	1%	1%	+			
																	portu y				portuv	porv	r		xyAB	yAB						
1-4	323	256	120	34	64	83	175	307	4	6	5	313	5	2	-	323	-	-	-	286	18	8	7	132	247	187	178	26				
	17%	16%	16%	13%	8%	15%	34%	20%	4%	6%	10%	18%	6%	6%	-	42%	-	-	-	29%	5%	5%	2%	28%	23%	14%	14%	10%				
					d		de	hkl				hl				oportu v				oportuv	oor	oor	oor	xyAB	yAB	B	B					
5-10	390	320	175	70	125	111	153	336	29	13	6	360	17	5	4	390	-	-	-	302	50	14	16	101	227	285	264	45				
21%	21%	21%	23%	27%	15%	20%	30%	21%	24%	15%	11%	21%	24%	14%	15%	50%	-	-	-	31%	15%	8%	5%	21%	21%	21%	21%	16%				
			a		d		de	portu v								portu v				portu	porv	por	por			B						
11-20	352	291	152	65	145	117	90	284	43	23	1	314	24	8	2	-	352	-	-	169	134	19	26	63	192	287	275	49				
19%	19%	19%	20%	25%	18%	21%	18%	18%	36%	27%	1%	18%	34%	25%	6%	-	100%	-	-	17%	39%	12%	9%	13%	18%	21%	22%	18%				
			a		l			l	gjk			l	gjk			oportu v				oorv	ooruv	oor	oor		w	wx	wx					
21-30	233	201	84	31	121	93	19	186	15	20	7	206	10	6	5	-	-	233	-	77	73	52	26	41	122	189	178	40				
12%	13%	11%	12%	15%	17%	4%		12%	12%	23%	14%	12%	14%	19%	17%	-	-	100%	-	oor	ooruv	ooruv	oor	9%	11%	14%	14%	15%				
				f	f			gjk								oportu v				oor	ooruv	ooruv	oor	y	w	wx	wx					
More than 30	413	357	164	47	317	79	17	328	26	22	30	364	16	12	17	-	-	-	-	413	80	53	59	59	181	349	311	106				
22%	23%	22%	18%	39%	14%	3%		21%	21%	26%	57%	21%	22%	36%	62%	-	-	-	-	100%	8%	15%	39%	12%	17%	26%	23%	39%				
		c		ef	f			oportu			ehkl					oportu v				ooo	ooos	ooost	ooost	k	w	wxA	wx	wxwA				
Don't know	95	84	28	11	25	39	32	71	1	-	2	78	-	-	-	-	-	-	-	21	8	-	5	38	62	42	37	5				
5%	5%	4%	4%	3%	7%	6%		5%	1%	-	4%	5%	-	-	-	-	-	-	-	2%	2%	-	2%	xyAB	yAB		3%	2%				
		b			d		d													oorw	oorw	oor										

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

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
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Table B3
Q8A - And how many men's football matches in England and Wales do you attend in person in a typical season where you do not actively support either team (i.e. you are a neutral viewer)?

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 WEIGHTED BASE None	1904	1264	628	730	1356	548	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
	1972	1254	625	637	654	520	1111	1019	1211	450	429	410	256	228	228	1642	220	812	510	229	400	516	702	702	1122	1506	227	
	1161	730	425	286	380	494	645	515	716	444	341	318	281	161	60	994	166	801	360	179	269	331	310	323	837	1003	144	
	62%	58%	71%	43%	64%	81%	59%	66%	56%	75%	65%	65%	67%	44%	75%	61%	72%	67%	53%	67%	67%	67%	63%	54%	46%	71%	67%	43%
1-4	375	273	99	174	123	72	243	122	294	81	93	95	78	95	14	340	35	195	179	46	70	103	142	192	183	242	104	
	20%	22%	17%	26%	22%	12%	22%	17%	23%	14%	18%	20%	19%	26%	17%	21%	15%	16%	26%	17%	18%	20%	25%	27%	16%	17%	31%	
5-10	164	129	33	108	38	18	101	63	140	24	41	39	26	54	4	144	19	87	77	18	29	48	61	95	69	113	49	
	9%	10%	6%	16%	6%	3%	9%	8%	11%	4%	8%	8%	6%	15%	5%	9%	8%	7%	11%	7%	7%	9%	11%	14%	6%	8%	14%	
11-20	71	58	13	49	15	7	46	25	63	9	20	11	10	28	2	66	5	37	37	7	13	23	27	43	29	47	23	
	4%	5%	2%	7%	3%	1%	4%	3%	5%	1%	4%	2%	2%	8%	3%	4%	2%	3%	5%	3%	3%	4%	5%	6%	2%	3%	7%	
21-30	34	26	8	16	10	7	19	15	22	12	9	8	8	9	-	34	-	23	11	5	7	3	16	13	20	25	7	
	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	-	2%	-	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	
More than 30	27	25	3	14	8	5	16	12	18	9	8	6	5	8	-	27	-	17	10	4	6	4	12	14	14	25	3	
	1%	2%	+	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	-	2%	-	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	
Don't know	40	24	16	21	13	6	19	21	29	12	13	9	11	7	-	36	4	32	8	8	7	10	8	20	20	31	8	
	2%	2%	3%	3%	2%	1%	2%	3%	2%	2%	2%	2%	3%	2%	-	2%	2%	3%	1%	3%	2%	2%	1%	3%	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 - q/r - s/h/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
PUBLIC
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Table 34

Q8A - And how many men's football matches in England and Wales do you attend in person in a typical season where you do not actively support either team (i.e. you are a neutral viewer)?

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	1557	751	245	810	549	512	1571	120	88*	52*	1609	71*	84**	27**	778	352	233	413	927	344	154	293	479	1091	1358	1261	272				
None	1161	988	395	112	420	374	365	1076	29	26	15	1161	-	-	-	504	152	139	255	658	187	84	174	372	783	770	723	122				
62%	63%	53%	42%	52%	68%	71%	69%	69%	24%	30%	30%	68%	-	-	-	65%	55%	60%	62%	67%	54%	54%	60%	78%	72%	57%	57%	45%				
		bc	c	c	d	d	d	hij	i	i	i	hij	-	-	-	ptu	-	-	t	psuvw	-	-	-	xyab	yab	b	b	-				
1-4	375	311	182	65	189	95	91	323	24	15	8	375	-	-	-	161	85	43	80	295	73	32	58	69	197	303	280	67				
	20%	20%	24%	25%	23%	17%	18%	21%	20%	17%	15%	22%	-	-	-	21%	24%	18%	19%	21%	21%	21%	20%	14%	18%	22%	22%	25%				
		a	a	a	ef	i	i	i	i	i	i	kl	-	-	-	-	-	-	-	-	-	-	-	w	w	w	w	w				
5-10	164	134	88	45	101	38	25	119	38	8	6	164	-	-	-	72	36	24	28	90	39	12	20	16	56	146	134	39				
	9%	9%	12%	17%	12%	7%	5%	8%	23%	10%	12%	10%	-	-	-	9%	10%	10%	7%	9%	11%	8%	7%	3%	5%	11%	11%	14%				
		a	a	ab	ef	i	i	gh	i	i	i	kl	-	-	-	-	-	-	-	-	-	-	-	w	w	w	w	w				
11-20	71	48	41	21	42	18	11	26	29	12	4	-	71	-	-	22	24	10	16	23	32	8	8	5	18	66	62	19				
	4%	3%	5%	8%	3%	3%	2%	2%	24%	14%	7%	-	100%	-	-	3%	7%	4%	4%	2%	9%	5%	3%	1%	2%	5%	5%	7%				
		a	a	a	ef	i	i	k	gh	gh	gh	gh	-	-	-	opqr	opqr	-	-	opqr	opqr	-	-	-	w	w	w	w	w			
21-30	34	21	20	10	23	3	7	5	6	17	5	-	-	34	-	7	8	6	12	4	6	13	8	5	12	29	26	10				
	2%	1%	3%	4%	3%	1%	1%	*	5%	20%	9%	-	-	100%	-	1%	2%	3%	3%	*	2%	8%	3%	1%	1%	1%	2%	2%	4%			
		a	a	a	e	i	k	k	gh	gh	gh	gh	-	-	-	s	s	os	os	s	s	opqrst	os	-	x	x	x	x	w			
More than 30	27	21	13	4	22	6	-	9	-	7	12	-	-	-	27	4	2	5	17	3	2	2	19	2	10	24	19	10				
	1%	1%	2%	1%	3%	1%	-	1%	-	8%	22%	-	-	-	100%	1%	*	2%	4%	*	*	-	8%	1%	1%	2%	2%	4%				
		a	a	a	ef	i	i	k	gh	gh	gh	gh	-	-	-	-	-	opqr	opqr	-	-	-	-	opqrstu	va	va	va	va	wayA			
Don't know	40	35	11	6	12	15	13	13	4	-	2	-	-	-	-	8	4	6	5	6	5	2	6	10	16	20	16	5				
	2%	2%	1%	2%	2%	3%	2%	1%	3%	-	4%	-	-	-	-	1%	1%	3%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%			
		a	a	a	e	i	k	k	gh	gh	gh	gh	-	-	-	-	-	s	s	s	s	s	s	-	x	x	x	x	wayA			

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

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 2025
PUBLIC
IPSOS

Table B5
QBB - And how many men's football matches in England and Wales do you watch on television (or another device) in a typical season where you do not actively support either team (i.e. you are a neutral viewer)?
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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	YES	NO	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS
None	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	1972	1214	595	713	571	509	1121	572	1211	549	525	472	419	251	704	1542	224	1112	850	259	402	512	575	702	1122	1556	237
	10%	181	100	76	62	55	64	101	80	115	66	54	54	35	29	8	149	32	127	54	27	46	44	48	53	128	149	28
	10%	10%	8%	13%	9%	9%	10%	9%	10%	9%	11%	10%	11%	8%	8%	11%	9%	14%	11%	8%	10%	11%	8%	8%	8%	11%	10%	8%
1-4	382	209	168	146	125	111	221	161	270	112	100	97	96	73	15	349	33	244	138	71	68	91	131	166	235	290	86	
	20%	20%	16%	28%	22%	21%	18%	20%	21%	19%	21%	19%	20%	23%	20%	19%	21%	14%	20%	20%	27%	17%	17%	23%	24%	18%	19%	26%
	a	13	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
5-10	424	295	130	180	128	117	255	170	295	130	111	101	97	93	21	366	58	252	173	61	98	93	138	115	164	261	335	85
	23%	23%	23%	22%	27%	21%	19%	23%	22%	23%	22%	21%	21%	23%	26%	26%	22%	25%	21%	25%	23%	24%	27%	20%	23%	22%	22%	25%
	de	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
11-20	344	244	98	113	98	114	204	140	237	107	113	74	70	76	12	303	42	214	130	50	61	96	125	136	208	283	58	
	18%	19%	17%	20%	16%	19%	19%	18%	19%	18%	21%	15%	17%	21%	15%	18%	18%	18%	19%	19%	15%	18%	22%	19%	18%	19%	17%	
	k	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
21-30	154	118	36	47	48	59	96	58	107	47	43	48	31	28	4	138	16	95	59	9	31	54	52	56	98	122	28	
	8%	9%	6%	7%	8%	10%	9%	7%	8%	8%	8%	10%	7%	8%	5%	8%	7%	8%	9%	3%	8%	10%	9%	8%	8%	8%	8%	
	b	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
More than 30	293	237	55	73	105	115	168	125	198	95	84	82	72	41	14	252	40	188	105	35	69	80	89	100	193	252	37	
	16%	19%	9%	18%	11%	19%	15%	16%	15%	18%	19%	16%	17%	12%	18%	15%	18%	16%	15%	13%	17%	15%	16%	14%	17%	17%	11%	
	b	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Don't know	94	62	32	27	36	31	44	49	60	34	21	30	18	20	4	85	8	72	22	14	28	20	15	26	68	76	15	
	5%	5%	5%	4%	6%	5%	4%	6%	5%	6%	4%	6%	4%	6%	5%	5%	4%	6%	3%	5%	7%	6%	3%	4%	6%	5%	4%	
	f	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10

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
PUBLIC
IPSOs

Table 36
Q8B - And how many men's football matches in England and Wales do you watch on television (or another device) in a typical season where you do not actively support either team (i.e. you are a neutral viewer)?
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	751	264	810	549	517	1571	102	65	50	1559	71	34	27	298	48	17	11	382	25	24	293	49	1091	1358	1261	272				
None	181	150	47	16	59	61	81	169	4	3	4	175	3	2	1	136	27	8	12	181	-	-	-	90	149	90	87	6				
10%	10%	10%	6%	6%	5%	11%	16%	11%	3%	3%	8%	10%	4%	5%	2%	16%	8%	3%	3%	18%	-	-	-	19%	14%	7%	7%	2%				
																portuv	ortuv	tuv	tv	oportu	y			xyAB	yAB	B	B					
1-4	382	324	156	45	88	106	188	354	13	9	-	373	5	-	1	298	48	17	11	382	-	-	-	122	254	256	243	38				
20%	20%	21%	21%	17%	11%	19%	37%	23%	11%	11%	-	22%	7%	-	4%	38%	14%	7%	3%	39%	-	-	-	25%	23%	19%	19%	14%				
																oportu	ortuv	rtuv	tv	oportu				yAB	yAB	B	B					
5-10	424	359	187	75	173	133	119	362	36	17	5	404	15	2	1	217	93	52	57	424	-	-	-	106	253	316	300	47				
23%	23%	23%	23%	28%	21%	24%	23%	23%	30%	20%	10%	24%	21%	6%	5%	28%	28%	22%	14%	43%	-	-	-	22%	23%	23%	24%	17%				
																rtuv	rtuv	rtuv	tuv	oportu	y					B	B					
11-20	344	280	147	56	165	117	62	277	35	16	13	299	32	6	2	77	134	73	53	-	344	-	-	60	174	280	260	59				
18%	18%	18%	20%	21%	20%	21%	12%	18%	29%	18%	26%	18%	45%	19%	6%	10%	38%	31%	13%	-	100%	-	-	12%	16%	21%	21%	22%				
																suw	ortuv	ortuv	suw	oportu	y			w	wx	wx	wx	wx				
21-30	154	122	69	22	88	49	17	112	17	18	6	128	8	13	2	24	19	52	59	-	-	154	-	18	72	135	123	31				
8%	8%	8%	9%	8%	11%	9%	3%	7%	14%	20%	12%	8%	11%	38%	9%	3%	5%	22%	14%	-	-	100%	-	4%	7%	10%	10%	11%				
																stuv	stuv	oport	oport	-	-	oport		w	wx	wx	wx	wx				
More than 30	293	240	118	41	222	56	14	233	11	22	22	253	8	8	19	23	26	26	213	-	-	-	293	52	136	237	208	84				
16%	16%	15%	16%	16%	27%	10%	3%	15%	9%	26%	42%	15%	11%	23%	68%	3%	7%	11%	52%	-	-	-	100%	11%	12%	17%	17%	31%				
																stu	ostu	ostu	oostu	-	-	-	tu			wxA	wx	wxA				
Don't know	94	82	27	9	34	28	31	65	4	2	1	67	-	3	2	13	4	6	9	-	-	-	-	31	53	45	40	8				
5%	5%	5%	4%	4%	4%	5%	6%	4%	3%	2%	2%	4%	-	10%	6%	2%	1%	2%	2%	-	-	-	-	7%	5%	3%	3%	3%				
																stuv	s	stuv	stuv					yAB	yA							

Proportions/Means: Columns Tested (5% risk level) - a/h/c- d/h/f- g/h/i/0/n/n- o/h/s/r/t/v/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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
PUBLIC
IPSOS

Table 37
Q9_Summary - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season?

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

	The price of tickets	The availability of tickets	The distance to matches and ease of travel to the stadium	Being able to attend with friends or family	The matchday experience and atmosphere	The scheduling of games (i.e. time and day of games, other games scheduled at the same time, and whether the game is televised)	The current success of the team (s)	Attending specific or significant games (e.g. a cup final, title race, relegation battle, or local derby)	The quality and excitement of games	Watching specific player (s) play	Feeling of loyalty towards the club and wanting to support the club
UNWEIGHTED BASE	1904	1904	1904	1904	1904	1904	1904	1904	1904	1904	1904
WEIGHTED BASE	1872	1872	1872	1872	1872	1872	1872	1872	1872	1872	1872
Very important (4)	983	782	688	543	700	615	418	488	666	319	669
	53%	42%	37%	29%	37%	33%	22%	26%	36%	17%	36%
Fairly important (3)	547	679	764	781	809	773	701	742	817	605	818
	29%	36%	41%	42%	43%	41%	37%	40%	44%	32%	44%
Not very important (2)	135	171	214	274	181	260	440	354	196	552	193
	7%	9%	11%	15%	10%	14%	24%	19%	10%	29%	10%
Not at all important (1)	116	147	125	179	104	132	236	192	112	320	118
	6%	8%	7%	10%	6%	7%	13%	10%	6%	17%	6%
Mean	3.35	3.18	3.13	2.95	3.17	3.05	2.72	2.86	3.14	2.51	3.13
NET: Important	1530	1462	1452	1324	1509	1389	1119	1230	1483	924	1487
	82%	78%	78%	71%	81%	74%	60%	66%	79%	49%	79%
NET: Not Important	251	318	339	453	285	392	677	546	308	871	312
	13%	17%	18%	24%	15%	21%	36%	29%	16%	47%	17%
NET Difference	1278	1144	1113	872	1224	997	442	685	1175	53	1175
	68%	61%	59%	47%	65%	53%	24%	37%	63%	3%	63%
Don't know	91	92	81	95	78	91	76	96	81	76	73
	5%	5%	4%	5%	4%	5%	4%	5%	4%	4%	4%

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

Table 38

Q9.1 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The price of tickets

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 - £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	1372	1212	525	529	524	311	1083	283	1228	459	429	429	413	256	228	1642	220	1129	550	229	402	512	575	702	1122	1506	237
Very important (4)	983	669	306	307	346	329	586	397	694	290	276	261	235	168	44	851	132	619	364	136	212	290	292	376	607	815	154
	53%	53%	51%	46%	58%	54%	54%	51%	54%	49%	53%	54%	56%	46%	55%	52%	57%	52%	54%	51%	53%	55%	51%	54%	52%	54%	46%
Fairly important (3)	547	379	163	233	162	153	322	224	395	151	153	141	104	123	26	480	67	326	220	65	113	136	203	228	319	429	110
	29%	30%	27%	35%	27%	25%	30%	29%	31%	26%	29%	29%	25%	34%	33%	29%	29%	27%	32%	24%	28%	26%	35%	33%	27%	28%	33%
Not very important (2)	135	96	39	64	36	35	83	52	88	47	40	28	29	34	4	124	11	85	51	19	22	47	42	57	78	89	42
	7%	8%	7%	10%	6%	6%	8%	7%	7%	8%	8%	6%	7%	10%	5%	8%	5%	7%	7%	7%	5%	9%	7%	8%	7%	6%	12%
Not at all important (1)	116	78	38	27	29	61	53	63	53	63	34	32	24	24	2	105	11	88	28	27	33	33	20	20	96	101	15
	6%	6%	6%	4%	5%	10%	5%	8%	4%	11%	6%	7%	6%	7%	2%	6%	5%	7%	4%	10%	8%	6%	4%	3%	8%	7%	5%
Mean	3.35	3.34	3.35	3.3	3.44	3.3	3.38	3.3	3.41	3.21	3.33	3.36	3.4	3.24	3.47	3.33	3.45	3.32	3.39	3.25	3.33	3.35	3.38	3.41	3.31	3.37	3.25
				ce					i			m												x		A	
NET: Important	1530	1048	470	541	508	481	908	622	1089	441	429	401	339	291	70	1331	199	946	584	201	326	426	496	604	926	1244	264
	82%	83%	79%	81%	80%	79%	83%	79%	85%	75%	82%	81%	81%	88%		81%	87%	79%	86%	75%	81%	82%	86%	86%	79%	83%	78%
NET: Not Important	251	174	77	91	65	96	136	115	141	110	74	60	53	58	6	229	22	172	79	47	55	79	63	77	174	190	57
	13%	14%	13%	14%	11%	16%	13%	15%	11%	19%	14%	12%	13%	16%	8%	14%	10%	14%	12%	17%	14%	15%	11%	11%	15%	13%	17%
NET Difference	1278	874	392	450	444	385	772	507	947	331	355	341	286	232	64	1102	176	773	505	154	271	346	433	527	752	1054	206
	68%	69%	66%	67%	67%	63%	71%	65%	74%	56%	68%	70%	68%	64%	80%	67%	77%	65%	74%	58%	67%	66%	75%	75%	64%	70%	61%
		ce		d			e		i							o		q		r	s	v	w	x	y	A	
Don't know	91	42	48	35	21	34	44	46	51	39	23	25	27	12	4	82	9	74	17	20	21	17	18	19	71	72	16
	5%	3%	8%	5%	4%	6%	4%	6%	4%	7%	4%	5%	6%	3%	5%	5%	4%	6%	2%	7%	5%	3%	3%	3%	6%	5%	5%
			a							h								f		uv				w			

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
PUBLIC
IPSOs

Table 39
Q9 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The price of tickets

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	751	264	810	549	512	1571	120	85	52	1659	75	80	29	778	352	213	413	987	344	154	271	470	1091	1358	1261	272	
Very important (4)	983	852	365	132	445	283	255	839	62	40	24	898	30	19	19	379	182	134	247	495	190	84	175	272	584	698	643	152	
	53%	b			55%	52%	50%	53%	52%	46%	46%	53%	42%	57%	70%	49%	52%	57%	60%	50%	55%	55%	60%	57%	54%	51%	51%	56%	
Fairly important (3)	547	435	255	81	247	154	146	444	41	31	20	499	22	10	6	251	104	66	05	303	99	49	05	1A	303	436	407	78	
	29%		28%	34%	31%	30%	28%	28%	34%	36%	38%	29%	31%	30%	21%	32%	29%	28%	27%	31%	29%	32%	27%	28%	28%	32%	32%	29%	
Not very important (2)	135	98	61	34	64	37	33	110	10	9	4	119	10	2	1	53	35	16	25	81	26	8	16	28	68	105	98	24	
	7%		6%	8%	13%	8%	7%	7%	8%	11%	8%	7%	13%	5%	5%	7%	10%	7%	6%	8%	8%	5%	6%	6%	6%	8%	8%	9%	
Not at all important (1)	116	96	39	10	33	48	35	102	5	4	4	105	6	3	1	56	21	12	18	61	20	10	14	33	78	81	77	10	
	6%		6%	5%	4%	4%	9%	7%	6%	4%	4%	8%	6%	9%	8%	4%	7%	6%	5%	4%	6%	7%	7%	5%	7%	7%	6%	6%	4%
Mean	3.35	3.38	3.32	3.3	3.4	3.28	3.32	3.35	3.36	3.28	3.22	3.35	3.11	3.35	3.57	3.29	3.31	3.42	3.46	3.31	3.37	3.37	3.46	3.41	3.35	3.33	3.32	3.41	
	b				e			i				i							00%										
NET: Important	1530	1286	620	213	692	437	401	1283	103	71	44	1398	52	29	25	631	286	200	359	798	289	134	252	377	888	1134	1051	231	
82%		83%	83%	81%	80%	80%	78%	82%	86%	82%	84%	82%	72%	87%	91%	81%	81%	86%	87%	81%	84%	87%	86%	81%	81%	83%	83%	85%	
	ef				ef			i				i				00%			00%							w	w	w	
NET: Not Important	251	194	100	45	97	86	69	212	15	13	8	224	16	4	2	109	56	27	43	143	46	18	30	61	146	186	175	34	
13%		12%	13%	17%	12%	16%	13%	13%	12%	15%	16%	13%	22%	13%	9%	14%	16%	12%	10%	14%	13%	12%	10%	13%	13%	14%	14%	12%	
	a				a			gh				gh				rv			rv	r									
NET Difference	1278	1092	521	168	595	351	332	1071	88	58	35	1174	36	25	22	522	230	172	316	655	244	116	222	316	742	948	875	197	
68%		70%	69%	64%	74%	64%	65%	74%	68%	74%	67%	68%	50%	74%	82%	67%	65%	74%	77%	66%	71%	73%	76%	66%	68%	70%	69%	72%	
	c				ef			i				i						0%	00%			0%	00%						
Don't know	91	77	31	6	21	26	43	77	2	2	2	-	-	78	4	-	-	-	-	-	-	2	10	42	57	39	35	8	
5%		5%	4%	2%	3%	5%	8%	5%	2%	3%	-	-	5%	5%	-	-	-	-	5%	3%	3%	1%	3%	9%	5%	3%	3%	3%	
	c				d		de												xyAB					xyAB	yA				

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/h/y/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
10TH - 14TH APRIL 2025
PUBLIC
IPSO

Table 40
Q9.2 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The availability of tickets
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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	YES	NO	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS	
		(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)	
UNWEIGHTED BASE	1904	1264	628	730	520	737	1167	737	1356	548	565	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
WEIGHTED BASE	1392	1204	525	627	259	629	1039	783	1216	459	459	459	413	256	208	1642	225	1119	650	229	402	512	515	702	1122	1506	239	
Very important (4)	782	545	228	305	256	222	479	304	571	212	215	181	176	172	37	688	95	468	314	105	152	213	271	316	467	622	149	
	42%	43%	38%	46%	43%	36%	44%	39%	45%	36%	41%	37%	42%	48%	47%	42%	41%	39%	46%	39%	38%	41%	47%	45%	40%	41%	44%	
				e	e		r		i				k					q					stu	x				
Fairly important (3)	679	460	217	341	232	206	408	272	488	191	191	186	149	133	20	604	75	434	246	85	145	196	219	280	399	545	123	
	36%	36%	36%	36%	39%	34%	37%	35%	38%	32%	36%	38%	36%	37%	26%	37%	33%	36%	36%	32%	36%	37%	38%	40%	34%	36%	37%	
Not very important (2)	171	109	62	63	43	65	91	80	104	67	51	53	37	21	10	149	22	117	54	30	38	61	37	59	112	137	35	
	9%	9%	10%	9%	7%	11%	8%	10%	8%	11%	10%	11%	9%	6%	13%	9%	10%	10%	8%	11%	10%	12%	6%	8%	10%	9%	10%	
											m	m	m		m				v		v							
Not at all important (1)	147	105	41	33	41	72	64	83	70	77	50	38	30	23	6	124	22	106	41	30	42	38	32	28	118	129	15	
	8%	8%	7%	5%	7%	12%	6%	11%	5%	13%	10%	8%	7%	6%	7%	8%	10%	9%	6%	11%	10%	7%	6%	4%	10%	9%	4%	
							f											f		w								
Mean	3.18	3.19	3.15	3.27	3.23	3.02	3.25	3.08	3.27	2.98	3.13	3.12	3.2	3.3	3.21	3.18	3.13	3.12	3.27	3.06	3.08	3.15	3.3	3.29	3.11	3.16	3.26	
				e	e		r		i					j				q					stu	x				
NET: Important	1462	1005	445	545	488	428	886	575	1059	403	407	367	325	305	886	58	1292	170	902	560	190	297	408	490	596	866	1167	272
	78%	79%	75%	82%	82%	70%	81%	73%	83%	68%	77%	75%	78%	84%	73%	79%	74%	76%	82%	71%	74%	78%	85%	85%	74%	77%	81%	
		b		e	e		r		i					kin				q				s	stu	x				
NET: Not Important	318	214	104	96	84	137	155	163	174	144	101	90	67	43	16	274	44	223	95	59	80	99	69	87	231	266	50	
	17%	17%	17%	14%	14%	22%	14%	21%	14%	24%	19%	19%	16%	12%	20%	17%	19%	19%	14%	22%	20%	19%	12%	12%	20%	18%	15%	
						cd	f		h		m	m						r		v	v	v		w				
NET Difference	1144	791	341	449	404	291	732	412	885	259	306	277	258	261	42	1018	126	679	465	131	217	310	421	508	635	901	222	
	61%	63%	57%	68%	68%	48%	67%	53%	69%	44%	58%	57%	61%	72%	53%	62%	55%	57%	68%	49%	54%	59%	73%	73%	54%	60%	66%	
		b		e	e		r		i		kin							q		r	v	s	stu	x	w	y		
Don't know	92	45	47	25	21	46	48	45	49	43	17	29	27	13	5	77	15	68	25	18	25	15	17	17	75	73	15	
	5%	4%	4%	4%	4%	7%	4%	6%	4%	7%	3%	6%	6%	4%	7%	5%	7%	6%	4%	7%	6%	3%	3%	2%	6%	5%	5%	
			a			cd				h								f		uv					w			

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

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
PUBLIC
IPSOs

Table 41
Q9 - 2 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The availability of tickets
Base: All adults aged 16+ in England and Wales who are a football fan of a team in England's top 5 divisions

	TOTAL (a)	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)	Where they are a neutral fan: 0-10												Where they are a neutral fan: 11-20												Where they are a neutral fan: 21-30				
								0-10 (g)	11-20 (h)	21-30 (i)	More than 30 (j)	0-10 (k)	11-20 (l)	21-30 (m)	More than 30 (n)	0-10 (o)	11-20 (p)	21-30 (q)	More than 30 (r)	0-10 (s)	11-20 (t)	21-30 (u)	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	218	810	528	517	1521	100	58	57	1557	71	84	27	771	357	213	413	907	371	151	253	470	1071	1353	1251	272								
Very important (4)	782	674	303	114	404	199	180	640	56	44	26	706	34	15	14	282	155	99	215	390	158	59	141	175	413	558	544	138								
	42%	43%	40%	43%	50%	36%	35%	41%	47%	51%	49%	42%	48%	45%	52%	36%	44%	42%	52%	40%	46%	38%	48%	37%	38%	44%	43%	51%								
Fairly important (3)	679	555	278	104	279	206	195	570	51	28	16	618	24	13	6	301	136	90	130	366	120	88	159	391	508	474	107									
	36%	36%	37%	39%	34%	37%	38%	36%	42%	33%	30%	36%	33%	40%	21%	39%	39%	39%	32%	37%	38%	45%	33%	36%	37%	38%	39%									
Not very important (2)	171	133	92	23	58	61	52	145	7	7	8	151	10	3	5	88	28	16	105	19	14	28	57	117	111	108	12									
	9%	9%	12%	9%	7%	11%	10%	9%	6%	8%	15%	9%	14%	8%	18%	11%	8%	7%	7%	11%	5%	9%	10%	12%	11%	8%	9%	4%								
Not at all important (1)	147	122	63	15	47	54	46	131	5	8	3	142	3	1	1	67	27	25	18	1	33	7	18	48	101	97	95	9								
	8%	8%	6%	6%	6%	10%	9%	8%	4%	9%	6%	8%	5%	3%	2%	9%	8%	11%	4%	8%	9%	5%	6%	10%	9%	7%	8%	3%								
Mean	3.18	3.2	3.17	3.23	3.32	3.06	3.08	3.16	3.33	3.25	3.22	3.17	3.25	3.32	3.33	3.08	3.21	3.14	3.38	3.13	3.22	3.2	3.28	3.05	3.09	3.22	3.2	3.41								
					ef											o		oos	tsv	o			os			wxA	wx	wxA								
NET: Important	1462	1229	582	218	682	404	375	1211	106	72	41	1324	58	29	20	583	291	189	346	756	288	128	229	334	804	1106	1017	245								
	78%	79%	77%	82%	84%	74%	73%	77%	89%	83%	79%	78%	81%	85%	73%	75%	83%	81%	84%	77%	84%	83%	78%	70%	74%	81%	81%	90%								
NET: Not Important	318	254	136	38	105	115	97	276	12	14	11	293	13	4	5	155	54	41	48	185	51	22	46	104	218	208	203	21								
	17%	16%	18%	15%	13%	21%	19%	18%	10%	17%	21%	17%	19%	11%	20%	20%	15%	18%	12%	19%	15%	14%	16%	22%	20%	15%	16%	8%								
NET Difference	1144	975	446	179	577	289	278	915	94	58	30	1031	45	25	14	428	237	148	297	571	237	107	183	230	586	898	814	224								
	61%	63%	59%	68%	71%	53%	54%	59%	79%	67%	58%	61%	62%	74%	53%	55%	67%	63%	72%	58%	69%	63%	48%	54%	66%	66%	65%	82%								
Don't know	92	74	33	8	23	29	40	85	1	-	-	83	1	1	2	40	6	3	19	46	5	4	17	41	69	44	40	6								
	5%	5%	4%	3%	3%	5%	8%	5%	1%	-	-	5%	1%	4%	7%	5%	2%	1%	5%	5%	1%	3%	6%	8%	6%	3%	3%	2%								
					d	d		hik				i				pot		pot	pot	pot		pot	xyAB	yAB												

Proportions/Means: Columns Tested (5% risk level) - a/h/c- d/h/f- g/h/h/U/h/n- v/h/s/h/h/v/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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2025
PUBLIC
IPSOs

Table 42
Q9.3 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The distance to matches and ease of travel to the 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 - £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	1372	1214	525	529	514	211	1032	783	1218	459	525	459	413	256	208	1642	229	1129	550	229	402	512	575	703	1122	1556	239
Very important (4)	688 37%	470 37%	213 36%	259 39%	200 34%	229 38%	419 39%	269 34%	489 38%	199 34%	194 37%	159 33%	174 41%	134 37%	28 35%	587 36%	101 44%	417 35%	271 40%	102 38%	152 38%	187 36%	218 38%	269 38%	420 36%	551 37%	127 38%
Fairly important (3)	764 41%	520 41%	237 40%	276 41%	269 45%	219 36%	460 42%	303 39%	540 42%	224 38%	216 41%	201 41%	154 37%	162 45%	31 40%	682 42%	82 36%	481 40%	282 42%	90 34%	160 40%	219 42%	251 44%	301 43%	462 39%	606 40%	144 43%
Not very important (2)	214 11%	150 12%	64 11%	88 13%	66 11%	60 10%	110 10%	104 13%	150 12%	64 11%	48 9%	69 14%	48 11%	40 11%	9 11%	195 12%	19 8%	147 12%	67 10%	29 11%	36 9%	70 13%	68 12%	88 13%	126 11%	173 12%	37 11%
Not at all important (1)	125 7%	89 7%	36 6%	23 3%	38 6%	64 11%	53 5%	72 9%	61 5%	64 11%	48 9%	29 6%	24 6%	20 6%	4 5%	108 7%	17 7%	85 7%	40 6%	27 10%	35 9%	33 6%	25 4%	27 4%	98 8%	111 7%	14 4%
Mean	3.13	3.12	3.14	3.19	3.1	3.07	3.19	3.03	3.18	3.01	3.1	3.07	3.2	3.15	3.16	3.11	3.22	3.09	3.19	3.08	3.12	3.1	3.18	3.19	3.09	3.11	3.19
NET: Important	1452 78%	990 78%	450 76%	534 80%	469 79%	448 73%	880 81%	572 73%	1029 80%	423 72%	410 78%	360 74%	327 78%	295 82%	59 75%	1269 77%	183 80%	899 75%	553 81%	193 72%	312 78%	406 78%	468 81%	570 81%	882 75%	1157 77%	271 80%
NET: Not Important	339 18%	239 19%	100 17%	111 17%	103 17%	124 20%	163 15%	175 22%	211 16%	128 22%	96 18%	98 20%	72 17%	60 17%	12 16%	302 18%	36 16%	231 19%	108 16%	56 21%	71 18%	103 20%	93 16%	115 16%	224 19%	285 19%	51 15%
NET Difference	1113 59%	751 59%	350 59%	423 63%	366 62%	324 53%	716 66%	397 51%	818 64%	295 50%	314 60%	262 54%	256 61%	235 65%	47 59%	966 59%	147 64%	668 56%	445 66%	137 51%	241 60%	303 58%	375 65%	455 59%	658 56%	872 58%	221 65%
Don't know	81 4%	35 3%	46 8%	22 3%	21 4%	38 6%	46 4%	35 5%	42 3%	39 7%	19 4%	28 6%	20 5%	6 2%	8 10%	71 4%	10 4%	62 5%	19 3%	18 7%	18 5%	13 3%	15 3%	15 2%	66 6%	64 4%	15 5%

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

Table 43

Q9.3 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The distance to matches and ease of travel to the stadium

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	1157	571	214	610	378	312	1031	100	64	34	1009	41	34	27	763	377	213	113	807	371	154	273	429	1001	1313	1213	212								
Very important (4)	688	584	292	105	339	185	164	582	46	36	12	622	27	15	9	257	137	86	168	360	125	53	125	167	394	514	479	104								
	37%	38%	39%	40%	42%	34%	32%	37%	38%	42%	23%	37%	38%	44%	34%	34%	39%	37%	41%	36%	36%	35%	43%	35%	36%	38%	38%	38%								
Fairly important (3)	764	622	296	109	312	243	209	640	52	34	22	694	31	15	12	322	152	99	163	409	149	70	104	178	442	573	534	110								
	41%	40%	39%	41%	38%	44%	41%	43%	41%	43%	42%	41%	44%	45%	43%	41%	43%	43%	39%	41%	43%	45%	35%	37%	41%	42%	42%	40%								
Not very important (2)	214	175	105	33	100	56	58	165	18	10	16	196	7	3	4	95	36	24	50	115	37	15	40	48	114	161	145	40								
	11%	11%	14%	12%	12%	10%	11%	11%	15%	12%	31%	12%	9%	10%	15%	12%	10%	10%	10%	12%	12%	11%	10%	14%	10%	10%	12%	11%								
Not at all important (1)	125	107	27	10	42	43	41	113	3	6	2	118	5	*	*	59	20	16	23	63	24	12	18	51	85	72	69	12								
	7%	7%	4%	4%	5%	8%	8%	7%	3%	7%	4%	7%	7%	1%	7%	8%	6%	7%	6%	6%	7%	8%	6%	11%	8%	9%	9%	4%								
Mean	3.13	3.13	3.18	3.2	3.2	3.08	3.05	3.13	3.18	3.17	2.84	3.12	3.15	3.32	3.05	3.07	3.18	3.13	3.18	3.13	3.12	3.1	3.17	3.04	3.11	3.16	3.16	3.15								
NET: Important	1452	1206	588	214	651	427	373	1222	98	70	34	1316	58	30	21	589	289	185	331	769	274	123	229	345	836	1087	1014	214								
	78%	77%	78%	81%	80%	78%	73%	78%	81%	81%	65%	77%	81%	89%	77%	76%	82%	80%	78%	80%	80%	78%	72%	77%	77%	80%	80%	79%								
NET: Not Important	339	282	132	43	142	99	98	278	21	16	18	314	12	4	6	153	21	16	40	73	177	62	27	58	99	200	233	214								
	18%	18%	18%	16%	18%	18%	19%	18%	18%	18%	35%	18%	16%	11%	22%	20%	16%	17%	18%	18%	18%	20%	21%	18%	17%	17%	19%									
NET Difference	1113	925	456	171	509	329	275	944	77	54	16	1003	46	26	15	436	233	145	258	592	212	96	171	247	637	854	800	163								
	59%	59%	61%	65%	63%	60%	54%	60%	64%	63%	30%	59%	65%	78%	55%	54%	62%	62%	62%	60%	62%	62%	58%	51%	58%	63%	63%	60%								
Don't know	81	69	30	7	17	23	41	71	1	*	-	69	2	-	*	35	7	8	10	41	9	4	7	35	55	37	33	7								
	4%	4%	4%	3%	2%	4%	8%	5%	1%	*	-	4%	2%	-	1%	5%	2%	3%	2%	4%	3%	2%	2%	xyAB	yA	3%	3%	3%								

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

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 2025
PUBLIC
IPSO

Table 44

Q9. 4 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Being able to attend with friends or family

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	
	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	
	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	
	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	
Very important (4)	543	359	178	238	185	121	333	210	417	126	140	148	120	115	20	478	65	305	234	64	108	149	197	260	285	415	117	
	543	359	178	238	185	121	333	210	417	126	140	148	120	115	20	478	65	305	234	64	108	149	197	260	285	415	117	
	543	359	178	238	185	121	333	210	417	126	140	148	120	115	20	478	65	305	234	64	108	149	197	260	285	415	117	
	543	359	178	238	185	121	333	210	417	126	140	148	120	115	20	478	65	305	234	64	108	149	197	260	285	415	117	
Fairly important (3)	781	523	254	292	258	231	478	303	569	212	221	180	165	174	42	691	90	495	287	97	154	223	229	316	466	621	146	
	781	523	254	292	258	231	478	303	569	212	221	180	165	174	42	691	90	495	287	97	154	223	229	316	466	621	146	
	781	523	254	292	258	231	478	303	569	212	221	180	165	174	42	691	90	495	287	97	154	223	229	316	466	621	146	
	781	523	254	292	258	231	478	303	569	212	221	180	165	174	42	691	90	495	287	97	154	223	229	316	466	621	146	
Not very important (2)	274	204	68	86	77	111	148	125	173	100	83	87	57	37	10	233	41	190	84	49	65	78	71	80	194	227	45	
	274	204	68	86	77	111	148	125	173	100	83	87	57	37	10	233	41	190	84	49	65	78	71	80	194	227	45	
	274	204	68	86	77	111	148	125	173	100	83	87	57	37	10	233	41	190	84	49	65	78	71	80	194	227	45	
	274	204	68	86	77	111	148	125	173	100	83	87	57	37	10	233	41	190	84	49	65	78	71	80	194	227	45	
Not at all important (1)	179	129	50	22	55	102	84	95	77	102	57	46	49	25	3	156	23	127	52	38	52	49	35	30	149	165	12	
	179	129	50	22	55	102	84	95	77	102	57	46	49	25	3	156	23	127	52	38	52	49	35	30	149	165	12	
	179	129	50	22	55	102	84	95	77	102	57	46	49	25	3	156	23	127	52	38	52	49	35	30	149	165	12	
	179	129	50	22	55	102	84	95	77	102	57	46	49	25	3	156	23	127	52	38	52	49	35	30	149	165	12	
Mean	2.95	2.92	3.02	3.17	3	2.66	3.02	2.86	3.07	2.67	2.89	2.94	2.91	3.08	3.06	2.96	2.9	2.88	3.07	2.76	2.84	2.94	3.1	3.17	2.81	2.9	3.15	
	2.95	2.92	3.02	3.17	3	2.66	3.02	2.86	3.07	2.67	2.89	2.94	2.91	3.08	3.06	2.96	2.9	2.88	3.07	2.76	2.84	2.94	3.1	3.17	2.81	2.9	3.15	
	2.95	2.92	3.02	3.17	3	2.66	3.02	2.86	3.07	2.67	2.89	2.94	2.91	3.08	3.06	2.96	2.9	2.88	3.07	2.76	2.84	2.94	3.1	3.17	2.81	2.9	3.15	
	2.95	2.92	3.02	3.17	3	2.66	3.02	2.86	3.07	2.67	2.89	2.94	2.91	3.08	3.06	2.96	2.9	2.88	3.07	2.76	2.84	2.94	3.1	3.17	2.81	2.9	3.15	
NET: Important	1324	882	432	530	442	352	811	513	986	338	361	329	285	288	62	1170	155	803	521	162	262	372	456	576	749	1036	263	
	1324	882	432	530	442	352	811	513	986	338	361	329	285	288	62	1170	155	803	521	162	262	372	456	576	749	1036	263	
	1324	882	432	530	442	352	811	513	986	338	361	329	285	288	62	1170	155	803	521	162	262	372	456	576	749	1036	263	
	1324	882	432	530	442	352	811	513	986	338	361	329	285	288	62	1170	155	803	521	162	262	372	456	576	749	1036	263	
NET: Not Important	453	332	118	108	131	213	233	220	251	202	139	132	106	62	13	389	63	317	136	87	117	128	106	110	343	392	58	
	453	332	118	108	131	213	233	220	251	202	139	132	106	62	13	389	63	317	136	87	117	128	106	110	343	392	58	
	453	332	118	108	131	213	233	220	251	202	139	132	106	62	13	389	63	317	136	87	117	128	106	110	343	392	58	
	453	332	118	108	131	213	233	220	251	202	139	132	106	62	13	389	63	317	136	87	117	128	106	110	343	392	58	
NET Difference	872	550	314	422	313	139	578	294	736	136	222	196	179	226	49	781	91	487	385	75	145	244	350	466	406	644	206	
	872	550	314	422	313	139	578	294	736	136	222	196	179	226	49	781	91	487	385	75	145	244	350	466	406	644	206	
	872	550	314	422	313	139	578	294	736	136	222	196	179	226	49	781	91	487	385	75	145	244	350	466	406	644	206	
	872	550	314	422	313	139	578	294	736	136	222	196	179	226	49	781	91	487	385	75	145	244	350	466	406	644	206	
Don't know	95	50	45	29	20	46	45	50	44	50	25	26	28	11	5	83	11	72	23	19	23	23	14	14	80	77	16	
	95	50	45	29	20	46	45	50	44	50	25	26	28	11	5	83	11	72	23	19	23	23	14	14	80	77	16	
	95	50	45	29	20	46	45	50	44	50	25	26	28	11	5	83	11	72	23	19	23	23	14	14	80	77	16	
	95	50	45	29	20	46	45	50	44	50	25	26	28	11	5	83	11	72	23	19	23	23	14	14	80	77	16	

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

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
PUBLIC
IPSO

Table 45
Q9. 4 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Being able to attend with friends or family
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	771	264	810	549	512	1571	120	85*	52*	1099	71*	34**	27**	778	352	233	413	987	344	154	271	479	1091	1358	1261	272										
Very important (4)	543	459	252	80	283	130	129	417	53	40	23	484	23	14	9	223	116	58	124	291	101	39	90	108	282	428	382	103										
	29%	29%	34%	30%	35%	24%	25%	27%	44%	46%	45%	28%	32%	41%	31%	29%	33%	25%	30%	29%	29%	26%	31%	23%	26%	32%	30%	38%										
Fairly important (3)	781	634	308	118	334	227	220	668	44	33	22	716	34	12	13	334	144	104	179	414	149	68	129	179	450	594	557	126										
	42%	41%	41%	45%	41%	41%	43%	43%	37%	39%	41%	42%	48%	34%	49%	43%	41%	44%	43%	42%	43%	44%	44%	37%	41%	44%	44%	46%										
Not very important (2)	274	226	107	39	116	88	70	233	15	11	7	247	10	3	3	97	54	38	66	130	54	31	43	76	162	188	180	25										
	15%	15%	14%	15%	14%	16%	14%	15%	12%	12%	14%	15%	14%	9%	12%	12%	15%	16%	16%	13%	20%	15%	16%	16%	15%	14%	14%	9%										
Not at all important (1)	179	157	46	16	58	73	48	169	7	2	-	173	3	3	-	79	28	29	30	99	32	05	21	8	68	129	107	104										
	10%	10%	6%	6%	7%	13%	9%	11%	5%	3%	-	10%	4%	10%	-	10%	8%	13%	7%	10%	9%	7%	14%	12%	8%	8%	5%	5%										
Mean	2.95	2.94	3.08	3.04	3.07	2.8	2.92	2.9	3.21	3.29	3.31	2.93	3.11	3.14	3.21	2.96	3.02	2.83	3	2.96	2.95	2.88	3.01	2.76	2.86	3.02	2.99	3.19										
NET: Important	1324	1093	560	198	617	357	349	1085	96	73	45	1200	57	25	22	557	240	162	303	705	249	107	219	288	731	1022	939	229										
	71%	70%	70%	72%	70%	63%	68%	69%	81%	80%	86%	71%	79%	76%	81%	72%	74%	69%	73%	71%	72%	69%	75%	60%	67%	73%	74%	84%										
NET: Not Important	453	383	153	55	173	161	118	402	21	13	7	420	12	6	3	176	82	67	96	228	87	44	65	144	291	295	285	39										
	24%	23%	20%	21%	21%	29%	23%	26%	18%	15%	14%	25%	17%	19%	12%	23%	23%	23%	23%	23%	25%	29%	30%	22%	27%	22%	23%	14%										
NET Difference	872	710	407	143	444	196	231	683	75	60	38	780	44	19	19	381	178	94	207	476	163	63	134	143	460	727	655	189										
	47%	46%	54%	54%	50%	36%	45%	43%	63%	70%	72%	46%	62%	57%	69%	49%	50%	40%	50%	48%	47%	41%	53%	30%	40%	54%	51%	70%										
Don't know	95	81	38	11	19	11	45	85	2	2	-	79	2	2	2	44	10	4	15	54	8	3	9	47	68	41	37	5										
	5%	5%	5%	4%	2%	6%	9%	5%	2%	-	-	5%	3%	6%	7%	6%	3%	2%	6%	5%	2%	2%	3%	10%	6%	3%	3%	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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2025
PUBLIC
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Table 46
Q9.5 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The matchday experience 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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	YES	NO	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS
		(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)
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	411	1089	783	1212	459	429	429	410	256	209	1042	220	1119	650	269	400	512	576	700	1122	1506	239
Very important (4)	700	495	206	263	218	218	413	287	511	188	200	188	143	140	29	630	90	428	272	89	145	201	236	279	420	558	133
	37%	39%	35%	39%	37%	36%	38%	37%	40%	32%	38%	39%	34%	39%	37%	37%	39%	36%	40%	33%	36%	38%	41%	40%	36%	37%	39%
Fairly important (3)	809	548	254	280	278	252	492	317	561	248	227	185	198	164	37	722	87	504	305	106	168	229	258	311	498	651	147
	43%	43%	43%	42%	47%	41%	45%	41%	44%	42%	43%	38%	47%	45%	46%	44%	38%	42%	45%	40%	42%	44%	45%	45%	42%	43%	43%
Not very important (2)	181	114	66	84	51	46	96	85	124	57	48	58	31	35	8	155	26	122	59	37	37	46	55	78	103	137	39
	10%	9%	11%	13%	9%	7%	9%	11%	10%	10%	9%	12%	8%	10%	11%	9%	12%	10%	9%	14%	9%	9%	9%	11%	9%	9%	12%
Not at all important (1)	104	69	34	15	31	58	48	56	46	57	34	29	23	15	2	91	13	79	25	18	34	30	16	18	86	97	6
	6%	5%	6%	2%	5%	9%	4%	7%	4%	10%	7%	6%	6%	4%	2%	6%	6%	7%	4%	7%	8%	6%	3%	3%	7%	6%	2%
Mean	3.17	3.2	3.13	3.23	3.18	3.1	3.21	3.12	3.24	3.03	3.16	3.16	3.16	3.21	3.22	3.17	3.17	3.13	3.25	3.07	3.11	3.19	3.26	3.24	3.13	3.16	3.25
	e						g		i							q							st	x			
NET: Important	1509	1039	460	544	496	470	905	604	1073	436	426	372	341	303	66	1332	177	932	577	194	313	430	494	591	918	1209	279
	81%	82%	77%	81%	83%	77%	83%	77%	84%	74%	81%	77%	81%	84%	83%	81%	77%	78%	85%	73%	81%	78%	82%	86%	84%	78%	83%
	b			e			g		i				k					q		r		s	st	x			
NET: Not Important	285	183	99	100	82	104	144	141	170	115	82	87	55	50	10	245	40	201	84	54	70	76	71	96	189	234	45
	15%	15%	17%	15%	14%	17%	13%	18%	13%	19%	16%	18%	13%	14%	13%	15%	17%	17%	12%	20%	18%	15%	12%	14%	16%	16%	13%
	f						h		j				l			p		r		v		w		y			
NET Difference	1224	856	360	444	414	366	761	463	903	321	344	285	286	253	56	1087	138	731	493	140	243	353	423	495	729	975	234
	65%	68%	61%	67%	70%	60%	70%	59%	70%	54%	68%	59%	68%	70%	70%	66%	60%	61%	72%	53%	60%	68%	73%	71%	62%	65%	70%
	b			e			g		i		k		k			o		q		r		s	st	x			
Don't know	78	42	36	24	17	37	40	38	38	40	17	27	24	7	3	65	12	59	19	18	18	16	11	13	65	63	12
	4%	3%	6%	4%	3%	6%	4%	5%	3%	7%	3%	6%	6%	2%	3%	4%	5%	5%	3%	7%	5%	3%	2%	2%	6%	4%	4%
	a						g		h		m		m					f		uv	y			w			

Proportions/Means: 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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
PUBLIC
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Table 47

Q9.5 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The matchday experience 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)					
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	773	264	810	549	512	1571	120	81	52	1699	71	77	24	778	352	233	413	987	344	154	293	479	1091	1358	1261	272					
Very important (4)	700	590	294	104	392	167	140	549	58	45	35	622	35	14	18	263	122	84	201	327	161	59	124	153	354	543	498	138					
		37%	38%	39%	40%	48%	30%	27%	35%	48%	52%	67%	37%	49%	41%	65%	34%	35%	36%	49%	33%	47%	38%	42%	32%	32%	40%	39%	51%				
					ef			gk		gk	gh	k	l	m	n				opqu	r	ost					wx	wx	wywA					
Fairly important (3)	809	659	331	122	307	263	240	691	53	34	15	745	23	16	7	357	166	101	156	464	120	67	127	205	503	590	546	104					
	43%	42%	44%	46%	38%	48%	47%	44%	44%	39%	29%	44%	33%	47%	26%	46%	47%	43%	38%	47%	35%	43%	43%	43%	46%	43%	43%	38%					
					d		d									e	e	f	f	f	f	f	f		g	g	g						
Not very important (2)	181	145	73	28	66	51	64	157	8	6	2	161	9	4	2	79	40	27	28	100	38	13	23	52	106	123	120	19					
	10%	9%	10%	11%	8%	9%	12%	10%	6%	7%	4%	9%	12%	12%	7%	10%	11%	12%	7%	10%	11%	8%	8%	11%	10%	9%	10%	7%					
					d		d									r	r	r	r	r	r	r				y							
Not at all important (1)	104	97	23	6	30	41	32	102	1	1	-	102	2	-	1	49	14	15	19	56	17	10	14	36	74	65	64	5					
	6%	6%	3%	2%	4%	8%	6%	7%	1%	1%	-	6%	2%	-	2%	6%	4%	6%	4%	6%	5%	7%	5%	8%	7%	5%	5%	2%					
		bc			d		d	hik				h											jk	kl	kl	l	l						
Mean	3.17	3.17	3.24	3.25	3.34	3.06	3.02	3.13	3.4	3.44	3.63	3.16	3.34	3.29	3.54	3.11	3.16	3.12	3.34	3.12	3.27	3.17	3.26	3.06	3.1	3.22	3.2	3.41					
			a		ef			gk	gk	gh	gh	k	l	m	n				p	opqu	ost				wx	wx	wywA						
NET: Important	1509	1249	625	226	698	430	380	1241	110	79	50	1367	58	30	25	619	288	185	357	791	281	126	251	358	857	1133	1044	243					
	81%	80%	83%	86%	86%	78%	74%	79%	92%	91%	96%	80%	82%	88%	91%	80%	82%	79%	86%	80%	82%	82%	86%	75%	79%	83%	83%	89%					
		a	a		ef			gk	gk	gk	gh	k	l	m	n				op	op	ost	ost	ost	st	w	w	w	wywA					
NET: Not Important	285	242	96	34	96	93	96	259	9	7	2	263	10	4	2	128	54	42	46	156	54	23	37	88	181	188	184	24					
	15%	16%	13%	13%	12%	17%	19%	16%	7%	8%	4%	15%	14%	12%	9%	16%	15%	18%	16%	16%	16%	15%	12%	18%	17%	14%	15%	9%					
		b			d	d	d	hik				h				r	r	r	r	r	r	r		jk	kl	l	l						
NET Difference	1224	1006	529	192	603	337	284	982	102	72	48	1104	48	26	23	491	234	143	311	634	227	103	214	269	677	945	860	219					
	65%	65%	71%	73%	74%	61%	55%	62%	85%	83%	93%	65%	67%	77%	83%	63%	66%	61%	73%	64%	66%	67%	73%	56%	62%	70%	68%	80%					
		a	a		ef			gh	gh	gh	gh	k	l	m	n				opqost	ost	ost	ost	ost	st	w	w	w	wywA					
Don't know	78	66	29	4	16	26	36	71	1	1	-	69	3	-	-	30	11	6	10	41	9	5	1	33	53	37	32	6					
	4%	4%	4%	1%	2%	5%	7%	5%	1%	1%	-	4%	4%	-	-	4%	3%	2%	4%	4%	3%	3%	2%	xyAB	yA	z	z	z					

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

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 2025
PUBLIC
IPSO

Table 48

Q9.6 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The scheduling of games (i.e. time and day of games, other games scheduled at the same time, and whether the game is televised)

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	1392	1024	525	579	514	311	1039	353	1215	179	1215	150	107	251	78	1042	225	1119	550	259	402	512	515	703	1129	1556	239				
Very important (4)	615	441	168	230	203	183	394	221	435	181	184	155	135	116	26	536	79	357	259	67	139	173	212	263	352	493	114				
	33%	35%	28%	34%	34%	30%	36%	28%	34%	31%	35%	32%	32%	32%	32%	33%	35%	30%	38%	25%	35%	33%	37%	38%	30%	33%	34%				
		b					r											q		s		s		x							
Fairly important (3)	773	521	249	288	257	227	461	312	554	219	211	196	171	162	33	684	89	476	297	100	154	219	249	305	468	620	142				
	41%	41%	42%	43%	43%	37%	42%	40%	43%	37%	40%	40%	41%	45%	42%	42%	42%	39%	40%	44%	37%	37%	38%	42%	43%	44%	40%	41%	42%		
				e																											
Not very important (2)	260	174	83	106	68	86	129	131	183	77	69	74	58	46	13	231	29	190	70	52	49	77	71	90	170	196	56				
	14%	14%	14%	16%	11%	14%	12%	17%	14%	13%	13%	15%	14%	13%	16%	14%	13%	16%	10%	19%	12%	15%	12%	13%	14%	13%	16%				
				d			f											r		tv											
Not at all important (1)	132	84	48	22	45	65	65	67	64	68	36	37	45	23	2	115	17	95	37	28	31	35	33	25	107	118	14				
	7%	7%	8%	3%	8%	11%	6%	9%	5%	12%	7%	8%	8%	6%	2%	7%	7%	8%	5%	10%	8%	7%	6%	4%	9%	8%	4%				
				c														r		v											
Mean	3.05	3.08	2.98	3.12	3.08	2.94	3.13	2.94	3.1	2.94	3.09	3.02	3.02	3.07	3.12	3.05	3.08	2.98	3.17	2.84	3.07	3.05	3.13	3.18	2.97	3.04	3.09				
		b		e			r		i									q			s		s		x						
NET: Important	1389	962	418	518	460	410	855	534	989	400	395	351	306	278	59	1220	169	833	556	167	293	392	461	568	820	1113	256				
	74%	76%	70%	78%	77%	67%	79%	68%	77%	68%	75%	72%	73%	77%	74%	74%	73%	70%	82%	78%	62%	75%	80%	81%	70%	74%	76%				
		b		e			r		i									q			s		s		x						
NET: Not Important	392	258	130	128	113	151	194	197	247	145	105	111	92	69	15	346	46	285	106	79	81	112	104	116	276	314	70				
	21%	20%	22%	19%	19%	25%	18%	25%	19%	25%	20%	23%	22%	19%	19%	21%	20%	24%	16%	30%	20%	22%	18%	17%	24%	21%	21%				
				w		cd		f		h								r		tv				w							
NET Difference	997	703	287	390	347	259	660	336	742	255	290	240	214	209	44	874	123	547	449	87	212	280	358	452	544	799	186				
	53%	56%	48%	59%	58%	42%	61%	43%	58%	43%	55%	49%	51%	58%	55%	53%	54%	46%	66%	33%	53%	54%	62%	60%	46%	53%	55%				
		b		e			r		i									q			s		s		x						
Don't know	91	44	47	21	22	49	39	52	46	46	25	25	21	15	5	76	15	74	18	21	28	17	11	16	75	79	11				
	5%	3%	8%	3%	4%	8%	4%	7%	4%	8%	5%	5%	5%	4%	7%	5%	7%	6%	3%	8%	7%	3%	2%	2%	6%	5%	3%				
			a			cd		f		h								r		uv					w						

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
PUBLIC
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Table 49

Q9.6 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The scheduling of games (i.e. time and day of games, other games scheduled at the same time, and whether the game is televised)

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)	Where they are a neutral fan: 0-10 (w)	Where they are a neutral fan: 11-20 (x)	Where they are a neutral fan: 21-30 (y)	Where they are a neutral fan: More than 30 (z)	None (aa)	0-1 (ab)	At least 1 (ac)	At least 2 (ad)	At least 3 (ae)				
UNWEIGHTED BASE	TOTAL	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551	1551		
WEIGHTED BASE	1872	1557	713	264	813	557	1571	120	86*	52*	1699	71*	144*	27**	778	352	233	413	987	344	154	273	479	1091	1358	1261	272									
Very important (4)	615	513	270	105	332	176	160	122	489	52	37	24	550	31	12	233	116	77	173	300	125	58	115	131	318	476	434	120								
	33%	33%	36%	40%	41%	29%	31%	24%	31%	43%	43%	46%	32%	43%	36%	45%	30%	33%	42%	30%	36%	38%	39%	27%	29%	35%	34%	44%								
Fairly important (3)	773	634	305	94	332	224	217	657	46	34	24	707	27	18	10	330	151	110	153	136	61	111	195	467	564	529	104									
	41%	41%	41%	36%	41%	41%	42%	42%	38%	39%	45%	42%	37%	52%	36%	42%	43%	47%	37%	43%	40%	39%	41%	41%	43%	42%	42%	38%								
Not very important (2)	260	217	111	43	91	80	89	225	14	11	4	236	11	2	4	117	53	25	54	138	57	19	40	64	140	152	179	37								
	14%	14%	15%	16%	11%	15%	17%	14%	12%	12%	9%	14%	16%	5%	14%	15%	15%	11%	13%	14%	17%	12%	14%	13%	13%	14%	14%	13%								
Not at all important (1)	132	110	38	12	36	53	43	122	6	1	-	124	3	-	1	62	21	15	21	73	9	12	17	52	94	77	74	8								
	7%	7%	5%	5%	4%	10%	8%	8%	5%	1%	-	7%	4%	-	4%	8%	6%	6%	5%	7%	5%	8%	6%	11%	9%	6%	6%	3%								
Mean	3.05	3.05	3.11	3.14	3.21	2.95	2.89	3.01	3.21	3.29	3.38	3.04	3.2	3.34	3.22	2.99	3.06	3.1	3.19	3.02	3.09	3.1	3.15	2.92	2.99	3.1	3.09	3.25								
NET: Important	1389	1148	576	199	664	384	339	1145	97	71	48	1257	57	30	22	563	287	186	336	728	262	119	227	325	794	1041	963	223								
	74%	74%	77%	73%	82%	70%	66%	73%	81%	82%	91%	74%	80%	89%	81%	72%	78%	79%	78%	74%	76%	77%	77%	68%	72%	77%	76%	82%								
NET: Not Important	392	328	149	56	127	134	131	347	21	12	4	360	14	2	5	179	74	40	75	211	76	31	57	115	234	269	252	45								
	21%	21%	20%	21%	18%	24%	26%	22%	17%	14%	9%	21%	20%	5%	19%	23%	21%	17%	18%	21%	22%	20%	19%	24%	21%	20%	20%	17%								
NET Difference	997	820	427	143	538	251	208	798	77	59	43	897	43	28	17	384	193	147	251	517	186	88	170	210	551	771	711	178								
	53%	53%	57%	54%	60%	46%	41%	51%	64%	69%	83%	53%	61%	84%	63%	49%	55%	63%	61%	52%	54%	57%	58%	44%	50%	57%	56%	65%								
Don't know	91	82	26	9	19	31	41	79	2	3	-	83	-	2	-	36	12	7	12	47	7	4	9	38	73	48	45	4								
	5%	5%	3%	3%	2%	6%	8%	5%	2%	4%	-	5%	-	7%	-	5%	3%	3%	3%	5%	2%	3%	3%	8%	7%	6%	6%	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

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 2025
PUBLIC
IPSO

Table 50
Q9.7 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The current success of the team(s)
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	1392	1024	525	579	504	311	1089	783	1221	459	459	429	319	258	28	1642	225	1129	650	259	400	512	575	703	1129	1506	239
Very important (4)	418	293	122	152	121	104	252	166	308	109	114	102	78	105	19	373	44	243	175	60	83	105	153	195	222	304	112
	22%	23%	20%	29%	20%	17%	23%	21%	24%	19%	22%	21%	19%	29%	24%	23%	19%	20%	26%	23%	21%	20%	26%	28%	19%	20%	33%
Fairly important (3)	701	486	209	266	203	232	415	286	499	202	203	177	146	145	30	611	91	453	249	110	173	188	199	274	428	545	142
	37%	38%	35%	40%	34%	38%	38%	37%	39%	34%	39%	36%	35%	40%	38%	37%	40%	38%	37%	41%	43%	43%	34%	39%	36%	36%	42%
Not very important (2)	440	290	147	128	168	144	258	182	294	147	131	114	115	65	16	389	51	274	167	48	64	138	157	149	291	385	48
	24%	23%	25%	19%	28%	24%	24%	23%	23%	25%	25%	23%	27%	18%	20%	24%	22%	23%	25%	18%	16%	27%	27%	21%	25%	26%	14%
Not at all important (1)	236	157	80	51	83	103	124	113	139	98	64	69	60	33	10	201	35	164	72	37	60	78	54	63	173	215	20
	13%	12%	13%	8%	14%	17%	11%	14%	11%	17%	12%	14%	14%	9%	13%	12%	15%	14%	11%	14%	15%	15%	9%	9%	15%	14%	6%
Mean	2.72	2.75	2.67	2.94	2.63	2.58	2.76	2.68	2.79	2.58	2.72	2.68	2.61	2.93	2.77	2.73	2.65	2.68	2.79	2.76	2.74	2.63	2.8	2.88	2.63	2.65	3.07
				de					i					ji					q				u	x			y
NET: Important	1119	779	331	458	325	337	667	452	807	312	316	280	224	250	50	984	135	695	424	170	257	293	351	469	650	850	254
	60%	62%	56%	69%	55%	55%	61%	58%	63%	53%	60%	58%	53%	69%	62%	60%	59%	58%	62%	64%	64%	56%	61%	67%	55%	56%	73%
NET: Not Important	677	447	227	179	251	247	382	295	433	244	195	183	175	98	26	591	86	438	239	86	124	216	210	212	464	600	68
	36%	35%	38%	27%	42%	40%	35%	38%	34%	41%	37%	38%	42%	27%	33%	36%	37%	37%	35%	32%	31%	41%	36%	30%	40%	40%	20%
NET Difference	442	332	104	279	74	89	285	157	375	67	121	97	48	152	23	393	49	258	185	84	133	76	141	257	186	249	186
	24%	26%	17%	42%	12%	15%	26%	20%	29%	11%	23%	20%	12%	42%	29%	24%	21%	22%	27%	32%	33%	15%	24%	37%	16%	17%	55%
Don't know	76	38	38	30	19	27	40	36	41	35	14	24	20	14	4	68	8	59	17	11	21	13	15	18	58	56	15
	4%	3%	6%	5%	3%	4%	4%	5%	3%	6%	3%	5%	5%	4%	5%	4%	4%	5%	3%	4%	5%	2%	3%	3%	5%	4%	4%
			a							h								f		uv				w			

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

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
PUBLIC
IPSOs

Table 51
Q9. 7 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The current success of the team(s)

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 (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	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				
UNWEIGHTED BASE	1172	1157	713	264	810	549	512	1571	120	85*	52*	1099	71*	34**	27**	778	352	233	413	987	344	154	271	479	1091	1358	1261	272				
WEIGHTED BASE	418	365	176	60	217	107	84	327	39	26	14	356	27	12	11	164	82	57	106	219	92	30	67	87	215	326	284	85				
Very important (4)	22%	23%	24%	23%	27%	19%	18%	21%	32%	31%	27%	21%	38%	35%	41%	21%	23%	25%	26%	22%	27%	20%	23%	18%	20%	24%	23%	31%				
Fairly important (3)	701	581	303	104	288	222	190	591	50	29	22	640	28	11	12	310	146	79	142	389	6	63	94	163	410	531	500	101				
	37%	37%	40%	38%	36%	40%	37%	38%	42%	33%	41%	38%	39%	32%	43%	40%	42%	34%	34%	39%	39%	41%	32%	34%	38%	38%	40%	37%				
Not very important (2)	440	356	167	67	175	132	134	374	19	22	12	417	8	6	3	175	82	56	101	224	70	36	86	127	268	304	251	53				
	24%	23%	22%	25%	22%	24%	26%	24%	16%	26%	22%	25%	11%	19%	12%	23%	23%	24%	25%	23%	20%	23%	29%	27%	25%	22%	23%	20%				
Not at all important (1)	236	192	75	25	108	68	60	216	6	9	5	225	7	1	1	96	32	37	57	116	44	21	43	8	151	161	154	26				
	13%	12%	10%	9%	13%	12%	12%	14%	5%	10%	10%	13%	9%	4%	5%	12%	9%	16%	14%	12%	13%	14%	15%	15%	14%	12%	12%	10%				
Mean	2.72	2.75	2.81	2.78	2.78	2.69	2.67	2.68	3.06	2.85	2.85	2.69	3.09	3.09	3.19	2.73	2.81	2.69	2.73	2.75	2.81	2.69	2.64	2.6	2.66	2.77	2.74	2.92				
NET: Important	1119	946	479	165	505	329	285	918	89	55	35	996	55	23	23	474	228	137	248	608	225	93	161	250	625	857	784	187				
	60%	61%	64%	62%	62%	60%	56%	58%	74%	64%	68%	77%	67%	63%	83%	61%	65%	59%	60%	62%	65%	61%	55%	52%	57%	63%	62%	69%				
NET: Not Important	677	547	241	92	283	200	194	590	25	31	17	641	14	8	5	272	114	92	159	340	114	57	128	197	419	466	445	79				
	36%	35%	32%	33%	35%	36%	38%	38%	21%	36%	32%	38%	20%	23%	17%	33%	32%	40%	38%	34%	33%	17%	44%	41%	36%	34%	35%	29%				
NET Difference	442	399	238	72	222	129	91	328	63	24	19	355	41	15	18	202	114	44	89	268	111	37	33	yAB	206	391	339	107				
	24%	26%	32%	27%	27%	23%	18%	21%	53%	28%	36%	21%	57%	44%	66%	26%	32%	19%	22%	27%	32%	24%	11%	11%	19%	29%	27%	39%				
Don't know	76	63	30	7	22	20	34	63	6	-	-	61	2	3	-	32	10	4	7	39	5	4	4	32	47	36	31	6				
	4%	4%	4%	3%	3%	4%	7%	4%	5%	-	-	4%	3%	10%	-	4%	3%	2%	2%	4%	1%	3%	1%	7%	6%	3%	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/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

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 2025
PUBLIC
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Table 52

Q9.8 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Attending specific or significant games (e.g. a cup final, title race, relegation battle, or local derby)

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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	Yes	No	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS	
		(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)	
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	1372	1214	525	637	514	311	1809	783	1218	529	525	459	413	256	28	1642	229	1112	650	229	402	512	575	702	1122	1506	237	
Very important (4)	488	358	126	236	132	120	288	199	356	132	128	129	92	119	20	443	45	274	213	70	103	122	177	225	265	365	114	
	26%	28%	21%	35%	22%	20%	26%	25%	28%	22%	24%	27%	22%	33%	25%	27%	20%	23%	31%	26%	26%	23%	31%	32%	23%	24%	34%	
	b			de					i					j		p		s		u			u	x			y	
Fairly important (3)	742	484	252	256	272	215	451	292	545	197	207	181	173	147	34	643	99	471	271	77	155	224	238	305	437	592	136	
	40%	38%	42%	38%	46%	35%	41%	37%	43%	33%	40%	37%	41%	41%	43%	39%	43%	40%	40%	29%	39%	43%	41%	44%	37%	39%	40%	
	de			de					i							q		r		s		s	s	x				
Not very important (2)	354	243	109	104	113	136	196	158	230	124	104	95	87	54	15	305	49	241	113	64	65	106	103	111	243	304	47	
	19%	19%	18%	16%	19%	22%	18%	20%	18%	21%	20%	19%	21%	15%	19%	19%	21%	20%	17%	24%	16%	20%	18%	16%	21%	20%	14%	
	f			c					h							r		t		w			w	w		A		
Not at all important (1)	192	130	62	44	50	97	105	86	96	95	66	48	40	31	6	168	24	133	59	40	49	53	40	40	151	168	22	
	10%	10%	10%	7%	8%	16%	10%	11%	8%	16%	13%	10%	10%	9%	8%	10%	10%	11%	9%	15%	12%	10%	7%	6%	13%	11%	7%	
	de			de					h							o		q		v			v	w				
Mean	2.86	2.88	2.81	3.07	2.86	2.63	2.89	2.82	2.93	2.67	2.79	2.86	2.81	3.01	2.91	2.87	2.76	2.79	2.97	2.71	2.84	2.82	2.99	3.05	2.74	2.81	3.07	
				de	e				i					j				q					stu	x		y		
NET: Important	1230	842	378	492	403	335	739	491	901	329	335	310	265	266	54	1086	144	745	485	147	258	346	415	528	703	957	250	
	66%	67%	63%	74%	68%	55%	68%	63%	70%	56%	64%	64%	63%	68%	21%	66%	63%	63%	71%	55%	64%	66%	72%	75%	60%	64%	74%	
		de		e			e		j					j				q		s		s	stu	x		y		
NET: Not Important	546	373	171	149	163	234	301	245	326	219	170	143	127	85	21	473	73	374	172	104	114	159	143	151	394	472	70	
	29%	30%	29%	22%	27%	38%	28%	31%	25%	37%	32%	29%	30%	24%	26%	29%	32%	31%	25%	39%	28%	30%	25%	22%	34%	31%	21%	
		w		c	de				h	m						r		t		uv			h	w		A		
NET Difference	685	469	207	343	240	101	438	247	575	110	165	167	138	180	33	613	71	372	313	44	144	187	272	376	308	485	181	
	37%	37%	35%	51%	40%	17%	40%	32%	45%	19%	31%	34%	33%	50%	42%	37%	31%	31%	46%	16%	36%	36%	47%	54%	26%	32%	54%	
		de		e			e		j		j		j	j				q		s		s	stu	x		y		
Don't know	96	49	47	27	28	42	49	47	54	42	20	33	28	10	4	83	13	73	23	16	29	17	17	21	75	77	17	
	5%	4%	8%	4%	5%	7%	4%	6%	4%	7%	4%	7%	7%	3%	5%	5%	6%	6%	3%	6%	7%	3%	3%	3%	6%	5%	5%	
			a			e				h			m	n				r		uv				w				

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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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Table 53

Q9.8 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Attending specific or significant games (e.g. a cup final, title race, relegation battle, or local derby)

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	85*	52*	1699	71*	34**	27**	778	352	233	413	987	344	154	273	479	1091	1358	1261	272							
Very important (4)	488	406	230	82	299	105	84	359	48	43	25	417	33	15	14	188	93	54	138	240	102	42	90	99	232	383	346	102							
	26%	26%	31%	31%	37%	19%	16%	23%	40%	50%	48%	25%	46%	43%	52%	24%	26%	23%	33%	24%	30%	27%	31%	21%	21%	28%	27%	38%							
Fairly important (3)	742	617	287	109	305	233	204	633	49	28	21	685	27	11	8	304	164	93	157	400	133	68	114	162	424	575	532	115							
	40%	40%	40%	38%	41%	38%	42%	40%	41%	33%	40%	40%	38%	32%	28%	39%	47%	40%	38%	41%	39%	44%	34%	39%	39%	42%	42%	42%							
Not very important (2)	354	291	140	50	129	107	118	314	11	13	6	332	4	7	4	143	61	50	79	181	68	27	60	112	235	232	222	32							
	19%	19%	19%	19%	16%	20%	23%	20%	10%	15%	11%	20%	5%	21%	15%	18%	17%	21%	19%	18%	20%	18%	21%	23%	22%	17%	18%	12%							
Not at all important (1)	192	160	60	16	54	78	60	178	9	1	1	181	7	-	-	98	27	27	29	114	31	14	22	54	131	121	118	15							
	10%	10%	8%	6%	7%	14%	12%	11%	7%	2%	1%	11%	10%	-	-	13%	8%	12%	7%	12%	9%	8%	8%	13%	12%	9%	9%	5%							
Mean	2.86	2.86	2.96	3	3.08	2.7	2.67	2.79	3.16	3.32	3.35	2.83	3.22	3.22	3.39	2.79	2.93	2.77	3	2.82	2.92	2.92	2.95	2.68	2.74	2.93	2.91	3.15							
NET: Important	1230	1023	517	190	604	338	288	993	97	71	46	1102	60	25	22	492	256	147	295	640	235	110	204	261	606	958	878	217							
	66%	66%	69%	69%	72%	62%	56%	63%	81%	83%	88%	65%	84%	75%	80%	63%	73%	63%	71%	65%	68%	71%	70%	60%	71%	70%	80%								
NET: Not Important	546	451	200	66	183	185	178	493	20	14	6	513	11	7	4	241	88	77	109	295	99	41	82	176	366	353	340	47							
	29%	29%	27%	23%	23%	34%	30%	31%	17%	17%	12%	30%	15%	21%	15%	31%	23%	13%	26%	30%	25%	27%	37%	37%	34%	26%	27%	17%							
NET Difference	685	572	316	125	421	153	110	500	77	57	40	590	49	18	18	251	168	70	187	345	138	69	121	85	290	606	538	170							
	37%	37%	42%	47%	52%	28%	21%	32%	64%	66%	77%	35%	69%	54%	65%	32%	48%	30%	45%	35%	39%	45%	18%	27%	45%	42%	43%	62%							
Don't know	96	83	33	8	22	26	9%	86	2	1	1	-	84	1	1	1	44	7	8	10	52	10	3	6	42	69	47	43	8						
	5%	5%	4%	3%	3%	5%	5%	5%	2%	1%	-	5%	1%	3%	4%	6%	2%	4%	2%	5%	3%	2%	9%	6%	3%	3%	3%	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/h/y/A/B
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 54

Q9.9 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The quality and excitement of games

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	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	1372	1214	525	529	514	311	1083	293	1218	159	429	410	256	208	208	1042	229	1129	550	229	402	512	515	702	1129	1506	259
	Very important (4)	666	460	204	282	186	198	388	279	486	181	186	178	132	136	33	590	76	403	263	97	139	187	213	284	382	509	150
	36%	36%	34%	42%	31%	32%	36%	36%	38%	31%	35%	37%	32%	38%	42%	36%	33%	34%	39%	37%	35%	36%	37%	41%	33%	34%	44%	
				de					i									q						x		y		
Fairly important (3)	817	545	264	271	266	280	503	314	561	256	233	210	192	155	27	721	96	505	332	99	171	155	227	274	259	518	682	122
	44%	43%	44%	41%	45%	46%	46%	40%	44%	43%	44%	43%	46%	43%	34%	44%	42%	42%	46%	37%	43%	44%	47%	47%	43%	44%	45%	36%
							R																S			A		
Not very important (2)	196	138	60	69	82	46	111	86	135	61	56	49	46	35	10	168	28	132	64	29	37	66	55	84	113	154	37	
	10%	11%	10%	10%	14%	7%	10%	11%	11%	10%	11%	10%	11%	10%	13%	10%	12%	11%	9%	11%	9%	13%	10%	12%	10%	10%	11%	
					e																							
Not at all important (1)	112	80	32	20	36	55	50	62	52	60	34	25	25	22	6	95	16	87	25	25	33	27	21	18	94	101	10	
	6%	6%	5%	3%	6%	9%	5%	8%	4%	10%	6%	5%	6%	6%	7%	6%	7%	7%	4%	9%	8%	5%	4%	3%	8%	7%	3%	
					c		F									f		r		u	v			w		A		
Mean	3.14	3.13	3.14	3.27	3.06	3.07	3.17	3.09	3.2	3	3.12	3.17	3.09	3.16	3.16	3.15	3.07	3.09	3.22	3.08	3.09	3.13	3.21	3.24	3.07	3.11	3.29	
				de					i									q						x		y		
NET: Important	1483	1005	468	553	452	478	891	592	1047	436	419	388	325	291	60	1311	172	909	575	196	310	415	486	583	900	1190	271	
	79%	79%	79%	81%	76%	78%	82%	76%	82%	74%	80%	80%	77%	81%	76%	80%	75%	76%	85%	74%	77%	79%	84%	83%	77%	79%	81%	
				g			R											q					stu	x				
NET: Not Important	308	215	91	89	118	101	161	147	187	121	89	74	71	58	16	263	45	219	89	53	70	93	76	102	206	255	47	
	16%	17%	15%	13%	20%	17%	15%	19%	15%	20%	17%	15%	17%	16%	20%	16%	19%	18%	13%	20%	18%	18%	13%	15%	18%	17%	14%	
					c		F									f		r		v			stu	x				
NET Difference	1175	790	377	464	334	377	730	445	859	316	330	314	254	233	44	1048	127	690	485	143	240	322	410	481	694	935	224	
	63%	62%	63%	66%	56%	62%	67%	57%	67%	54%	63%	64%	61%	65%	56%	64%	55%	58%	61%	71%	60%	62%	71%	69%	59%	62%	67%	
				de			R									g		q					stu	x				
Don't know	81	44	36	25	25	31	37	44	47	33	17	24	24	12	3	68	13	64	16	17	21	15	14	15	65	61	18	
	4%	3%	6%	4%	4%	5%	3%	6%	4%	6%	3%	5%	6%	3%	4%	4%	6%	5%	2%	6%	5%	3%	2%	2%	6%	4%	5%	
				a					f									f		uv	y			w				

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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
PUBLIC
IPSO5

Table 55
Q9.9 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - The quality and excitement of games
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	731	264	810	549	512	1571	120	85*	52*	1699	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272						
Very important (4)	666	581	274	83	348	157	161	541	50	38	23	801	31	9	14	268	119	82	175	351	142	51	99	135	342	526	479	129						
	37%	36%	34%	31%	43%	29%	31%	34%	42%	44%	43%	35%	43%	26%	50%	34%	34%	35%	42%	36%	41%	33%	34%	28%	31%	39%	38%	47%						
Fairly important (3)	817	659	349	118	310	283	223	693	55	33	21	750	25	19	11	347	172	103	166	431	149	69	135	221	497	581	543	102						
	44%	42%	46%	45%	38%	52%	44%	44%	46%	39%	40%	44%	35%	55%	39%	45%	49%	44%	40%	44%	43%	45%	46%	46%	46%	43%	43%	38%						
Not very important (2)	196	149	74	50	94	50	52	160	11	13	7	173	9	6	1	80	37	26	39	110	31	19	29	48	117	144	140	25						
	10%	10%	10%		12%	9%	10%	10%	9%	15%	12%	10%	13%	18%	4%	10%	10%	11%	9%	11%	9%	12%	10%	10%	10%	11%	11%	9%						
Not at all important (1)	112	96	28	8	44	36	32	104	3	2	2	106	4	-	2	49	13	18	25	52	17	10	25	34	72	74	69	13						
	6%	6%	4%	3%	5%	7%	6%	7%	3%	2%	4%	6%	6%	-	7%	6%	4%	8%	6%	5%	5%	7%	8%	7%	7%	5%	5%	5%						
Mean	3.14	3.16	3.2	3.07	3.21	3.07	3.1	3.12	3.28	3.24	3.23	3.13	3.18	3.08	3.33	3.12	3.16	3.09	3.21	3.14	3.22	3.08	3.07	3.04	3.08	3.18	3.16	3.29						
NET: Important	1483	1240	622	201	658	440	385	1234	106	71	44	1351	16	28	24	614	291	185	341	782	290	121	235	356	839	1107	1022	231						
	79%	80%	83%	70%	81%	80%	75%	79%	88%	82%	83%	79%	78%	82%	89%	79%	83%	79%	82%	79%	84%	78%	80%	74%	77%	82%	81%	85%						
NET: Not important	308	245	102	58	138	86	84	264	14	15	9	278	14	6	3	129	50	44	65	162	48	29	53	82	189	218	209	38						
	16%	16%	14%	22%	17%	16%	16%	17%	12%	18%	17%	18%	19%	18%	11%	17%	14%	19%	16%	14%	19%	18%	17%	17%	17%	16%	17%	14%						
NET Difference	1175	995	520	144	520	355	300	970	92	16	35	1072	42	21	21	485	241	141	276	620	242	92	181	274	651	889	813	193						
	63%	64%	69%	54%	64%	65%	59%	62%	77%	65%	67%	63%	59%	63%	78%	62%	69%	60%	67%	63%	70%	60%	62%	57%	60%	65%	64%	73%						
Don't know	81	72	26	5	14	23	44	73	-	-	-	70	2	-	-	34	11	4	8	43	6	4	5	42	63	33	30	3						
	4%	5%	3%	2%	2%	4%	8%	3%	-	-	-	4%	3%	-	-	4%	3%	2%	4%	4%	2%	3%	2%	9%	6%	2%	2%	1%						

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/h/y/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table S6

Q9. 10 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Watching specific player(s) play

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	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	912	455	529	504	311	1039	353	1211	189	125	129	113	228	28	1642	225	1119	650	259	400	512	576	702	1129	1506	237
	Very important (4)	319	217	96	181	84	54	203	116	255	64	73	78	61	97	10	287	31	166	153	50	59	77	126	174	145	224	90
	17%	17%	16%	27%	14%	9%	19%	15%	20%	11%	14%	16%	15%	27%	13%	17%	14%	14%	22%	19%	15%	15%	22%	25%	12%	15%	27%	
			de	e					i					jk				q						u	x		y	
Fairly important (3)	605	418	182	241	189	260	195	345	260	531	229	186	148	117	124	29	531	74	382	223	85	139	167	178	233	372	463	134
	32%	33%	31%	36%	32%	29%	32%	33%	33%	33%	30%	35%	30%	28%	34%	36%	32%	32%	33%	32%	35%	32%	31%	33%	33%	32%	31%	40%
Not very important (2)	552	370	180	152	182	217	317	235	349	203	169	149	130	85	19	483	69	380	172	81	113	167	160	189	363	462	78	
	29%	29%	30%	23%	31%	36%	29%	30%	27%	34%	34%	32%	31%	24%	25%	29%	30%	32%	25%	30%	28%	32%	28%	27%	31%	31%	23%	
Not at all important (1)	320	222	97	66	114	139	189	131	204	115	85	85	93	43	13	274	45	208	111	39	76	98	94	85	235	297	21	
	17%	18%	16%	10%	19%	23%	17%	17%	16%	20%	16%	18%	22%	12%	16%	17%	20%	17%	16%	15%	19%	19%	16%	12%	20%	20%	6%	
Mean	2.51	2.51	2.5	2.84	2.42	2.25	2.53	2.49	2.59	2.34	2.48	2.47	2.36	2.79	2.52	2.53	2.42	2.45	2.63	2.57	2.47	2.44	2.6	2.73	2.38	2.42	2.91	
				de	e				i				jk					q					u	x		y		
NET: Important	924	635	278	422	272	229	548	376	682	242	259	226	178	221	39	819	106	548	376	185	197	244	305	407	517	687	224	
	49%	50%	47%	61%	46%	38%	50%	48%	53%	41%	49%	46%	43%	50%		46%	46%	46%	55%	50%	49%	47%	53%	58%	44%	46%	66%	
			de	e					i				jk					q					u	x		y		
NET: Not Important	871	593	277	218	296	357	505	366	553	318	253	235	223	128	32	757	114	588	283	120	188	266	253	274	597	759	99	
	47%	47%	47%	33%	50%	58%	46%	47%	43%	54%	48%	48%	53%	35%	41%	46%	50%	49%	42%	45%	47%	51%	44%	39%	51%	50%	29%	
				cd	e				m	b								r						w		z		
NET Difference	53	42	1	204	-24	-127	43	10	128	-75	6	-9	-44	93	7	61	-9	-40	93	15	9	-22	51	133	-80	-72	125	
	3%	3%	+	31%	-4%	-21%	4%	1%	10%	-13%	1%	-2%	-11%	26%	9%	4%	-4%	-3%	14%	5%	2%	-4%	9%	19%	-7%	-5%	37%	
		b		de	e	cd	e		h		m	m	m	kn	i	p	q	r	q	t	v	w	x	y	z			
Don't know	76	37	40	26	25	25	35	41	46	30	13	26	18	12	8	67	10	56	20	12	16	13	18	19	58	61	14	
	4%	3%		4%	4%	4%	3%		4%	5%	2%	5%	4%	3%	10%	4%	4%	5%	3%	4%	4%	2%	3%	3%	4%	4%	4%	
			a					f				i		jm										w				

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

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
PUBLIC
IPSOs

Table 57
Q9.10 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Watching specific player(s) play
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	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										
UNWEIGHTED BASE	1872	1557	713	264	810	549	512	1571	120	85*	52*	1099	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272										
WEIGHTED BASE	1172	988	489	164	584	389	365	988	71	42	20	1265	28	11	9	133	59	39	77	168	65	29	48	55	136	260	231	68										
Very important (4)	319	288	149	48	184	69	65	239	31	29	12	265	28	11	9	133	59	39	77	168	65	29	48	55	136	260	231	68										
17%	18%	20%	18%	23%	13%	13%	15%	26%	33%	24%	16%	40%	34%	33%	17%	17%	17%	19%	17%	19%	19%	16%	11%	19%	18%	18%	25%											
Fairly important (3)	605	510	260	88	270	183	153	503	53	21	17	553	26	8	8	250	127	69	142	336	123	46	83	142	346	454	421	96										
32%	33%	35%	33%	33%	33%	33%	30%	32%	44%	24%	33%	33%	36%	24%	28%	32%	36%	30%	34%	34%	36%	30%	28%	30%	32%	33%	33%	35%										
Not very important (2)	552	451	201	76	210	187	155	468	26	29	14	510	11	12	7	212	110	79	122	271	108	49	99	134	333	409	381	75										
29%	29%	27%	29%	26%	26%	34%	30%	30%	21%	34%	26%	30%	15%	36%	25%	27%	31%	34%	30%	27%	31%	32%	34%	28%	31%	30%	30%	28%										
Not at all important (1)	320	244	112	46	130	93	97	292	9	8	9	306	6	*	4	150	51	38	63	174	41	27	05	116	228	199	195	25										
17%	16%	15%	18%	16%	17%	17%	19%	19%	7%	9%	17%	9%	18%	9%	15%	19%	15%	16%	15%	18%	12%	17%	20%	24%	21%	15%	15%	9%										
Mean	2.51	2.56	2.62	2.53	2.64	2.43	2.4	2.46	2.91	2.82	2.64	2.48	3.07	2.95	2.79	2.49	2.56	2.48	2.58	2.53	2.63	2.51	2.41	2.3	2.17	2.59	2.56	2.78										
NET: Important	924	798	410	136	454	252	217	742	84	50	30	818	54	19	17	383	187	108	220	504	188	75	130	197	482	714	652	165										
49%	51%	53%	52%	56%	56%	46%	42%	47%	70%	57%	57%	48%	75%	57%	61%	49%	53%	46%	51%	51%	55%	45%	43%	44%	44%	53%	52%	60%										
NET: Not important	871	695	313	122	340	280	252	760	34	37	22	816	17	12	11	362	161	117	185	445	149	75	158	251	560	608	576	101										
47%	45%	42%	46%	42%	51%	49%	43%	48%	43%	43%	43%	48%	24%	37%	39%	47%	46%	50%	45%	45%	43%	48%	52%	51%	51%	45%	46%	37%										
NET Difference	53	103	97	14	115	-28	-34	-18	50	-13	8	2	37	7	6	21	25	-9	34	60	39	+	-	-54	-79	106	76	64										
3%	7%	13%	5%	14%	-5%	-7%	-1%	42%	15%	14%	+	51%	21%	21%	ou	7%	-4%	8%	6%	0%	+	-	-54	-79	106	76	64											
Don't know	76	64	28	6	16	18	43	69	1	-	-	65	1	2	-	33	4	8	9	38	7	3	4	32	49	37	33	7										
4%	4%	4%	2%	2%	3%	8%	6%	4%	1%	-	-	4%	1%	6%	-	4%	1%	3%	2%	4%	2%	1%	1%	7%	6%	3%	3%	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/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table S8
Q9. 11 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Feeling of loyalty towards the club and wanting to support the club
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	1372	1204	525	579	514	311	1089	783	1231	459	439	419	419	256	78	1642	229	1129	550	229	402	512	515	705	1129	1506	239	
Very important (4)	669	483	181	253	193	222	386	282	452	216	188	193	137	121	30	584	85	419	250	103	133	176	218	251	417	537	118	
	36%	38%	30%	38%	32%	36%	36%	36%	35%	37%	36%	40%	33%	33%	37%	36%	37%	35%	37%	39%	33%	34%	38%	36%	36%	36%	36%	35%
Fairly important (3)	818	539	273	383	290	246	498	320	587	231	243	183	182	172	39	720	98	512	306	98	179	235	263	337	482	656	152	
	44%	43%	46%	42%	49%	40%	46%	41%	46%	39%	46%	38%	43%	48%	49%	44%	43%	43%	45%	37%	45%	45%	46%	48%	41%	44%	45%	45%
Not very important (2)	193	127	66	90	52	52	115	78	145	22	12%	11%	8%	9%	12%	10%	9%	10%	11%	11%	12%	12%	9%	10%	10%	10%	13%	
	10%	10%	11%	11%	9%	8%	11%	10%	11%	8%	9%	11%	12%	11%	3%	10%	9%	10%	11%	11%	12%	12%	9%	10%	10%	10%	13%	
Not at all important (1)	118	78	41	22	37	60	56	62	61	58	37	29	27	19	6	104	14	87	32	23	27	38	27	24	95	109	8	
	6%	6%	7%	3%	6%	10%	5%	8%	5%	10%	7%	6%	7%	5%	7%	6%	6%	7%	5%	8%	7%	7%	5%	3%	8%	7%	7%	2%
Mean	3.13	3.16	3.06	3.19	3.12	3.09	3.15	3.11	3.15	3.09	3.13	3.18	3.08	3.12	3.21	3.13	3.16	3.11	3.17	3.11	3.09	3.08	3.19	3.19	3.19	3.1	3.12	3.18
NET: Important	1487	1022	454	536	483	468	885	602	1039	447	431	376	319	293	68	1304	183	931	556	201	312	411	481	588	899	1193	270	
	79%	81%	76%	80%	81%	77%	81%	77%	81%	76%	82%	77%	76%	81%	86%	79%	80%	78%	82%	75%	78%	79%	83%	84%	77%	79%	80%	80%
NET: Not Important	312	204	107	111	89	111	172	140	206	106	85	82	78	60	8	276	36	204	108	52	73	99	81	95	217	259	51	
	17%	16%	18%	17%	15%	18%	16%	18%	16%	18%	16%	17%	19%	16%	10%	17%	16%	17%	16%	19%	18%	17%	14%	14%	18%	17%	15%	15%
NET Difference	1175	818	347	425	394	356	713	462	833	341	346	294	241	234	60	1028	147	728	447	149	238	312	400	493	682	935	219	
	63%	65%	58%	64%	66%	58%	65%	59%	65%	58%	66%	60%	57%	65%	76%	63%	64%	61%	66%	56%	59%	60%	69%	70%	58%	62%	65%	65%
Don't know	73	38	35	19	22	31	32	41	36	37	10	29	23	9	3	62	11	57	16	14	16	12	14	16	57	54	16	
	4%	3%	6%	3%	4%	5%	3%	5%	3%	6%	2%	6%	5%	2%	3%	4%	5%	5%	2%	5%	4%	2%	3%	2%	5%	4%	5%	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
PUBLIC
IPSOs

Table 59
Q9.11 - How important, if at all, are the following factors in determining the number of football matches you attend in person in a typical season? - Feeling of loyalty towards the club and wanting to support the club

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	1122	1137	731	264	515	312	1574	1212	1574	1212	52	1099	71	145	27	726	352	233	433	997	344	154	271	470	1091	1353	1261	272				
Very important: (4)	669	545	290	102	419	151	99	521	46	36	15	602	26	15	16	230	113	95	214	299	144	61	139	149	357	513	468	128				
	36%	35%	37%	38%	52%	27%	19%	33%	39%	59%	68%	35%	36%	44%	59%	30%	32%	41%	52%	30%	42%	40%	48%	31%	33%	38%	37%	47%				
					ef	f				gh	gh	k						opq		opq	os	os	os			wx	wx	wxyA				
Fairly important: (3)	818	681	336	123	297	268	253	694	65	31	14	743	36	13	8	364	179	96	142	471	142	65	107	209	479	597	552	121				
	44%	44%	45%	47%	37%	49%	49%	44%	54%	36%	28%	44%	50%	39%	29%	47%	51%	41%	34%	48%	41%	42%	37%	44%	44%	44%	44%	44%				
Not very important: (2)	193	161	79	22	48	65	79	173	9	4	1	176	5	6	3	96	37	23	27	110	34	17	25	48	123	139	135	14				
	10%	10%	11%	8%	6%	12%	15%	11%	7%	4%	2%	10%	7%	17%	12%	12%	11%	10%	6%	11%	10%	11%	8%	10%	11%	10%	11%	5%				
					d	d	d	k								r			r	r				B	B	B	B					
Not at all important: (1)	118	105	32	12	32	44	43	117	-	1	1	113	4	-	-	58	14	14	20	68	19	7	15	40	82	77	76	5				
	6%	7%	4%	5%	4%	8%	8%	7%	-	1%	2%	7%	5%	-	-	7%	4%	6%	5%	7%	5%	5%	5%	8%	7%	6%	6%	2%				
					d	d	d	h				B	h			D			D	D	D	D	D	B	VB	B	B					
Mean	3.13	3.12	3.19	3.22	3.39	2.99	2.86	3.08	3.31	3.53	3.62	3.12	3.19	3.27	3.46	3.02	3.14	3.19	3.36	3.06	3.22	3.2	3.29	3.05	3.07	3.17	3.15	3.39				
			a		ef	f			gk	gh	gh	k						os	opq		os	D	opq			wxA	x	wxyA				
NET: Important	1487	1226	616	225	716	419	352	1216	111	82	50	1345	62	28	24	594	292	190	356	770	286	126	246	358	836	1109	1020	248				
	79%	79%	82%	85%	88%	76%	69%	77%	93%	95%	96%	79%	86%	83%	88%	76%	83%	82%	86%	78%	83%	82%	84%	75%	77%	82%	81%	91%				
			a	a	ef	f			gk	gh	gh	k						os	os	D		os	os			wxA	wx	wxyA				
NET: Not Important	312	266	111	34	80	109	122	290	9	4	2	289	9	6	3	154	52	38	47	178	52	24	40	88	205	216	211	19				
	17%	17%	15%	13%	10%	20%	24%	18%	7%	5%	4%	17%	12%	17%	12%	20%	15%	16%	11%	18%	15%	16%	14%	18%	19%	16%	17%	7%				
			d		d	d	h					h				D			r				B	VB	B	B						
NET Difference	1175	960	504	191	636	310	230	926	102	78	48	1056	53	22	21	440	240	152	309	592	233	102	206	270	631	893	809	229				
	63%	62%	67%	72%	79%	56%	45%	59%	86%	90%	92%	62%	74%	67%	76%	57%	68%	65%	75%	60%	68%	66%	70%	56%	58%	66%	64%	84%				
		a	a	a	ef	f			gh	gh	gh	k				os	os	D	opq	D	os	os	os			wxA	wx	wxyA				
Don't know	73	65	24	5	14	21	39	66	-	-	-	65	1	-	-	30	9	5	10	38	6	4	6	33	49	33	30	5				
	4%	4%	3%	2%	2%	4%	8%	4%	-	-	-	4%	1%	-	-	4%	2%	2%	3%	4%	2%	2%	2%	3%	7%	5%	2%	2%	2%			
					d	d	h					h											xyAB	yA								

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

Table 60

Q10_Summary - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season?

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

	The price of subscription (s) required	The number of subscriptions required	Being able to watch with friends or family (e.g. at home or at the pub)	The scheduling of games (i.e. time and day of games and other games scheduled at the same time)	Current success of the team (s)	Watching specific or significant games (e.g. a cup final, title race, relegation battle, or local derby)	The quality and excitement of games	Watching specific player (s) play	Feeling of loyalty towards club or wanting to support club
UNWEIGHTED BASE	1904	1904	1904	1904	1904	1904	1904	1904	1904
WEIGHTED BASE	1872	1872	1872	1872	1872	1872	1872	1872	1872
Very important (4)	784	646	490	586	449	653	659	380	638
	42%	35%	26%	31%	24%	35%	35%	20%	34%
Fairly important (3)	664	708	774	883	710	885	935	597	829
	35%	38%	41%	47%	38%	47%	50%	32%	44%
Not very important (2)	251	290	367	280	472	240	195	544	289
	13%	15%	20%	15%	25%	13%	10%	29%	15%
Not at all important (1)	96	142	205	90	192	60	57	300	85
	5%	8%	11%	5%	10%	3%	3%	16%	5%
Mean	3.19	3.04	2.84	3.07	2.78	3.16	3.19	2.58	3.1
NET: Important	1448	1354	1265	1469	1160	1538	1594	977	1467
	77%	72%	68%	79%	62%	82%	85%	52%	78%
NET: Not Important	347	432	572	370	664	299	252	844	374
	19%	23%	31%	20%	35%	16%	13%	45%	20%
NET Difference	1102	922	693	1099	496	1239	1342	133	1093
	59%	49%	37%	59%	26%	66%	72%	7%	58%
Don't know	76	86	35	32	48	34	26	50	30
	4%	5%	2%	2%	3%	2%	1%	3%	2%

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

Table 61
Q10_1 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The price of subscription(s) required
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 - £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	1689	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1322	1204	525	659	594	511	1089	783	1228	459	525	457	419	256	78	1642	229	819	950	229	400	512	515	700	1122	1506	259
Very important (4)	784 42%	546 43%	233 39%	257 39%	268 45%	260 43%	469 43%	315 40%	544 42%	241 41%	221 42%	206 42%	193 46%	129 36%	35 44%	689 42%	95 42%	481 40%	304 45%	100 38%	162 40%	234 45%	244 42%	287 41%	486 42%	637 42%	133 40%
Fairly important (3)	664 35%	446 35%	216 36%	260 39%	216 36%	188 31%	389 36%	275 35%	489 38%	175 30%	187 36%	161 33%	142 34%	144 40%	30 38%	581 35%	83 36%	410 34%	254 37%	94 35%	140 35%	182 35%	212 37%	269 39%	395 34%	532 35%	126 37%
Not very important (2)	251 13%	174 14%	74 13%	111 17%	72 12%	69 11%	139 13%	112 14%	173 14%	78 13%	57 11%	70 14%	50 12%	66 18%	8 10%	228 14%	24 10%	172 14%	79 12%	34 13%	50 13%	70 13%	88 15%	112 16%	139 12%	195 13%	51 15%
Not at all important (1)	96 5%	62 5%	33 6%	21 3%	21 3%	54 9%	47 4%	48 6%	43 3%	53 9%	39 7%	23 5%	19 4%	14 4%	1 1%	80 5%	16 7%	71 6%	24 4%	20 7%	30 7%	22 4%	20 3%	17 2%	78 7%	81 5%	12 4%
Mean	3.19	3.2	3.17	3.16	3.27	3.15	3.23	3.14	3.23	3.11	3.17	3.2	3.26	3.1	3.34	3.19	3.19	3.15	3.27	3.11	3.14	3.23	3.21	3.2	3.18	3.19	3.18
NET: Important	1448 77%	991 78%	449 75%	517 78%	483 81%	448 73%	859 79%	590 75%	1033 81%	416 70%	408 78%	367 75%	336 80%	273 75%	65 81%	1270 77%	179 78%	891 75%	558 82%	194 73%	336 75%	416 80%	456 79%	556 79%	892 76%	1168 78%	239 77%
NET: Not Important	347 19%	236 19%	108 18%	132 20%	92 16%	122 20%	186 17%	160 20%	216 17%	131 22%	96 18%	93 19%	68 16%	80 22%	9 11%	308 19%	39 17%	244 20%	103 15%	53 20%	80 20%	93 18%	108 19%	129 18%	217 19%	276 18%	64 19%
NET Difference	1102 59%	755 60%	342 57%	385 58%	391 66%	326 53%	672 62%	429 55%	817 64%	285 48%	312 59%	274 56%	267 64%	192 53%	56 70%	962 59%	139 61%	647 54%	455 67%	141 53%	222 55%	323 62%	348 60%	427 61%	675 58%	892 59%	195 58%
Don't know	76 4%	37 3%	38 6%	17 3%	19 3%	41 7%	43 4%	33 4%	32 3%	44 7%	20 4%	26 5%	15 4%	8 2%	6 8%	65 4%	12 5%	57 5%	19 3%	19 7%	19 5%	13 3%	12 2%	14 2%	62 5%	62 4%	15 4%

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
PUBLIC
IPSOS

Table 62
Q10.1 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The price of subscription(s) required
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 (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	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							
UNWEIGHTED BASE	1872	1557	733	264	810	549	512	1571	120	86*	52*	1699	71*	84**	27**	778	352	233	413	987	344	154	273	479	1091	1358	1261	272							
WEIGHTED BASE	1874	655	319	101	375	207	202	658	47	42	30	714	30	16	16	324	135	99	194	398	157	62	133	210	479	568	525	124							
Very important (4)	42%	42%	42%	38%	46%	38%	39%	42%	39%	49%	58%	42%	42%	49%	60%	42%	38%	42%	47%	40%	46%	40%	45%	44%	44%	42%	42%	46%							
Fairly important (3)	664	552	276	93	287	214	183	559	47	23	15	609	24	9	7	290	135	77	120	358	117	67	91	146	368	505	470	91							
	35%	35%	37%	35%	33%	39%	36%	36%	39%	27%	30%	36%	33%	25%	24%	37%	38%	33%	31%	36%	34%	44%	31%	30%	34%	37%	37%	34%							
Not very important (2)	251	211	98	41	105	74	72	203	18	17	7	224	11	7	4	88	59	38	60	142	45	16	41	43	119	202	185	50							
	13%	14%	13%	15%	13%	14%	14%	13%	15%	20%	13%	13%	15%	20%	13%	11%	17%	16%	14%	14%	13%	10%	14%	9%	11%	15%	15%	18%							
Not at all important (1)	96	73	32	18	44	30	21	86	6	3	-	86	6	2	-	40	16	12	20	46	18	6	20	37	71	66	46	1							
	5%	5%	4%	7%	5%	5%	4%	5%	5%	4%	-	5%	8%	6%	-	5%	5%	5%	5%	5%	4%	7%	8%	8%	6%	4%	4%	1%							
Mean	3.19	3.2	3.22	3.1	3.23	3.14	3.18	3.19	3.15	3.21	3.45	3.19	3.11	3.17	3.48	3.21	3.13	3.17	3.24	3.17	3.23	3.23	3.18	3.21	3.21	3.19	3.18	3.25							
NET: Important	1448	1207	595	194	642	421	386	1217	94	65	46	1323	84	25	23	614	270	176	324	757	274	129	224	334	847	1073	995	215							
	77%	78%	79%	74%	79%	77%	75%	77%	78%	76%	87%	78%	75%	74%	84%	61%	79%	77%	75%	78%	77%	80%	84%	76%	74%	78%	79%	79%							
NET: Not Important	347	284	130	58	149	104	93	288	23	21	7	310	16	9	4	128	75	50	79	188	63	22	62	80	189	219	241	53							
	18%	18%	17%	22%	18%	19%	18%	18%	20%	24%	13%	18%	23%	26%	13%	16%	21%	21%	19%	19%	18%	14%	17%	17%	17%	19%	19%	19%							
NET Difference	1102	923	465	136	493	317	293	928	70	45	39	1013	37	16	19	486	195	126	245	569	212	108	182	276	657	815	753	183							
	59%	62%	62%	52%	61%	58%	57%	59%	59%	52%	75%	60%	52%	48%	71%	63%	55%	54%	59%	58%	61%	70%	55%	58%	60%	60%	60%	60%							
Don't know	78	66	25	11	19	24	34	66	2	-	-	66	1	-	1	37	8	8	10	43	8	3	7	43	55	26	25	4							
	4%	4%	3%	4%	2%	4%	7%	4%	2%	-	-	4%	1%	-	2%	5%	2%	3%	2%	4%	2%	2%	2%	9%	5%	5%	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/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
PUBLIC
IPSO

Table 63
Q10_2 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The number of subscriptions required

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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	YES	NO	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS
			(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)
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	1372	1204	525	527	554	311	1809	783	1225	459	429	410	310	256	78	1642	225	1129	550	269	402	512	515	702	1122	1506	239	
Very important (4)	646	458	181	241	207	199	398	248	448	198	176	170	154	116	38	574	72	381	265	89	130	184	210	242	403	513	117	
	35%	36%	30%	36%	35%	33%	37%	32%	35%	34%	34%	35%	37%	32%	37%	35%	31%	32%	39%	33%	32%	35%	36%	35%	34%	34%	35%	
			b				r											q										
Fairly important (3)	708	476	228	260	246	202	413	295	516	193	203	174	149	143	40	610	98	452	256	88	166	189	225	283	426	561	138	
	38%	38%	38%	39%	41%	33%	38%	38%	40%	33%	39%	36%	35%	40%	50%	37%	43%	38%	38%	33%	41%	36%	39%	40%	36%	37%	41%	
				e											ki			s										
Not very important (2)	290	192	97	113	98	79	163	127	211	79	77	70	67	71	5	259	31	185	105	39	58	84	96	126	164	228	60	
	15%	15%	16%	17%	17%	13%	15%	16%	16%	13%	15%	14%	16%	20%	7%	16%	13%	16%	15%	15%	14%	16%	17%	18%	14%	15%	18%	
														n										x				
Not at all important (1)	142	92	50	34	23	85	72	70	64	78	48	47	30	14	3	121	20	109	33	35	31	44	30	30	112	132	9	
	8%	7%	8%	5%	4%	14%	7%	9%	5%	13%	9%	10%	7%	4%	4%	7%	9%	9%	5%	13%	8%	8%	5%	4%	10%	9%	3%	
						cd			h		m	m						r		tv				w		A		
Mean	3.04	3.07	2.97	3.09	3.11	2.91	3.09	2.97	3.09	2.93	3.01	3.01	3.07	3.05	3.24	3.05	3	2.98	3.14	2.92	3.03	3.02	3.1	3.08	3.01	3.01	3.12	
				e			r		i						3.24	3.05	3	q					s					
NET: Important	1354	934	410	501	452	401	811	543	964	391	379	344	303	259	70	1184	170	833	522	177	296	373	435	525	829	1074	254	
	72%	74%	69%	75%	76%	66%	75%	69%	75%	66%	72%	71%	72%	72%	88%	72%	74%	70%	77%	66%	74%	71%	76%	75%	71%	71%	76%	
		b		e	e		r		j						klm			g					s					
NET: Not Important	432	284	147	147	121	164	235	197	275	156	125	116	97	85	8	381	51	294	137	74	88	128	126	156	276	360	69	
	23%	22%	25%	22%	20%	27%	22%	25%	21%	27%	24%	24%	23%	24%	10%	23%	22%	25%	20%	28%	22%	24%	22%	22%	24%	24%	20%	
						d			h		n	n	n	n				r										
NET Difference	922	650	262	354	331	237	576	346	688	234	254	227	206	174	61	804	119	538	384	103	208	245	309	369	553	714	186	
	49%	51%	44%	53%	56%	39%	53%	44%	54%	40%	48%	47%	49%	48%	77%	49%	52%	45%	45%	39%	52%	47%	54%	53%	47%	47%	186	
		b		e	e		r		i						klm			g		s	s	s	klm	x		y		
Don't know	86	47	38	19	21	46	43	43	42	43	21	27	19	18	2	77	8	65	21	17	17	21	15	18	67	72	14	
	5%	4%		3%	4%	8%	4%	5%	3%	7%	4%	5%	5%	5%	2%	5%	4%	5%	3%	6%	4%	4%	3%	3%	6%	5%	4%	
			a			cd				h								r		e				w				

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
PUBLIC
IPSOs

Table 64
Q10_2 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The number of subscriptions required
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 (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	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								
UNWEIGHTED BASE	1872	1557	713	214	810	549	512	1571	120	85*	52*	1099	71*	144*	29*	771	312	213	319	413	319	151	213	419	1091	1358	1213	272								
WEIGHTED BASE	1872	1557	713	214	810	549	512	1571	120	85*	52*	1099	71*	144*	29*	771	312	213	319	413	319	151	213	419	1091	1358	1213	272								
Very important (4)	646	540	254	84	309	178	158	541	45	31	20	592	21	11	13	275	106	75	159	335	119	49	116	165	380	471	432	104								
	35%	34%	32%	31%	38%	32%	31%	34%	38%	36%	39%	35%	29%	34%	48%	35%	30%	32%	39%	34%	35%	32%	39%	35%	35%	35%	34%	38%								
Fairly important (3)	708	593	307	107	294	218	196	589	51	33	19	636	40	11	7	292	147	88	156	381	136	65	97	143	391	554	523	100								
	38%	38%	41%	40%	36%	40%	38%	37%	43%	39%	36%	37%	56%	33%	26%	38%	42%	38%	38%	39%	40%	42%	33%	30%	36%	41%	41%	37%								
Not very important (2)	290	246	108	41	119	80	90	243	17	14	9	274	5	3	3	122	61	38	58	164	52	18	44	64	150	223	201	53								
	15%	16%	14%	16%	15%	15%	18%	15%	14%	16%	17%	16%	7%	10%	11%	16%	17%	16%	14%	17%	15%	12%	15%	13%	14%	16%	16%	20%								
Not at all important (1)	142	113	53	21	64	44	34	129	4	5	3	128	4	5	1	55	24	18	30	63	28	15	26	64	106	76	71	30								
	8%	7%	7%	8%	8%	8%	7%	8%	3%	6%	6%	8%	6%	16%	3%	7%	7%	8%	7%	6%	8%	10%	9%	13%	10%	6%	6%	4%								
Mean	3.04	3.05	3.05	3.01	3.08	3.02	3	3.03	3.18	3.09	3.11	3.04	3.1	2.9	3.36	3.06	2.99	3.01	3.1	3.05	3.03	3.01	3.07	2.94	3.02	3.07	3.07	3.11								
NET: Important	1354	1132	561	191	604	396	354	1180	96	64	39	1228	61	23	20	568	252	163	315	716	256	114	213	309	771	1024	954	204								
	72%	73%	75%	72%	73%	72%	69%	72%	80%	75%	75%	72%	85%	67%	74%	73%	72%	70%	76%	73%	74%	74%	73%	64%	73%	73%	76%	73%								
NET: Not Important	432	319	161	62	184	123	124	372	20	19	12	402	9	9	4	177	85	56	88	227	80	33	70	128	216	299	273	63								
	23%	23%	21%	23%	23%	22%	24%	24%	17%	23%	22%	24%	13%	26%	14%	23%	24%	24%	21%	23%	23%	21%	24%	27%	23%	22%	22%	23%								
NET Difference	922	774	400	129	420	273	230	758	76	46	28	826	51	14	17	391	167	108	227	489	175	81	143	181	515	725	682	140								
	49%	50%	53%	49%	52%	50%	49%	48%	63%	53%	53%	49%	72%	41%	61%	50%	47%	46%	55%	50%	51%	53%	49%	38%	47%	53%	54%	52%								
Don't know	86	66	28	11	22	29	34	69	3	3	1	69	1	2	3	33	14	14	14	44	8	7	10	43	64	35	34	5								
	5%	4%	4%	4%	3%	3%	7%	7%	4%	3%	4%	3%	2%	7%	12%	4%	4%	4%	3%	4%	2%	4%	4%	6%	6%	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/h/y/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
10TH - 14TH APRIL 2025
PUBLIC
IPSOS

Table 65
Q10_3 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Being able to watch with friends or family (e.g. at home or at the pub)
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	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	
	1912	1264	595	628	518	511	1809	583	1218	450	459	410	410	256	208	1642	725	1119	650	259	400	512	575	703	1122	1556	239	
	490	330	155	236	158	96	369	191	369	122	136	122	103	108	21	446	45	266	224	70	97	112	192	230	260	367	116	
	26%	26%	26%	35%	27%	16%	28%	24%	29%	21%	26%	25%	25%	30%	27%	27%	20%	22%	33%	26%	24%	22%	33%	33%	22%	24%	34%	
				de	e			p	i									q	s			tu	x			y		
Fairly important (3)	774	496	274	391	255	228	441	333	564	210	217	185	163	170	40	680	94	500	274	98	170	235	223	318	456	602	158	
	41%	39%	46%	44%	43%	37%	41%	42%	44%	36%	41%	38%	39%	47%	40	41%	41%	42%	40%	37%	42%	45%	40%	45%	39%	40%	47%	
				a				k	l					kl								s		x		y		
Not very important (2)	367	267	98	101	121	146	214	153	224	144	112	106	83	56	10	326	41	256	111	58	81	95	106	105	262	313	47	
	20%	21%	16%	15%	20%	24%	20%	20%	17%	24%	21%	22%	20%	16%	13%	20%	18%	21%	16%	22%	20%	18%	18%	15%	22%	21%	14%	
				b		c			h		m							r						w		A		
Not at all important (1)	205	132	52	34	53	129	118	86	104	101	52	60	63	22	8	160	45	142	63	34	52	68	41	36	168	197	7	
	11%	12%	9%	4%	9%	21%	11%	11%	8%	17%	10%	12%	15%	6%	11%	10%	20%	12%	9%	13%	13%	13%	7%	5%	14%	13%	2%	
					c	cd			j		n		lm							v		w				B		
Mean	2.84	2.81	2.92	3.13	2.89	2.49	2.86	2.82	2.95	2.61	2.85	2.78	2.75	3.02	2.93	2.88	2.62	2.77	2.98	2.79	2.78	2.77	3.01	3.08	2.7	2.77	3.17	
			a	de	e				i					kl		p		q				stu	x		y			
NET: Important	1265	826	429	527	413	324	741	524	933	332	353	307	266	277	61	1125	139	766	499	168	267	347	424	549	716	969	274	
	68%	65%	72%	79%	70%	53%	68%	67%	73%	56%	67%	63%	63%	77%	77%	69%	61%	64%	73%	63%	66%	67%	74%	78%	61%	64%	81%	
			a	de	e				j					kl										x		A		
NET: Not Important	572	419	151	125	173	274	332	239	327	244	164	166	145	78	18	486	86	398	174	91	132	163	148	141	430	511	54	
	31%	33%	25%	19%	29%	45%	31%	31%	26%	41%	31%	34%	35%	22%	23%	30%	37%	33%	26%	34%	33%	31%	26%	20%	37%	34%	16%	
			b		c	cd			h		m		m			o		r		v	v	w		w		C		
NET Difference	693	407	279	402	240	50	408	284	605	87	189	142	120	199	42	639	54	368	324	77	134	185	276	407	286	458	220	
	37%	32%	47%	60%	40%	8%	38%	36%	47%	15%	36%	29%	29%	55%	54%	39%	23%	31%	48%	29%	33%	35%	48%	58%	24%	30%	65%	
			a	de	e				i		kl			lm		p		q					stu	x		A		
Don't know	35	19	15	15	8	12	15	20	21	14	8	14	8	6	-	31	5	28	7	7	3	12	5	10	26	27	8	
	2%	1%	3%	2%	1%	2%	1%	3%	2%	2%	2%	3%	2%	2%	-	2%	2%	2%	1%	3%	1%	2%	1%	1%	2%	2%	3%	
																		f										

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

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
PUBLIC
IPSOs

Table 66

Q10_3 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Being able to watch with friends or family (e.g. at home or at the pub)

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	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)
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	1872	1557	751	264	830	549	512	1571	120	86**	53**	1699	71**	84**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272				
Very important (4)	490	432	217	78	259	102	129	397	40	28	16	427	30	12	13	209	98	46	124	274	95	38	74	101	251	384	337	107				
	26%	28%	29%	30%	32%	19%	25%	25%	34%	32%	30%	25%	43%	36%	25%	27%	28%	20%	30%	28%	25%	25%	21%	23%	28%	27%	39%	39%				
					df		e	ek		ek		ek				q	q		q	q	q				waA	wx	wxyA					
Fairly important (3)	774	657	299	100	314	238	222	653	55	30	22	711	28	13	8	328	151	114	149	413	148	70	109	173	430	588	524	106				
	41%	42%	40%	38%	39%	43%	43%	42%	46%	35%	42%	42%	39%	38%	28%	42%	43%	49%	36%	42%	43%	45%	37%	36%	39%	43%	44%	39%				
Not very important (2)	367	283	149	48	142	127	98	307	18	21	12	334	10	9	6	145	62	52	89	178	68	32	67	112	234	246	234	40				
	20%	18%	20%	18%	17%	23%	19%	20%	15%	24%	22%	20%	13%	25%	23%	19%	18%	22%	21%	18%	20%	21%	23%	23%	21%	18%	19%	15%				
					d																			yaB	yaB							
Not at all important (1)	205	156	75	32	86	73	46	191	5	5	3	199	3	*	1	80	35	20	50	105	30	14	42	76	153	127	124	20				
	11%	10%	10%	12%	11%	13%	9%	12%	4%	6%	5%	12%	4%	1%	2%	10%	10%	9%	12%	11%	9%	9%	14%	16%	14%	9%	10%	7%				
					f			hl				hl												yaB	yaB							
Mean	2.84	2.89	2.89	2.87	2.93	2.68	2.88	2.81	3.11	2.97	2.97	2.82	3.22	3.08	3.18	2.87	2.9	2.8	2.84	2.88	2.9	2.86	2.74	2.85	2.73	2.91	2.88	3.1				
					e		e	ek		ek		ek				v	v		v	v	v	v		w	wxA	wx	wxyA					
NET: Important	1265	1089	516	178	574	340	351	1050	96	58	38	1139	59	25	20	537	249	160	273	686	243	108	183	274	681	973	891	213				
	68%	70%	69%	67%	71%	62%	68%	67%	80%	67%	67%	82%	67%	73%	74%	69%	71%	69%	66%	70%	71%	70%	62%	62%	62%	72%	71%	78%				
					e		e	pk		pk		pk				v	v		v	v	v		w	wxA	wx	wxyA						
NET: Not Important	572	439	225	79	227	200	144	498	23	26	14	533	12	9	7	226	98	72	139	282	98	46	109	189	387	374	338	60				
	31%	28%	30%	28%	28%	30%	28%	32%	31%	30%	11%	17%				28%	28%	31%	34%	29%	28%	30%	17%	39%	36%	28%	28%	22%				
					df		hl	hl		hl		hl				opst			opst				xyAB	yaB	B	yB						
NET Difference	693	650	291	99	347	140	207	552	73	32	23	605	46	16	13	311	152	88	135	404	145	62	74	85	254	399	333	133				
	37%	42%	39%	37%	43%	26%	40%	35%	61%	37%	45%	36%	65%	47%	49%	40%	43%	38%	33%	41%	42%	40%	25%	18%	27%	44%	42%	56%				
					e		e	ek		ek		ek				rv	rv	v	v	rv	rv	v		w	wxA	wx	wxyA					
Don't know	35	29	10	7	9	9	18	23	1	3	-	27	1	-	-	35	5	1	2	18	3	-	1	17	22	12	12	-				
	2%	2%	1%	2%	1%	2%	1%	1%	1%	3%	-	2%	1%	-	-	2%	1%	*	*	2%	1%	-	*	4%	2%	1%	1%	-				
					d											r			r				xyAB	yaB								

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 67
Q10.4 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The scheduling of games (i.e. time and day of games and other games scheduled at the same time)
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	224	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1932	1264	625	730	659	511	1089	783	1251	680	629	629	413	256	228	1642	290	1119	810	259	400	512	515	702	1122	1506	239
Very important (4)	586	409	173	225	197	164	368	148	431	155	184	148	125	105	23	515	71	328	258	76	123	163	200	246	340	459	119
31%	31%	32%	29%	34%	33%	27%	34%	28%	34%	26%	35%	31%	30%	29%	29%	31%	31%	28%	38%	28%	31%	31%	35%	35%	29%	30%	35%
				e	e		R		i		g							q						x			
Fairly important (3)	883	579	299	305	287	291	513	371	613	270	249	216	199	179	40	780	104	580	303	114	190	251	277	330	554	721	150
47%	47%	46%	50%	46%	48%	48%	47%	47%	48%	46%	47%	44%	48%	50%	50%	47%	45%	49%	45%	43%	47%	48%	48%	47%	47%	48%	45%
Not very important (2)	280	201	78	95	84	100	147	133	170	109	70	85	60	53	12	244	36	192	88	50	64	76	74	92	187	222	51
15%	15%	16%	13%	14%	14%	16%	13%	13%	13%	19%	13%	18%	14%	15%	15%	13%	16%	16%	13%	15%	16%	14%	13%	13%	16%	15%	15%
																		v									
Not at all important (1)	90	63	27	25	18	47	46	45	51	39	16	27	26	17	5	74	16	67	23	22	21	23	21	25	65	79	11
5%	5%	5%	5%	4%	3%	8%	4%	6%	4%	7%	3%	5%	6%	5%	6%	5%	4%	6%	3%	6%	5%	4%	4%	4%	6%	5%	3%
				cd					h		i							r		v							
Mean	3.07	3.07	3.07	3.12	3.13	2.95	3.12	2.99	3.13	2.94	3.16	3.02	3.03	3.05	3.02	3.08	3.01	3	3.18	2.93	3.04	3.08	3.15	3.15	3.02	3.05	3.14
				e	e		e		i		h							o					s	s			
NET: Important	1469	987	472	530	484	455	881	589	1044	425	433	365	325	284	63	1295	174	908	562	190	313	414	477	576	894	1179	269
79%	79%	78%	79%	79%	81%	75%	81%	75%	81%	72%	82%	75%	77%	79%	79%	79%	76%	76%	83%	71%	78%	79%	83%	82%	76%	78%	80%
				e	e		R		j		k							q					s	x			
NET: Not Important	370	264	105	120	102	148	192	178	221	149	86	112	86	70	17	318	52	259	111	71	85	99	95	117	253	302	61
20%	20%	21%	18%	18%	17%	24%	18%	23%	17%	25%	16%	23%	20%	19%	21%	19%	23%	22%	16%	27%	21%	19%	17%	17%	22%	20%	18%
						cd	f		h		j							r		uv			w				
NET Difference	1099	724	367	410	382	308	688	411	822	277	347	253	239	215	46	977	122	649	450	119	228	315	382	458	641	878	208
59%	59%	57%	62%	61%	64%	50%	63%	52%	64%	47%	66%	52%	57%	59%	58%	60%	53%	54%	66%	44%	57%	60%	66%	65%	55%	58%	62%
				e	e		e		i		k							q		r	s	s	te	x			
Don't know	32	13	18	17	8	8	15	17	16	16	6	10	9	8	-	29	3	25	7	6	3	9	4	7	26	25	6
2%	2%	1%	3%	2%	1%	1%	1%	2%	1%	3%	1%	2%	2%	2%	-	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%
			a						h									z									

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
Overlay 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
PUBLIC
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Table 68
Q10. 4 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The scheduling of games (i.e. time and day of games and other games scheduled at the same time)
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	1057	525	214	610	450	512	1574	170	85	45	1574	169	71	14	778	352	213	411	987	341	154	251	459	1091	1353	1261	272										
Very important (4)	586	546	250	90	315	146	125	472	49	33	18	500	32	16	30	227	109	63	172	298	115	54	103	154	318	447	406	115										
31%		32%	33%	34%	39%	27%	24%	30%	41%	39%	35%	31%	45%	46%	36%	29%	31%	27%	42%	30%	34%	35%	35%	28%	29%	33%	32%	42%										
Fairly important (3)	883	737	352	127	346	281	256	759	50	33	25	818	23	12	14	384	167	114	175	473	164	70	129	236	534	634	592	107										
47%		47%	47%	48%	43%	51%	50%	48%	42%	39%	48%	48%	33%	35%	51%	49%	47%	49%	42%	48%	45%	44%	44%	49%	49%	47%	47%	39%										
Not very important (2)	280	220	110	28	110	90	79	237	13	17	7	258	9	3	3	111	60	41	50	153	51	21	44	61	163	213	199	34										
15%		14%	15%	11%	14%	16%	15%	15%	11%	20%	12%	15%	12%	9%	13%	14%	17%	18%	12%	15%	15%	15%	13%	15%	15%	16%	16%	13%										
Not at all important (1)	90	70	30	13	33	24	33	79	6	3	2	81	5	1	-	38	13	14	16	47	13	8	17	34	60	53	53	13										
5%		4%	4%	5%	4%	4%	6%	5%	5%	3%	4%	5%	7%	4%	-	5%	4%	6%	4%	5%	4%	5%	6%	7%	6%	4%	4%	5%										
Mean	3.07	3.1	3.11	3.14	3.17	3.01	2.96	3.05	3.2	3.13	3.15	3.06	3.19	3.31	3.23	3.05	3.07	2.97	3.22	3.05	3.11	3.11	3.09	3.01	3.03	3.09	3.08	3.21										
					ef											oos	v			o				va	y	xA		wwA										
NET: Important	1469	1242	602	217	661	427	381	1231	99	67	44	1337	56	27	24	611	276	177	347	771	279	124	232	370	852	1081	999	222										
79%		80%	80%	82%	82%	78%	74%	78%	83%	77%	84%	79%	78%	81%	87%	79%	78%	76%	84%	78%	81%	80%	79%	77%	78%	80%	79%	82%										
NET: Not Important	370	290	139	41	144	115	111	315	19	19	9	339	14	4	3	149	73	55	65	200	64	29	60	95	223	267	253	47										
20%		19%	19%	15%	18%	21%	22%	20%	16%	23%	16%	20%	20%	13%	13%	19%	21%	24%	16%	20%	18%	19%	21%	20%	20%	20%	20%	17%										
NET Difference	1099	952	462	176	517	313	269	916	80	47	35	998	41	23	20	462	203	122	282	571	216	95	172	275	629	814	746	176										
59%		61%	62%	67%	64%	57%	53%	58%	67%	55%	67%	59%	58%	68%	74%	59%	58%	52%	68%	58%	63%	62%	59%	57%	58%	60%	59%	64%										
Don't know	32	26	9	6	5	7	20	25	1	-	-	23	2	2	-	18	3	1	opw	16	1	2	1	14	15	10	10	3										
2%		2%	1%	2%	1%	1%	4%	2%	1%	-	-	1%	3%	6%	-	2%	1%	*	r	*	*	*	3%	3%	1%	1%	1%	1%										
					de			k								rtv							xA	A														

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

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 2025
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Table 69
Q10_5 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Current success of the team(s)

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	1372	1214	555	559	514	311	1039	373	221	150	225	129	112	116	91	392	57	264	186	69	102	111	148	192	257	329	116	
Very important (4)	449	314	130	209	121	120	275	174	321	129	112	116	91	107	22	392	57	264	186	69	102	111	148	192	257	329	116	
	24%	25%	22%	31%	20%	20%	25%	22%	25%	22%	21%	24%	22%	30%	28%	24%	24%	25%	22%	27%	26%	26%	21%	26%	27%	22%	22%	35%
Fairly important (3)	710	479	226	341	230	239	402	308	503	208	205	187	147	145	28	629	81	452	259	99	169	187	217	229	431	552	146	
	38%	38%	38%	36%	39%	39%	37%	39%	39%	35%	39%	38%	35%	40%	35%	38%	35%	38%	38%	37%	42%	36%	38%	40%	37%	37%	43%	
Not very important (2)	472	313	157	142	166	164	291	381	308	164	144	114	115	81	19	410	62	308	164	61	84	145	153	150	322	410	53	
	25%	25%	26%	21%	28%	27%	27%	23%	24%	28%	27%	23%	27%	22%	23%	25%	27%	26%	24%	23%	21%	28%	27%	21%	27%	27%	16%	
Not at all important (1)	192	133	59	55	63	75	98	94	122	70	50	57	54	23	9	169	23	132	60	32	36	69	48	66	126	177	12	
	10%	11%	10%	8%	10%	12%	9%	12%	10%	12%	9%	12%	13%	6%	11%	10%	10%	10%	11%	9%	12%	9%	13%	8%	9%	11%	4%	
Mean	2.78	2.79	2.75	2.93	2.71	2.68	2.8	2.74	2.82	2.69	2.74	2.77	2.68	2.94	2.82	2.78	2.77	2.73	2.85	2.79	2.86	2.66	2.82	2.87	2.72	2.7	3.12	
				de					i					kl				q			u			x		y		
NET: Important	1160	794	356	450	351	359	678	482	823	336	317	303	238	251	50	1022	138	715	445	168	272	297	365	471	688	881	263	
	62%	63%	60%	67%	59%	59%	62%	62%	64%	57%	60%	62%	57%	63%	68%	62%	60%	65%	65%	63%	68%	57%	63%	67%	59%	58%	78%	
NET: Not Important	664	446	216	197	228	239	389	275	430	234	194	171	168	103	28	579	85	440	224	93	120	214	201	216	448	587	65	
	35%	35%	36%	30%	38%	39%	36%	35%	34%	40%	37%	35%	40%	29%	35%	35%	37%	37%	33%	35%	30%	41%	35%	31%	38%	39%	19%	
NET Difference	496	348	140	253	123	120	289	207	393	103	123	132	70	148	22	442	54	275	220	75	151	84	164	256	240	294	197	
	26%	28%	24%	38%	21%	20%	27%	26%	31%	17%	23%	27%	17%	41%	28%	27%	23%	23%	32%	28%	38%	16%	28%	37%	20%	20%	59%	
Don't know	48	25	23	20	15	13	22	26	28	20	15	13	13	6	2	41	7	37	11	6	10	11	10	12	36	38	9	
	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	3%	3%	3%	
		a																										

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

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
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Table 70
Q10_5 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Current success of the team(s)

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	1122	1157	1218	214	1110	1218	112	1511	120	62	52	1659	75	142	27	1196	79	72	100	247	81	38	87	138	307	330	314	46		
Very important (4)	449	395	193	76	228	114	107	354	40	24	16	385	35	14	8	184	79	60	112	232	98	41	65	101	218	344	304	93		
	24%	25%	26%	29%	28%	21%	21%	23%	34%	28%	30%	23%	48%	42%	28%	24%	23%	26%	27%	23%	28%	26%	22%	21%	20%	25%	24%	34%		
Fairly important (3)	710	599	295	87	237	223	200	597	50	32	20	646	27	11	15	310	153	67	143	399	125	61	94	167	424	531	455	102		
	38%	38%	39%	33%	35%	41%	39%	38%	50	42%	37%	38%	38%	37%	32%	54%	40%	44%	29%	35%	40%	36%	40%	32%	35%	39%	39%	37%		
Not very important (2)	472	377	175	66	180	151	141	414	17	23	12	448	6	4	4	196	79	72	100	247	81	38	87	138	307	330	314	46		
	25%	24%	23%	25%	22%	28%	28%	26%	15%	27%	23%	26%	9%	13%	16%	25%	23%	31%	24%	25%	23%	25%	30%	29%	28%	24%	25%	17%		
Not at all important (1)	192	150	68	26	103	48	41	171	7	7	4	182	3	3	-	65	35	28	55	81	39	14	44	8	148	8	8	27		
	10%	10%	9%	10%	13%	9%	8%	11%	6%	8%	7%	11%	4%	10%	-	8%	10%	12%	13%	8%	11%	9%	15%	11%	11%	10%	10%	10%		
Mean	2.78	2.81	2.84	2.84	2.8	2.75	2.76	2.74	3.08	2.84	2.93	2.74	3.32	3.1	3.12	2.81	2.8	2.7	2.76	2.81	2.82	2.83	2.83	2.69	2.7	2.81	2.78	2.97		
					eh			ak				ehil	k			v	v	v	v	v	v	v	v	wxA	x	wxvA				
NET: Important	1160	994	488	162	515	337	307	951	91	56	35	1031	61	25	22	494	233	128	255	630	223	102	159	267	642	875	800	195		
	62%	64%	65%	62%	64%	61%	60%	61%	76%	64%	68%	61%	86%	74%	82%	63%	66%	55%	62%	64%	65%	66%	54%	56%	59%	64%	63%	72%		
NET: Not Important	664	527	243	91	282	199	182	585	86	30	15	631	9	8	4	96	96	100	96	96	96	96	130	191	423	466	444	73		
	35%	34%	32%	35%	35%	36%	36%	37%	24	35%	29%	37%	9	23%	16%	34%	32%	43%	37%	33%	35%	34%	45%	40%	39%	34%	35%	27%		
					hi			hi	i			hi				opstu				opstu	u		vB	vAB	B	vB				
NET Difference	496	467	245	71	233	137	125	366	66	25	20	400	52	17	18	233	119	28	101	302	103	49	29	77	219	409	356	122		
	26%	30%	33%	27%	29%	25%	24%	23%	55%	30%	38%	24%	73%	51%	66%	30%	34%	12%	24%	31%	30%	32%	10%	16%	20%	30%	28%	43%		
Don't know	48	37	19	10	12	13	23	35	5	1	1	38	1	1	1	23	5	5	3	29	2	-	3	22	27	18	17	4		
	3%	2%	3%	4%	2%	2%	4%	2%	4%	1%	3%	2%	1%	3%	2%	3%	2%	2%	1%	3%	1%	-	1%	xyAB	yA	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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table F1
Q10. 6 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Watching specific or significant games (e.g. a cup final, title race, relegation battle, or local derby)

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	737	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	1372	1104	525	629	594	511	1083	783	1228	459	429	413	256	208	208	1642	225	1129	650	259	402	512	515	703	1122	1506	239	
Very important (4)	653	432	215	257	213	183	398	255	466	187	176	179	141	131	26	580	73	383	270	84	144	178	223	266	387	504	137	
	35%	34%	36%	39%	36%	30%	37%	33%	36%	32%	34%	37%	34%	36%	33%	35%	32%	32%	40%	31%	36%	34%	39%	38%	33%	33%	41%	
Fairly important (3)	885	596	286	287	293	306	515	370	611	275	261	222	191	174	37	782	104	579	307	125	187	253	264	326	560	728	148	
	47%	47%	48%	43%	49%	50%	47%	47%	48%	47%	50%	46%	46%	48%	46%	48%	45%	49%	45%	47%	47%	48%	46%	47%	48%	48%	44%	
Not very important (2)	240	182	56	91	61	87	129	111	151	88	67	55	65	39	14	199	41	162	78	46	55	62	67	88	152	194	38	
	13%	14%	9%	14%	10%	14%	12%	14%	12%	15%	13%	11%	15%	11%	17%	12%	18%	14%	11%	17%	14%	12%	12%	13%	13%	13%	11%	
Not at all important (1)	60	42	18	17	19	24	25	35	34	25	12	17	16	13	1	52	8	39	21	9	10	21	16	13	47	53	7	
	3%	3%	3%	3%	3%	4%	2%	4%	3%	4%	2%	3%	4%	4%	1%	3%	3%	3%	3%	4%	2%	4%	4%	3%	2%	4%	3%	2%
Mean	3.16	3.13	3.22	3.2	3.2	3.08	3.21	3.1	3.2	3.08	3.16	3.19	3.1	3.18	3.15	3.17	3.07	3.12	3.22	3.07	3.17	3.15	3.22	3.22	3.12	3.14	3.26	
		a		e	e		f		i									q					s	x		y		
NET: Important	1538	1027	501	545	506	488	913	625	1077	462	437	401	332	305	63	1362	177	962	577	208	331	431	487	592	947	1232	285	
	82%	81%	84%	82%	85%	80%	84%	80%	84%	78%	83%	82%	80%	84%	79%	83%	77%	81%	85%	78%	82%	83%	84%	84%	85%	81%	82%	85%
NET: Not Important	299	224	74	109	80	111	153	146	186	114	80	72	81	52	14	251	48	201	99	55	65	83	83	101	199	247	45	
	16%	18%	12%	16%	13%	18%	14%	19%	14%	19%	15%	15%	19%	14%	18%	15%	21%	17%	14%	21%	16%	16%	14%	14%	17%	16%	13%	
NET Difference	1239	803	427	436	426	377	760	479	891	348	358	329	251	253	49	1111	128	761	478	153	266	348	404	491	748	986	240	
	66%	64%	62%	72%	65%	72%	70%	61%	70%	59%	68%	68%	60%	70%	61%	68%	56%	64%	70%	57%	66%	67%	70%	70%	64%	65%	73%	
				e	e	d	f	f	h		i		i		p	o		q		r	s	s	s	x		y		
Don't know	34	13	20	14	9	12	22	12	19	15	8	14	6	4	2	30	5	30	5	4	6	8	7	7	27	27	7	
	2%	1%	3%	2%	1%	2%	2%	2%	1%	3%	2%	3%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	
			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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
PUBLIC
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Table 72
Q10_6 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Watching specific or significant games (e.g. a cup final, title race, relegation battle, or local derby)

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*	1699	71*	34**	27**	778	352	233	413	987	344	154	273	479	1091	1358	1261	272				
Very important (4)	653	564	278	92	358	170	125	541	43	39	20	584	33	16	11	241	116	88	188	327	137	47	121	126	339	520	478	121				
	35%	36%	37%	35%	44%	31%	24%	34%	36%	45%	39%	34%	46%	46%	40%	31%	33%	38%	45%	33%	40%	31%	41%	26%	31%	38%	38%	45%				
Fairly important (3)	885	737	336	119	337	291	257	759	59	25	27	821	27	68	9	375	189	106	173	471	405	88	405	244	525	628	582	119				
	47%	47%	45%	45%	42%	53%	50%	48%	49%	29%	51%	48%	37%	27%	47%	48%	54%	45%	42%	48%	57%	43%	57%	51%	48%	46%	46%	44%				
Not very important (2)	240	187	104	39	85	68	87	193	14	21	5	214	9	8	3	108	40	32	43	136	40	13	35	71	161	162	155	26				
	13%	12%	14%	15%	11%	12%	17%	12%	12%	10%	13%	12%	25%	11%	14%	14%	11%	14%	10%	14%	12%	9%	12%	15%	15%	12%	12%	10%				
Not at all important (1)	60	42	20	11	25	14	20	53	4	4	-	52	3	1	1	31	6	7	10	32	7	6	10	20	43	40	38	6				
	3%	3%	3%	4%	3%	3%	4%	3%	3%	3%	1%	-	3%	4%	2%	4%	2%	3%	2%	3%	4%	3%	4%	4%	4%	3%	3%	2%				
Mean	3.16	3.19	3.18	3.12	3.28	3.14	2.99	3.16	3.17	3.2	3.29	3.16	3.26	3.17	3.24	3.09	3.18	3.18	3.3	3.13	3.24	3.14	3.22	3.03	3.09	3.21	3.2	3.3				
					af	f										ooou				os						vx	vx	vvvA				
NET: Important	1538	1300	614	211	695	461	381	1300	102	64	47	1405	60	25	24	616	305	194	361	799	298	135	246	370	864	1148	1009	240				
	82%	83%	82%	80%	86%	84%	74%	83%	85%	74%	90%	83%	84%	73%	87%	79%	87%	83%	87%	81%	86%	88%	84%	77%	79%	85%	84%	88%				
		f			f	f		j			j	j	j			os		os	os	os	os	o			vx	vx	vx	vx				
NET: Not important	299	229	124	50	111	82	107	246	18	21	5	266	12	9	4	139	46	40	53	168	47	19	45	91	204	202	193	32				
	16%	15%	17%	19%	14%	15%	21%	16%	15%	25%	16%	16%	13%	17%	13%	18%	13%	17%	13%	17%	14%	12%	15%	19%	19%	15%	15%	12%				
					de	pk							r			f		239	154	308	630	251	118	201	660	946	867	207				
NET Difference	1239	1071	490	161	585	379	274	1053	84	42	42	1139	48	15	20	477	249	154	308	630	251	118	201	660	946	867	207					
	66%	69%	65%	61%	72%	69%	54%	67%	70%	49%	81%	67%	67%	46%	74%	61%	74%	66%	73%	64%	73%	69%			vx	vx	vvvA	vx				
		bc			f	f		j	j	j	j	j	j	j		os		os	os	os	os	os	o			vx	vx	vvvA				
Don't know	34	28	12	3	4	6	24	25	-	1	-	28	-	-	-	22	1	-	-	20	-	-	1	18	22	9	9	-				
	2%	2%	2%	1%	*	1%	5%	2%	-	2%	-	2%	-	-	-	3%	*	-	-	2%	-	-	*	4%	2%	1%	1%	-				
					de											poituv				poit			xyAB	yAB								

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

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 2025
PUBLIC
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Table F3
Q10_7 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The quality and excitement of games

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	780	654	520	1167	737	1356	548	563	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384	
WEIGHTED BASE	1372	1204	525	529	524	511	1032	783	1233	459	525	459	413	251	29	1574	200	812	550	229	402	512	515	703	1122	1506	239	
Very important (4)	659	446	208	267	200	193	410	249	469	191	180	166	141	139	33	585	74	391	269	91	139	181	219	262	397	508	145	
	35%	35%	35%	40%	34%	32%	38%	32%	37%	32%	34%	34%	34%	39%	42%	36%	32%	33%	40%	34%	35%	35%	38%	38%	34%	34%	43%	
				de			e											s									y	
Fairly important (3)	935	616	314	398	314	298	530	404	631	304	268	247	217	171	31	818	117	608	327	126	209	265	277	337	598	780	139	
	50%	49%	53%	45%	51%	55%	49%	52%	49%	51%	51%	51%	52%	47%	40%	50%	51%	51%	48%	47%	52%	51%	48%	48%	51%	52%	41%	
				ic																						A		
Not very important (2)	195	147	48	71	68	57	103	92	129	66	57	45	47	36	11	173	23	132	63	37	40	53	57	76	119	153	38	
	10%	12%	8%	10%	12%	9%	10%	12%	10%	11%	11%	9%	11%	10%	13%	11%	10%	11%	9%	14%	10%	10%	10%	11%	10%	10%	11%	
Not at all important (1)	57	42	13	21	15	20	33	24	36	21	15	19	7	12	4	45	11	40	16	11	10	16	18	17	40	47	8	
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	5%	3%	5%	3%	2%	4%	2%	3%	3%	2%	3%	3%	2%	
Mean	3.19	3.17	3.23	3.24	3.17	3.16	3.22	3.14	3.21	3.14	3.18	3.17	3.2	3.22	3.18	3.2	3.13	3.15	3.26	3.12	3.2	3.19	3.22	3.22	3.17	3.17	3.28	
							e																				v	
NET: Important	1594	1062	521	564	500	530	940	654	1100	494	448	413	358	310	65	1403	191	998	596	217	348	445	496	599	995	1288	284	
	85%	84%	88%	85%	84%	87%	86%	83%	86%	84%	85%	85%	85%	86%	81%	85%	83%	84%	88%	81%	85%	87%	85%	86%	86%	85%	86%	84%
NET: Not Important	252	189	62	89	86	77	136	116	165	87	72	64	54	48	15	218	34	173	79	48	50	68	76	93	159	201	46	
	13%	15%	10%	13%	15%	13%	13%	15%	13%	15%	14%	13%	13%	13%	19%	13%	15%	15%	12%	18%	12%	13%	13%	13%	14%	13%	14%	
NET Difference	1342	872	460	475	414	453	804	538	934	408	376	349	304	262	50	1185	157	825	517	169	298	377	421	506	836	1087	238	
	72%	69%	77%	71%	70%	74%	74%	69%	73%	69%	72%	72%	73%	73%	63%	72%	68%	69%	76%	63%	74%	73%	73%	72%	71%	72%	71%	
		a					e																					
Don't know	26	13	13	14	8	4	12	14	17	9	5	10	7	3	-	21	4	21	5	1	4	8	5	8	17	17	7	
	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	-	1%	2%	2%	1%	*	1%	2%	1%	1%	1%	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/h/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.



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

Table 74
Q10 - 7 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - The quality and excitement of games

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	1122	1157	613	214	610	418	512	1151	101	64	50	1159	71	34	27	771	372	213	313	913	314	154	213	419	1051	1115	1115	272										
Very important (4)	659	580	273	91	327	170	162	559	45	28	17	597	29	11	14	278	119	67	173	345	129	59	105	147	352	510	460	124										
	35%	37%	36%	34%	40%	31%	32%	36%	38%	33%	33%	35%	41%	31%	51%	36%	34%	29%	42%	35%	37%	38%	36%	31%	32%	38%	36%	46%										
Fairly important (3)	935	755	374	133	367	302	265	784	58	43	29	857	33	16	10	385	178	126	195	481	176	75	152	251	568	661	620	113										
	50%	49%	50%	50%	45%	45%	55%	52%	50%	48%	49%	55%	50%	47%	47%	36%	49%	51%	54%	47%	49%	51%	48%	52%	52%	52%	49%	49%	42%									
Not very important (2)	195	155	77	32	84	55	56	164	9	12	5	175	6	5	3	82	37	24	37	111	29	16	27	53	125	139	133	23										
	10%	10%	10%	10%	12%	10%	11%	10%	7%	14%	9%	10%	9%	15%	11%	11%	11%	10%	9%	11%	9%	10%	9%	11%	11%	10%	11%	8%										
Not at all important (1)	57	46	21	7	25	18	13	47	5	3	1	53	2	1	1	20	13	15	8	33	10	4	8	17	32	39	39	11										
	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	4%	6%	2%	3%	3%	3%	3%	4%	3%	3%	3%	4%										
Mean	3.19	3.22	3.21	3.17	3.24	3.14	3.16	3.19	3.22	3.12	3.18	3.19	3.28	3.11	3.36	3.2	3.16	3.06	3.29	3.17	3.23	3.23	3.21	3.13	3.15	3.22	3.2	3.29										
NET: Important	1594	1335	647	223	694	472	427	1343	103	71	46	1454	63	26	24	663	297	193	368	827	305	134	257	398	920	1171	1080	237										
	85%	86%	86%	85%	86%	86%	83%	85%	86%	82%	88%	86%	88%	78%	87%	85%	84%	83%	89%	89%	87%	88%	83%	84%	86%	86%	86%	87%										
NET: Not Important	252	200	98	39	109	74	69	211	14	15	6	228	8	6	4	102	50	39	44	144	40	20	35	70	157	178	172	34										
	13%	13%	13%	15%	13%	13%	14%	13%	12%	18%	12%	13%	11%	18%	13%	13%	14%	17%	11%	15%	11%	13%	15%	14%	14%	13%	14%	12%										
NET Difference	1342	1135	549	184	585	399	357	1132	89	56	40	1225	55	20	20	561	247	154	324	682	265	114	222	328	763	994	908	204										
	72%	73%	73%	70%	72%	73%	70%	72%	74%	65%	76%	72%	76%	60%	74%	72%	70%	66%	90%	77%	74%	76%	68%	68%	70%	73%	72%	75%										
Don't know	26	21	6	2	7	3	16	17	2	-	-	17	1	1	-	13	5	1	1	16	-	1	-	11	13	9	9	1										
	1%	1%	1%	1%	1%	1%	3%	1%	2%	-	-	1%	1%	4%	-	2%	1%	+	+	2%	-	+	-	2%	1%	1%	1%	+										

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

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 2025
PUBLIC
IPSO

Table J5
Q10_8 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Watching specific player(s) play
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	1972	1214	525	679	594	511	1089	783	1218	759	525	457	413	256	208	1642	229	1112	850	269	400	512	575	703	1122	1506	237	
Very important (4)	380	265	113	214	98	68	227	153	289	91	85	98	65	113	19	343	37	204	176	61	87	91	134	183	197	261	116	
	20%	21%	19%	32%	16%	11%	21%	20%	23%	15%	16%	20%	16%	31%	23%	21%	16%	17%	26%	23%	22%	17%	23%	26%	17%	17%	34%	
				de	e			i						kl				s					u	x			y	
Fairly important (3)	597	390	201	233	194	170	334	263	427	171	175	134	135	128	26	531	67	382	216	90	137	159	176	243	354	459	130	
	32%	31%	34%	35%	33%	28%	31%	34%	33%	29%	33%	27%	32%	35%	33%	32%	29%	32%	32%	34%	34%	30%	31%	35%	30%	31%	39%	
				e										k													v	
Not very important (2)	544	376	165	141	184	218	316	228	347	197	179	149	121	72	23	472	72	381	163	65	112	167	164	177	367	467	62	
	29%	30%	28%	21%	31%	36%	29%	29%	27%	33%	34%	31%	29%	20%	29%	29%	31%	32%	24%	24%	28%	32%	28%	25%	31%	31%	18%	
				c	c				h		m	m	m					f				s		w	A			
Not at all important (1)	300	209	90	62	101	137	181	119	190	110	76	86	87	42	10	252	48	185	116	42	59	95	90	85	215	280	18	
	16%	17%	15%	9%	17%	22%	17%	15%	15%	19%	14%	18%	21%	12%	13%	15%	21%	16%	17%	16%	15%	18%	16%	12%	18%	19%	5%	
				c	cd						m	m	lm											w		A		
Mean	2.58	2.57	2.59	2.92	2.5	2.29	2.57	2.59	2.65	2.43	2.52	2.53	2.44	2.88	2.68	2.6	2.42	2.53	2.67	2.65	2.64	2.48	2.63	2.76	2.47	2.48	3.06	
				de	e				i					kl		p		q		u		u		x		y		
NET: Important	977	656	314	447	292	238	561	417	715	262	260	232	201	240	45	874	104	586	391	151	223	240	250	311	426	551	721	246
	52%	52%	53%	67%	49%	39%	52%	53%	56%	44%	49%	48%	48%	67%	56%	53%	43%	49%	58%	56%	56%	48%	54%	61%	47%	48%	73%	
				de	e				i					kl		p		q		u		u		x		A	y	
NET: Not Important	844	585	255	204	286	355	497	347	537	308	255	234	208	114	33	725	120	566	279	108	171	263	254	261	583	747	80	
	43%	46%	43%	31%	48%	58%	46%	44%	42%	52%	49%	48%	50%	32%	42%	44%	52%	47%	41%	40%	43%	50%	44%	37%	50%	50%	24%	
				c	cd				h		m	m	m			o		f						w		A		
NET Difference	133	70	59	244	6	-117	64	69	179	-46	4	-2	-7	126	12	149	-16	20	113	43	52	-12	57	165	-32	-26	166	
	7%	6%	10%	a	de	-19%	6%	9%	14%	-8%	1%	+	-2%	35%	15%	9%	-7%	2%	17%	16%	13%	-2%	10%	24%	-3%	-2%	49%	
				a	de		f	i	j	k	kl	lm	lm	kl		p	q	r	s	uv	u	v	x	y			y	
Don't know	50	23	27	16	16	18	31	19	29	21	10	20	11	7	2	44	6	40	10	9	8	9	12	12	38	38	11	
	3%	2%	4%	2%	3%	3%	3%	2%	2%	4%	2%	4%	3%	2%	2%	3%	3%	3%	1%	3%	2%	2%	2%	2%	3%	3%	3%	
				a														f										

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/kl/m/n - o/p - q/r - s/t/uv - 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.



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

Table 76
Q10.8 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Watching specific player(s) play
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)	O-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)								
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								
UNWEIGHTED BASE	1872	1557	713	264	810	549	512	1571	120	85*	52*	1699	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272								
WEIGHTED BASE	1880	142	173	64	213	79	68	297	35	28	9	325	26	11	10	153	71	44	97	204	77	33	55	63	177	314	278	80								
Very important (4)	20%	22%	23%	24%	26%	14%	17%	19%	30%	32%	17%	19%	37%	34%	37%	20%	20%	19%	23%	21%	22%	21%	19%	13%	16%	23%	22%	29%								
Fairly important (3)	597	516	247	82	245	194	158	494	58	21	19	540	32	8	9	254	127	67	133	332	116	48	87	136	340	454	425	91								
	32%	33%	33%	31%	30%	35%	31%	31%	45%	24%	36%	32%	44%	24%	32%	33%	36%	29%	32%	34%	34%	31%	30%	28%	31%	33%	34%	33%								
Not very important (2)	544	432	205	68	210	176	158	479	15	22	17	513	6	11	3	213	100	85	112	266	110	50	88	146	341	388	364	64								
	29%	28%	27%	26%	26%	32%	31%	30%	12%	26%	32%	30%	8%	31%	12%	27%	28%	37%	27%	27%	32%	33%	30%	30%	31%	29%	29%	23%								
Not at all important (1)	300	228	106	43	127	87	87	262	14	15	7	285	6	1	5	138	51	33	66	164	40	23	59	110	203	185	178	34								
	16%	15%	14%	16%	16%	17%	17%	11%	18%	13%	17%	9%	2%	19%	18%	14%	14%	16%	17%	12%	15%	20%	23%	19%	14%	14%	14%	12%								
Mean	2.58	2.64	2.67	2.65	2.68	2.5	2.5	2.54	2.94	2.71	2.59	2.54	3.12	2.98	2.88	2.56	2.62	2.53	2.64	2.6	2.67	2.58	2.48	2.33	2.46	2.67	2.65	2.81								
NET: Important	927	858	420	145	458	273	246	745	79	49	28	865	18	19	19	406	197	111	230	536	193	80	141	198	517	768	702	171								
	52%	55%	56%	55%	57%	50%	48%	50%	74%	56%	54%	51%	81%	57%	70%	52%	56%	48%	56%	54%	56%	52%	48%	41%	47%	57%	56%	63%								
NET: Not Important	844	660	311	111	337	263	244	741	28	38	23	798	12	11	8	350	151	118	178	430	150	73	147	256	543	573	541	98								
	45%	42%	43%	42%	42%	48%	48%	47%	24%	44%	45%	47%	17%	34%	30%	45%	43%	51%	43%	44%	44%	48%	50%	53%	50%	42%	43%	36%								
NET Difference	133	198	109	34	120	10	2	51	60	11	5	67	46	8	11	56	47	-7	52	106	43	7	-5	-58	-26	195	161	73								
	7%	13%	14%	13%	15%	2%	+	3%	50%	13%	9%	4%	65%	24%	39%	7%	13%	-3%	13%	11%	12%	4%	-2%	-12%	-2%	14%	13%	27%								
Don't know	50	40	20	7	15	13	22	39	3	-	1	36	2	3	-	21	4	3	5	21	2	+	+	4	25	30	17	4								
	3%	3%	3%	3%	2%	2%	4%	2%	2%	-	-	2%	2%	9%	-	3%	1%	1%	1%	2%	+	+	1%	9%	3%	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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 77

Q10_9 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Feeling of loyalty towards club or wanting to support club

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	654	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	514	653	775	1129	1489	384
UNWEIGHTED BASE	1372	1204	525	529	504	311	1032	783	1228	459	429	429	410	256	208	1642	730	1129	650	259	402	512	576	702	1122	1506	239
Very important (4)	638	441	194	243	203	193	370	268	434	205	167	174	132	133	32	572	66	382	256	99	146	178	190	245	393	497	132
	34%	35%	33%	36%	33%	33%	34%	34%	34%	34%	35%	32%	36%	32%	37%	40%	35%	32%	38%	37%	36%	34%	33%	35%	34%	33%	39%
Fairly important (3)	829	540	283	282	272	275	495	333	590	239	253	208	188	147	32	722	107	526	303	112	161	242	259	317	512	679	139
	44%	43%	47%	42%	46%	45%	46%	43%	46%	41%	48%	43%	45%	41%	41%	44%	47%	44%	45%	42%	40%	46%	45%	45%	44%	45%	41%
Not very important (2)	289	208	79	105	93	92	150	139	183	107	81	64	66	64	14	252	37	201	89	45	73	64	93	102	187	233	50
	15%	16%	13%	16%	16%	15%	14%	18%	14%	18%	15%	13%	16%	18%	17%	15%	16%	17%	13%	17%	18%	12%	16%	15%	16%	15%	15%
Not at all important (1)	85	60	25	26	24	35	55	30	56	29	19	28	23	14	1	69	15	58	27	9	19	29	25	28	57	74	10
	5%	5%	4%	4%	4%	6%	5%	4%	4%	5%	4%	6%	4%	5%	1%	4%	7%	5%	4%	3%	5%	6%	4%	4%	5%	5%	3%
Mean	3.1	3.09	3.11	3.13	3.09	3.07	3.1	3.09	3.11	3.07	3.09	3.11	3.05	3.12	3.21	3.11	2.99	3.06	3.17	3.14	3.09	3.11	3.08	3.13	3.08	3.08	3.19
NET: Important	1467	981	477	524	465	477	866	601	1023	444	420	382	321	280	64	1294	173	908	509	211	308	420	449	562	905	1175	271
	78%	78%	80%	79%	78%	78%	80%	77%	78%	75%	80%	79%	77%	78%	81%	79%	75%	76%	82%	79%	77%	81%	78%	78%	78%	78%	78%
NET: Not important	374	268	104	131	117	126	205	169	239	135	100	92	89	78	14	321	53	259	115	54	91	93	118	129	245	307	60
	20%	21%	17%	20%	20%	21%	20%	22%	19%	23%	19%	19%	21%	22%	18%	20%	23%	23%	17%	20%	23%	18%	20%	21%	20%	20%	18%
NET Difference	1093	713	373	394	348	351	661	433	784	309	319	290	231	202	50	973	120	650	443	157	217	327	330	432	661	869	211
	58%	56%	63%	59%	58%	58%	61%	55%	61%	52%	61%	60%	55%	56%	63%	59%	52%	55%	61%	59%	54%	63%	57%	62%	62%	63%	63%
Don't know	30	15	15	12	12	7	18	13	19	11	5	13	9	3	1	27	4	25	6	2	2	8	9	8	22	24	7
	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	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/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.



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

Table 78
Q10: 9 - How important, if at all, are the following factors in determining the number of football matches you watch on television (or another device) in a typical season? - Feeling of loyalty towards club or wanting to support club
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	1157	751	274	819	528	512	1571	150	84	54	1659	74	34**	27**	726	312	213	413	917	314	154	253	429	1021	1355	1213	270				
Very important: (4)	638	556	241	74	370	158	110	523	49	27	23	582	26	7	12	226	100	95	198	312	133	53	118	138	337	495	432	130				
34%		bc			32%	28%	21%	33%	41%	32%	45%	34%	37%	21%	44%	29%	28%	41%	48%	32%	39%	34%	40%	29%	31%	36%	36%	48%				
					ef	f					k					opsu		y	o	ops		ops						wyyA				
Fairly important: (3)	829	690	344	125	288	289	251	720	47	32	16	754	35	15	10	361	184	96	144	467	146	75	100	212	497	602	563	102				
	44%	44%	46%	48%	33%	36%	49%	46%	39%	38%	44%	40%	44%	43%	45%	40%	52%	41%	35%	47%	42%	49%	34%	44%	46%	44%	45%	37%				
					d	d					k					rv	arv	rv	rv	rv	rv	rv	rv	rv	rv	rv	rv	rv				
Not very important: (2)	289	222	123	49	105	76	108	232	19	19	12	259	7	10	5	132	48	36	56	145	52	22	55	86	181	197	184	34				
	15%	14%	16%	19%	13%	14%	21%	16%	16%	23%	23%	15%	9%	29%	20%	17%	14%	16%	13%	15%	15%	14%	19%	18%	17%	15%	15%	13%				
					de	de			l	l						17%	14%	16%	13%	15%	15%	14%	19%	18%	17%	15%	15%	13%				
Not at all important: (1)	85	64	33	11	36	20	29	78	2	2	5	81	3	1	-	43	18	6	12	50	11	3	17	28	58	54	54	4				
	5%	4%	4%	4%	5%	4%	6%	5%	2%	6%	-	5%	5%	2%	6%	6%	5%	2%	3%	5%	3%	2%	6%	6%	5%	4%	4%	1%				
					ef	ef					-					opsu	opst	o	ops	opst	o	op	o	9	rv	8	rv	8				
Mean	3.1	3.13	3.07	3.01	3.24	3.08	2.89	3.09	3.22	2.98	3.23	3.1	3.19	2.88	3.25	3.01	3.05	3.21	3.29	3.07	3.17	3.16	3.1	2.99	3.04	3.14	3.13	3.33				
		bc			f	f										ops	opst	o	opsu	opst	o	op		9	rv	8	rv	8				
NET: Important	1467	1245	586	199	658	447	361	1243	96	60	39	1337	62	22	22	587	284	191	342	778	279	128	217	351	834	1097	1015	232				
	78%	80%	78%	75%	81%	81%	71%	79%	80%	69%	74%	79%	86%	66%	80%	75%	81%	82%	83%	79%	81%	83%	74%	73%	76%	83%	80%	83%				
					f	f						l	l			75%	81%	82%	83%	79%	81%	83%	74%	73%	76%	83%	80%	83%				
NET: Not Important	374	287	156	60	142	96	137	310	21	24	12	339	10	10	5	175	66	42	68	194	63	25	72	115	239	251	239	38				
	20%	18%	21%	23%	17%	17%	27%	20%	18%	28%	23%	20%	14%	31%	20%	23%	19%	18%	16%	20%	18%	16%	24%	24%	24%	22%	19%	14%				
																rv	rv	rv	rv	rv	rv	rv	rv	rv	rv	rv	rv	rv				
NET Difference	1093	959	429	139	516	351	225	933	75	36	27	997	52	12	17	412	218	149	274	584	216	103	146	236	49%	595	846	776	194			
	58%	62%	57%	53%	64%	64%	44%	59%	63%	41%	52%	59%	73%	35%	61%	53%	62%	64%	66%	59%	63%	67%	50%	49%	55%	62%	62%	73%				
		bc			f	f		l	l	l	l	818	l			ops	opst	o	opsu	opst	o	op	o	9	rv	8	rv	8				
Don't know	30	26	9	5	10	6	14	18	2	2	1	23	-	1	-	16	2	-	4	14	2	1	4	14	18	9	7	2				
	2%	2%	1%	2%	1%	1%	3%	1%	3%	1%	3%	1%	-	3%	-	8	1%	-	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%				

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 79
Q11 - How many paid monthly/annual subscriptions (e.g., Sky Sports, TNT, Amazon Prime, Club TV, DAZN) does your household currently pay for in order to watch men's football in England and Wales on television?
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 £9999 (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	
	1152	751	375	457	398	311	679	429	1029	374	382	352	272	232	46	1212	170	512	592	117	172	226	275	429	544	117		
	None	479	297	176	91	144	244	250	229	258	221	151	136	117	56	20	414	65	337	143	119	122	121	83	108	375	429	44
1	26%	23%	30%	14%	24%	40%	23%	29%	20%	37%	29%	28%	28%	16%	25%	25%	28%	28%	21%	44%	30%	23%	14%	16%	32%	28%	13%	
	611	434	218	106	152	214	350	262	417	197	173	172	129	109	28	533	79	394	217	78	138	175	186	200	411	482	110	
	33%	34%	29%	31%	32%	35%	32%	33%	32%	33%	33%	35%	31%	30%	35%	32%	34%	33%	32%	29%	35%	34%	32%	29%	35%	33%	33%	
2	475	313	160	220	157	97	291	184	368	106	137	107	105	111	14	422	53	290	184	43	96	154	166	226	248	359	107	
	25%	25%	27%	33%	26%	16%	27%	23%	29%	18%	26%	22%	25%	31%	18%	26%	23%	24%	27%	16%	24%	30%	29%	32%	21%	24%	32%	
	175	133	75	41	66	75	118	57	142	33	32	42	39	51	10	151	24	99	76	18	36	45	77	97	78	137	35	
3	9%	10%	7%	11%	11%	6%	11%	7%	11%	6%	6%	9%	9%	14%	13%	9%	10%	8%	11%	7%	6%	9%	13%	14%	7%	9%	10%	
	97	71	26	56	26	16	4	33	75	22	20	24	20	27	7	88	7	47	50	8	14	17	55	56	41	66	30	
	5%	6%	4%	8%	4%	3%	6%	4%	6%	4%	4%	5%	5%	7%	9%	5%	4%	4%	7%	3%	3%	3%	10%	8%	4%	4%	9%	
NET: All who have at least 1 subscription	1358	950	402	557	440	360	822	536	999	359	363	345	293	298	60	1194	164	831	527	146	274	392	484	580	779	1054	281	
	73%	75%	68%	84%	74%	59%	76%	68%	78%	61%	69%	71%	70%	83%	75%	73%	71%	70%	78%	55%	68%	75%	84%	83%	66%	70%	84%	
	747	516	228	352	249	147	473	274	585	162	190	173	163	189	32	662	85	436	311	68	135	216	268	379	368	562	172	
NET: More than 1 subscription	40%	41%	38%	51%	42%	24%	43%	35%	46%	27%	36%	35%	39%	52%	40%	40%	37%	37%	46%	26%	34%	41%	52%	54%	31%	37%	51%	
	34	18	17	18	10	6	16	18	2	11	11	6	10	7	-	34	1	25	0	2	5	9	18	12	23	23	11	
	2%	1%	3%	3%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	-	2%	*	2%	1%	1%	1%	2%	1%	2%	2%	2%	3%	

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
Overlay 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
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Table 80
Q11 - How many paid monthly/annual subscriptions (e.g., Sky Sports, TNT, Amazon Prime, Club TV, DAZN) does your household currently pay for in order to watch men's football in England and Wales on television?

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)	Where they are a neutral fan: More than 30 (w)	Where they are a neutral fan: More than 30 (x)	Where they are a neutral fan: More than 30 (y)	Where they are a neutral fan: More than 30 (z)	None (aa)	0-1 (ab)	At least 1 (ac)	At least 2 (ad)	At least 3 (ae)				
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	753	264	810	549	512	1571	120	101	85*	52*	1099	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272							
None	479	378	175	60	143	150	185	423	17	16	11	457	5	5	2	280	63	41	59	319	60	18	52	479	479	-	-	-								
	26%	24%	23%	23%	18%	27%	36%	27%	15%	18%	21%	27%	8%	14%	9%	36%	18%	17%	14%	32%	17%	12%	18%	100%	44%	-	-	-								
					d		de	hi			i	hi				port or			portu r					xyAB	yAB											
1	611	509	222	67	247	204	161	548	20	22	15	578	12	7	7	254	129	81	122	338	114	54	84	-	611	611	611	-								
	33%	33%	30%	25%	30%	37%	31%	35%	17%	25%	29%	34%	17%	21%	26%	33%	37%	35%	29%	34%	33%	35%	29%	-	56%	45%	48%	-								
2	475	400	212	86	236	139	100	378	50	22	12	412	35	11	7	165	109	67	122	233	107	50	70	-	-	475	475	-								
	25%	26%	28%	32%	29%	25%	20%	24%	42%	26%	23%	24%	49%	34%	26%	21%	31%	29%	29%	24%	31%	32%	24%	-	-	35%	38%	-								
				a	a	f	f	gjk				gjk				o	o	o	o	o	o	o	o	o	o	o	o	o								
3	175	151	81	28	118	26	32	128	24	13	9	147	14	7	5	41	37	30	68	58	39	19	55	-	-	175	175	175								
	9%	10%	11%	10%	15%	5%	6%	8%	20%	15%	18%	9%	20%	21%	20%	5%	10%	13%	16%	6%	11%	12%	19%	-	-	13%	14%	64%								
More than 3	97	89	53	21	58	20	19	71	8	11	4	81	4	3	4	31	12	10	38	33	19	12	29	-	-	97	-	97								
	5%	6%	7%	8%	7%	4%	4%	5%	7%	13%	8%	5%	6%	10%	16%	4%	4%	5%	9%	3%	6%	8%	10%	-	-	7%	-	36%								
					ef			g	gk	gk	gk	gk	gk	gk	gk	o	o	o	o	o	o	o	o	o	o	o	o	o								
NET: All who have at least 1 subscription	1358	1148	567	201	699	388	312	1125	102	69	41	1219	66	29	24	491	287	189	349	662	280	135	237	-	611	1358	1261	272								
	73%	74%	76%	76%	81%	71%	61%	72%	85%	80%	79%	72%	92%	86%	88%	63%	82%	81%	85%	67%	81%	88%	81%	-	56%	100%	100%	100%								
					ef	f		gk				gjk				o	o	o	o	o	o	o	o	o	o	o	o	o								
NET: More than 1 subscription	747	639	346	135	412	184	151	577	82	47	26	640	54	22	17	237	158	107	228	324	166	81	153	-	-	747	650	272								
	60%	61%	66%	51%	51%	34%	29%	37%	69%	55%	50%	38%	75%	65%	62%	30%	45%	46%	55%	33%	48%	53%	52%	-	-	55%	52%	100%								
			a	a	ef			gk				gk	gjk			o	o	o	o	o	o	o	o	o	o	o	o	o								
Don't know	34	32	8	3	8	11	16	23	-	1	-	23	-	-	1	8	2	4	5	6	5	1	4	-	-	-	-	-								
	2%	2%	1%	1%	1%	2%	3%	1%	-	2%	-	1%	-	-	3%	1%	1%	2%	1%	1%	1%	1%	1%	-	-	-	-	-								
			b				d																													

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/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
10TH - 14TH APRIL 2025
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Table B1

Q12 - As you may or may not know, there are ways in which people in the UK can watch live football illegally by accessing certain websites and devices. This means they can watch a wide range of football, including matches broadcast in the UK and matches not broadcast in the UK, without paying for subscriptions. This includes modified Fire Sticks, illegal streaming websites and IPTV services. During a typical season, how often, if at all, do you watch football matches via pirated or illegal means?

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	1872	1254	618	729	650	511	1089	729	1291	559	497	433	356	289	54	1642	729	1192	650	259	400	532	702	702	1122	1506	257	
More than once per week	98	72	26	59	30	9	59	39	83	16	30	25	18	20	5	92	6	59	39	16	13	20	46	92	47	70	27	
	5%	6%	4%	9%	5%	2%	5%	5%	6%	3%	6%	5%	4%	6%	6%	6%	3%	5%	6%	6%	3%	4%	8%	7%	4%	5%	8%	
				e					i									tu										
Once per week	140	106	33	91	35	13	85	54	108	32	39	33	18	45	4	122	108	7	67	20	29	33	60	68	40	87	48	
	7%	8%	5%	14%	6%	2%	8%	7%	8%	5%	7%	7%	4%	12%	5%	8%	3%	6%	10%	8%	7%	6%	10%	11%	5%	6%	14%	
		b		de					e					kl				x										
Once every two weeks	92	69	22	60	21	11	48	44	71	21	20	26	22	20	4	78	14	61	31	21	17	22	30	47	45	66	23	
	5%	5%	4%	9%	4%	2%	4%	6%	6%	4%	4%	5%	5%	6%	5%	5%	6%	5%	5%	8%	4%	4%	5%	7%	4%	4%	7%	
				de					e																			
Once a month	65	47	18	40	16	9	37	28	52	13	17	18	11	15	4	57	8	37	28	11	12	24	18	29	36	42	21	
	3%	4%	3%	6%	3%	2%	3%	4%	4%	2%	3%	4%	3%	4%	5%	3%	3%	3%	4%	4%	3%	5%	3%	4%	3%	3%	6%	
				de					e																			
Less often than once a month	89	60	26	40	30	18	56	32	66	23	21	20	21	23	4	81	7	46	43	10	20	28	27	36	53	64	24	
	5%	5%	4%	6%	5%	3%	5%	4%	5%	4%	4%	4%	5%	6%	5%	5%	3%	4%	6%	4%	5%	5%	5%	5%	5%	4%	7%	
				e					c									av										
Never	1282	845	430	318	438	517	759	523	834	449	367	330	306	221	58	1108	180	839	443	172	293	361	371	414	869	1092	175	
	69%	67%	72%	51%	72%	85%	70%	67%	65%	76%	70%	68%	73%	61%	74%	67%	78%	70%	65%	64%	73%	69%	64%	59%	74%	72%	52%	
		a		c			cd		e		h			r				o						w		a		
NET: At least once per week	238	178	58	150	66	22	144	94	191	47	70	59	36	65	8	224	13	112	106	36	42	53	104	131	107	157	75	
	13%	14%	10%	22%	11%	4%	13%	12%	15%	8%	13%	12%	9%	18%	11%	14%	6%	11%	16%	14%	10%	10%	18%	19%	9%	10%	22%	
		b		de					i					kl											x			
NET: at least once per month	395	294	98	250	102	42	229	165	313	81	106	103	69	100	16	359	35	230	164	68	71	99	151	206	188	265	119	
	21%	23%	16%	37%	17%	7%	21%	21%	24%	14%	20%	21%	16%	28%	21%	22%	15%	19%	24%	23%	18%	19%	30%	29%	16%	18%	33%	
		b		de					i					kl											x			
NET: at least once a season	483	355	124	290	133	61	286	197	379	104	127	123	90	123	20	441	43	276	207	78	91	127	178	242	241	329	143	
	26%	28%	21%	43%	22%	10%	26%	25%	30%	18%	24%	23%	21%	34%	26%	27%	19%	23%	31%	29%	23%	24%	31%	35%	21%	22%	42%	
		b		de					i					kl											x			
Don't know	44	26	18	18	16	10	15	28	31	13	16	13	7	7	1	38	6	32	12	5	6	19	8	21	23	37	6	
	2%	2%	3%	3%	3%	2%	1%	4%	2%	2%	3%	3%	2%	2%	1%	2%	3%	3%	2%	2%	2%	4%	1%	3%	2%	2%	2%	
				e					i																			
Prefer not to say	62	39	24	22	17	23	28	34	38	25	15	20	17	10	-	61	1	45	17	12	11	15	20	23	40	48	13	
	3%	3%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%	4%	3%	-	6%	1%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%

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
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Table B2
Q12 - As you may or may not know, there are ways in which people in the UK can watch live football illegally by accessing certain websites and devices. This means they can watch a wide range of football, including matches broadcast in the UK and matches not broadcast in the UK, without paying for subscriptions. This includes modified Fire Sticks, illegal streaming websites and IPTV services. During a typical season, how often, if at all, do you watch football matches via pirated or illegal means?

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)	O-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	274	810	528	517	1551	120	85	50	1699	71	84	29	791	357	213	413	917	344	154	253	470	1091	1353	1213	277				
More than once per week	98	91	46	20	69	20	9	71	14	9	3	81	7	4	4	31	19	13	33	42	19	15	21	18	41	80	67	23				
5%	5%	6%	6%	8%	9%	4%	2%	5%	11%	10%	6%	5%	9%	11%	13%	4%	5%	6%	8%	4%	6%	9%	7%	4%	4%	6%	5%	8%				
Once per week	140	110	76	31	74	31	34	108	16	8	8	111	17	6	6	70	28	14	27	78	30	0%	0	17	64	121	111	23				
7%	7%	7%	10%	12%	9%	6%	7%	7%	13%	10%	8	15%	7%	23%	19%	21%	9%	8%	6%	6%	8%	9%	10%	4%	4%	6%	9%	8%				
Once every two weeks	92	51	69	21	45	23	25	65	14	7	3	72	8	8	1	49	18	7	15	53	18	8	10	12	44	80	76	12				
5%	4%	4%	7%	8%	6%	4%	5%	4%	12%	8%	6%	4%	11%	23%	3%	6%	5%	3%	4%	5%	5%	3%	2%	2%	4%	6%	6%	5%				
Once a month	65	48	3	3	22	18	25	50	8	3	-	56	8	1	-	34	16	7	7	42	12	5	6	10	33	54	52	12				
3%	3%	3%	4%	6%	3%	3%	5%	3%	10%	4%	-	3%	11%	3%	-	4%	4%	3%	2%	4%	3%	3%	2%	2%	3%	4%	4%	5%				
Less often than once a month	89	73	37	8	37	19	33	76	6	3	2	83	5	-	1	45	16	9	15	49	16	7	11	18	50	70	67	15				
5%	5%	5%	5%	3%	5%	3%	6%	5%	5%	3%	4%	5%	6%	-	4%	6%	5%	4%	5%	5%	5%	4%	4%	4%	5%	5%	5%	6%				
Never	1282	1084	466	157	510	410	362	1125	53	52	31	1207	28	15	12	516	244	168	288	678	232	101	210	372	798	894	833	178				
69%	70%	62%	60%	63%	75%	71%	72%	72%	44%	60%	60%	71%	39%	44%	46%	66%	69%	72%	70%	69%	68%	65%	72%	78%	73%	66%	66%	65%				
NET: At least once per week	238	202	123	51	143	51	43	179	29	17	11	191	23	10	9	101	47	27	60	120	49	29	34	35	104	200	178	46				
13%	13%	16%	19%	18%	9%	8%	11%	24%	20%	22%	11%	33%	30%	35%	13%	13%	12%	14%	12%	14%	19%	12%	7%	10%	15%	14%	14%	17%				
NET: at least once per month	395	319	200	87	210	91	93	293	35	27	14	319	39	19	10	185	80	41	82	215	79	42	50	58	181	335	305	70				
21%	20%	20%	27%	33%	26%	17%	18%	19%	46%	31%	27%	19%	55%	56%	37%	24%	23%	18%	20%	22%	23%	42	12%	12%	17%	25%	24%	26%				
NET: at least once a season	483	391	237	95	247	110	126	369	61	30	16	402	44	19	11	229	96	51	97	264	95	49	61	76	211	405	372	86				
26%	25%	32%	36%	31%	20%	25%	24%	51%	35%	32%	24%	61%	56%	42%	29%	27%	22%	23%	27%	28%	32%	21%	16%	21%	30%	30%	30%	31%				
Don't know	44	36	19	6	17	11	16	26	8	3	-	33	8	-	2	0%	5	6	7	18	8	0%	6	12	22	23	21	4				
3%	2%	2%	2%	2%	2%	2%	3%	2%	5%	2%	-	2%	-	-	6%	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%				
Prefer not to say	62	46	29	6	35	18	9	51	1	3	4	56	-	-	2	16	7	9	22	27	9	3	16	20	41	37	35	5				
3%	3%	4%	2%	4%	3%	2%	3%	3%	+	3%	8%	3%	-	-	7%	2%	2%	4%	5%	3%	2%	2%	5%	4%	4%	3%	3%	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/b
Overlap formulae used: + small base; ** very small base (under 30) ineligible for sig testing

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 2025
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Table B3
Q13 - Which of the following best describes the reasons why you chose to support your football team.

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	224	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	2322	1514	625	679	654	511	1032	783	1218	459	439	413	319	228	78	1642	229	1112	650	229	402	512	575	700	1122	1555	237
Family or friends support this team	774	451	317	261	280	232	454	319	550	223	218	213	194	113	36	672	102	506	267	102	154	213	252	307	466	654	108
	41%	36%	53%	39%	47%	38%	42%	41%	43%	38%	42%	44%	46%	31%	45%	41%	44%	42%	39%	38%	38%	41%	44%	44%	40%	43%	32%
First team I watched/ attended	622	463	157	166	202	253	357	265	401	221	189	167	154	85	27	538	83	421	201	79	144	189	173	201	421	544	67
	33%	37%	26%	25%	34%	42%	33%	34%	31%	37%	36%	34%	37%	23%	35%	33%	36%	35%	30%	30%	37%	36%	30%	29%	36%	36%	20%
It is/was the team most local to me	589	397	191	119	187	284	351	238	357	232	219	164	120	68	19	505	85	383	206	82	150	169	159	169	420	534	48
	31%	31%	32%	18%	31%	46%	32%	30%	28%	39%	42%	34%	29%	19%	24%	31%	37%	32%	30%	31%	37%	32%	28%	24%	36%	35%	14%
The quality of football played by the team	486	339	145	202	135	149	308	178	351	135	123	112	107	127	18	439	46	290	196	64	105	130	156	197	289	349	132
	26%	27%	24%	30%	23%	24%	28%	23%	27%	23%	23%	23%	25%	35%	22%	27%	20%	24%	29%	24%	26%	25%	27%	28%	25%	23%	39%
The atmosphere at the stadium and the matchday experience	341	245	94	145	92	105	194	147	243	98	98	107	61	63	12	304	37	217	124	44	78	90	113	146	196	269	65
	18%	19%	16%	22%	15%	17%	18%	19%	19%	17%	19%	22%	15%	17%	15%	19%	16%	18%	18%	17%	19%	17%	20%	21%	17%	18%	19%
The team's sporting success	336	248	85	149	102	85	221	115	255	80	82	77	78	88	11	300	36	181	155	40	68	99	116	163	173	237	94
	18%	20%	14%	22%	17%	14%	20%	15%	16%	14%	16%	16%	19%	24%	14%	18%	16%	15%	23%	15%	17%	19%	20%	23%	15%	16%	28%
The culture among fans of the team	316	226	89	142	86	88	163	153	219	97	102	66	61	77	10	281	34	181	134	44	63	88	108	134	181	225	87
	17%	18%	15%	21%	15%	14%	15%	20%	17%	16%	19%	14%	14%	21%	13%	17%	15%	15%	20%	17%	16%	17%	19%	19%	15%	15%	26%
Particular player(s) who play or have played for the team	256	180	73	130	68	58	150	106	186	70	49	53	57	79	18	232	24	149	107	40	54	73	80	102	154	178	77
	14%	14%	12%	20%	11%	9%	14%	14%	14%	12%	9%	11%	14%	22%	23%	14%	11%	13%	16%	15%	14%	14%	14%	15%	13%	12%	23%
The affordability and availability of match tickets	169	106	59	92	40	36	97	72	129	40	46	37	45	38	3	153	16	96	73	29	32	48	54	80	89	124	39
	9%	8%	10%	14%	7%	6%	9%	9%	10%	7%	9%	8%	11%	11%	4%	9%	7%	8%	11%	11%	8%	9%	9%	11%	8%	8%	12%
The club's fan and community engagement and charitable initiatives	161	107	52	95	41	25	89	73	123	39	46	32	27	48	8	146	16	87	75	24	34	36	61	79	83	108	49
	9%	8%	9%	14%	7%	4%	8%	9%	10%	7%	9%	7%	6%	12%	10%	9%	7%	7%	11%	9%	8%	7%	11%	11%	7%	7%	15%
Particular coach/manager who manages or has managed the team	139	97	40	79	26	34	86	53	97	42	29	27	25	52	5	123	16	78	61	24	30	31	49	69	70	93	44
	7%	8%	7%	12%	4%	6%	8%	7%	8%	7%	6%	6%	6%	14%	7%	8%	7%	7%	9%	9%	7%	6%	8%	10%	6%	6%	13%
Other (Please Specify)	38	29	10	4	12	22	26	12	13	25	6	14	7	10	1	35	4	19	19	5	12	6	13	5	33	34	5
	2%	2%	2%	1%	2%	4%	2%	2%	1%	4%	1%	3%	2%	3%	1%	2%	2%	2%	3%	2%	3%	1%	2%	1%	3%	2%	1%
Don't know/can't remember	68	47	21	16	23	29	30	39	40	28	16	17	20	13	2	64	4	54	15	14	9	24	14	17	51	59	8
	4%	4%	4%	2%	4%	5%	3%	5%	3%	5%	3%	4%	5%	4%	3%	4%	2%	4%	2%	5%	2%	5%	2%	2%	4%	4%	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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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Table 84
Q13 - Which of the following best describes the reasons why you chose to support your football team.

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	Championship / League One	League Two / National League	Highly engaged fan	Mid engaged fan	Less engaged fan	Involving a team they support: 0-30												Involving a team they support: 31-60												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)					
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	264	810	549	512	1571	120	86*	52*	1699	71*	34**	20	778	352	233	413	987	344	154	293	479	1091	1358	1261	272								
Family or friends support this team	774	625	305	84	327	200	246	658	39	39	22	708	21	13	14	335	137	96	167	408	140	59	133	209	459	550	506	113								
	41%	40%	41%	32%	40%	37%	48%	42%	32%	46%	43%	42%	30%	39%	53%	43%	39%	41%	40%	41%	41%	39%	45%	44%	42%	40%	40%	42%								
First team I watched/ attended	622	503	235	67	320	187	115	519	34	32	34	573	13	14	11	215	130	78	175	305	111	52	126	160	382	459	428	94								
	33%	32%	31%	26%	40%	34%	22%	33%	27%	39%	51%	34%	19%	41%	42%	28%	37%	34%	42%	31%	32%	34%	43%	33%	35%	34%	34%	34%								
It is/was the team most local to me	589	427	274	93	259	191	139	487	40	31	25	550	13	8	10	227	117	77	141	298	104	49	111	190	392	393	379	66								
	31%	27%	37%	35%	32%	35%	27%	31%	34%	36%	47%	32%	18%	22%	35%	29%	33%	33%	34%	30%	30%	32%	38%	40%	36%	29%	30%	24%								
The quality of football played by the team	486	457	187	67	213	154	119	415	31	16	10	442	16	7	10	193	85	69	111	250	95	41	77	103	273	371	340	77								
	26%	29%	25%	25%	26%	28%	23%	26%	26%	19%	19%	26%	23%	20%	36%	25%	24%	30%	27%	25%	28%	27%	26%	21%	25%	27%	27%	28%								
The atmosphere at the stadium and the matchday experience	341	278	143	46	188	76	76	265	28	24	19	306	11	12	9	127	68	43	92	170	80	19	57	70	184	268	241	62								
	18%	18%	19%	18%	23%	14%	15%	17%	23%	28%	36%	18%	15%	35%	34%	16%	19%	19%	22%	17%	23%	12%	20%	15%	17%	20%	19%	23%								
The team's sporting success	336	311	141	50	132	108	96	298	23	6	6	308	17	4	2	147	64	49	64	189	64	32	42	63	174	269	245	61								
	18%	20%	19%	19%	16%	20%	19%	19%	20%	8%	11%	18%	24%	11%	8%	19%	18%	21%	16%	19%	19%	21%	15%	13%	16%	20%	19%	23%								
The culture among fans of the team	316	269	124	51	142	83	91	257	23	19	11	288	14	4	3	129	72	33	74	182	63	23	40	74	186	240	217	51								
	17%	17%	16%	19%	17%	15%	18%	16%	19%	22%	21%	17%	19%	12%	10%	17%	20%	14%	18%	18%	18%	15%	14%	15%	17%	18%	17%	19%								
Particular player(s) who play or have played for the team	256	232	113	45	121	75	59	214	19	13	4	227	16	5	4	110	46	35	58	135	57	23	35	48	121	207	194	47								
	14%	15%	15%	17%	15%	14%	12%	14%	16%	15%	8%	13%	22%	14%	13%	14%	13%	15%	14%	14%	16%	15%	12%	10%	11%	15%	15%	17%								
The affordability and availability of match tickets	169	138	98	39	79	44	46	130	22	10	7	141	15	5	2	84	40	19	25	103	39	9	16	31	75	135	127	26								
	9%	9%	13%	15%	10%	8%	9%	8%	18%	11%	13%	8%	21%	16%	8%	11%	11%	8%	6%	10%	11%	6%	6%	6%	7%	10%	10%	10%								
The club's fan and community engagement and charitable initiatives	161	138	75	41	72	38	51	126	17	15	3	134	19	5	1	76	36	21	27	96	32	15	18	30	80	131	117	27								
	9%	9%	10%	15%	9%	7%	10%	8%	14%	17%	6%	8%	26%	15%	5%	10%	10%	9%	7%	10%	9%	10%	6%	6%	7%	10%	9%	10%								
Particular coach/manager who manages or has managed the team	139	121	70	31	61	49	29	109	22	2	3	120	11	2	3	69	31	15	19	69	40	7	19	24	51	112	97	31								
	7%	8%	9%	12%	8%	9%	6%	7%	18%	2%	6%	7%	16%	6%	10%	9%	9%	6%	5%	7%	12%	4%	7%	5%	5%	8%	8%	11%								
Other (Please Specify)	38	26	15	7	19	13	6	35	1	1	1	38	-	-	-	11	5	8	13	18	4	6	9	13	24	24	22	4								
	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	1%	2%	-	-	-	1%	1%	3%	3%	2%	1%	4%	3%	3%	2%	2%	2%	2%								
Don't know/can't remember	68	65	15	9	21	26	22	55	-	-	-	56	1	-	-	24	6	5	15	33	3	3	10	26	45	34	33	5								
	4%	4%	2%	3%	3%	5%	4%	3%	-	-	-	3%	1%	-	-	3%	2%	2%	4%	3%	1%	2%	3%	6%	4%	2%	3%	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/h/y/z/aa
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 2025
PUBLIC
IPSO

Table B5
Q14 - Which, if any, of the following factors do you think could lead you to stop supporting the main team that you currently support and to start supporting a different football team in England and Wales?

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 - £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	1689	234	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1892	1264	628	730	654	520	1167	737	1356	548	561	507	412	352	72	1689	234	879	1025	251	382	514	653	775	1129	1489	384
The cost of tickets being too high	398	264	131	123	135	141	230	168	280	118	118	99	98	60	23	353	46	243	155	49	85	127	114	136	263	325	69
	21%	21%	22%	18%	23%	23%	21%	21%	22%	20%	22%	20%	23%	17%	29%	21%	20%	20%	23%	18%	21%	24%	20%	19%	22%	22%	21%
Disagreeing with owners' or senior management's decisions or the overall direction of the club	263	196	66	112	75	76	168	96	186	78	74	55	60	58	16	225	39	139	124	33	47	68	107	112	151	202	60
	14%	16%	11%	17%	13%	12%	15%	12%	14%	13%	14%	11%	14%	16%	20%	14%	17%	12%	18%	12%	12%	13%	19%	16%	13%	13%	18%
Poor performance by the team / the team being relegated	245	170	73	136	64	45	144	100	181	63	56	57	56	71	4	217	27	140	104	31	56	65	84	116	129	161	81
	13%	13%	12%	20%	11%	7%	13%	13%	14%	11%	11%	12%	13%	20%	5%	13%	12%	12%	15%	12%	14%	12%	15%	17%	11%	11%	24%
Not feeling valued as a fan by the club	225	173	52	104	67	53	140	85	162	63	68	54	45	49	9	200	25	127	98	29	41	68	76	100	124	174	49
	12%	14%	9%	16%	11%	9%	13%	11%	13%	11%	13%	11%	11%	14%	11%	12%	11%	11%	14%	11%	10%	13%	13%	14%	11%	12%	15%
Disagreeing with the overall direction of the league that the club plays in	185	133	49	98	51	36	120	65	140	45	41	53	43	43	5	164	21	102	82	25	36	46	72	98	87	133	49
	10%	11%	8%	15%	9%	6%	11%	8%	11%	8%	8%	11%	10%	12%	6%	10%	9%	9%	12%	9%	9%	9%	13%	14%	7%	9%	14%
You relocating to a new area	174	127	47	81	40	53	104	70	116	57	48	41	43	37	6	159	15	106	68	28	38	45	58	76	98	135	37
	9%	10%	8%	12%	7%	9%	10%	9%	9%	10%	9%	8%	10%	10%	7%	10%	6%	9%	10%	10%	9%	9%	10%	11%	8%	9%	11%
The club's home stadium being relocated	162	121	40	74	47	41	102	61	122	40	39	47	36	32	9	144	19	83	80	23	30	46	51	76	86	123	36
	9%	10%	7%	11%	8%	7%	9%	8%	10%	7%	7%	10%	9%	9%	11%	9%	8%	7%	12%	8%	8%	9%	9%	11%	7%	8%	11%
The matchday experience not meeting your expectations	158	99	57	95	43	20	97	62	132	27	33	36	31	46	12	144	14	80	78	23	27	44	60	95	64	106	51
	8%	8%	10%	14%	7%	3%	9%	8%	10%	5%	6%	7%	7%	13%	15%	9%	6%	7%	12%	9%	7%	8%	10%	14%	5%	7%	15%
Your favourite player(s) leaving the team	129	93	35	81	35	12	82	47	103	25	26	28	27	43	6	117	11	68	61	17	29	29	50	72	57	81	46
	7%	7%	6%	12%	6%	2%	8%	6%	8%	4%	5%	6%	6%	12%	7%	7%	5%	6%	9%	6%	7%	5%	9%	10%	5%	5%	14%
Other (Please Specify)	22	14	9	6	4	12	16	6	10	12	8	3	8	4	-	21	1	12	10	3	7	6	7	6	16	18	3
	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	-	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Nothing - I would never consider stopping supporting my main team and starting to support a different team	887	598	285	217	307	363	498	389	565	322	270	255	193	140	29	763	124	607	279	124	197	241	266	284	602	768	105
	47%	47%	48%	33%	52%	59%	46%	50%	44%	55%	51%	52%	46%	39%	37%	46%	54%	51%	41%	47%	49%	46%	46%	41%	51%	51%	31%
Don't know	80	41	39	25	26	30	42	38	52	29	23	18	18	14	7	76	5	62	19	11	17	26	16	22	58	66	11
	4%	3%	6%	4%	4%	5%	4%	5%	4%	5%	4%	4%	4%	4%	9%	5%	2%	5%	3%	4%	4%	5%	3%	3%	5%	4%	3%

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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
PUBLIC
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Table B6
Q14 - Which, if any, of the following factors do you think could lead you to stop supporting the main team that you currently support and to start supporting a different football team in England and Wales?

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)	O-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	571	214	810	549	532	1571	120	68	34	1699	71	34	21	165	357	213	413	1027	348	154	253	450	1091	1353	1213	272						
The cost of tickets being too high	398	331	161	56	147	121	130	332	26	22	15	364	13	7	12	193	76	37	84	226	70	29	60	101	237	253	274	54						
	21%	21%	22%	21%	18%	22%	25%	21%	21%	26%	28%	21%	18%	19%	43%	25%	22%	16%	20%	23%	20%	19%	20%	21%	22%	22%	22%	20%						
					d											q																		
Disagreeing with owners' or senior management's decisions or the overall direction of the club	263	216	121	62	111	72	80	215	25	16	5	231	15	9	6	129	55	26	50	141	61	21	34	71	140	189	173	51						
	14%	14%	16%	23%	14%	13%	16%	14%	21%	18%	10%	14%	20%	27%	22%	17%	16%	11%	12%	14%	18%	14%	12%	15%	13%	14%	14%	19%						
				ab					ab							q													aa					
Poor performance by the team / the team being relegated	245	217	119	46	80	75	89	204	23	9	5	212	21	2	7	124	49	27	42	145	58	13	26	43	132	198	183	41						
	13%	14%	16%	18%	10%	14%	17%	13%	19%	10%	9%	12%	30%	5%	25%	16%	14%	11%	10%	15%	17%	8%	9%	9%	12%	15%	15%	15%	15%					
					d		d		k				gjk			rvw				rv	qrw				w	wx	wx	wx						
Not feeling valued as a fan by the club	225	181	103	42	102	51	72	179	16	19	9	201	8	7	7	113	43	22	42	133	35	20	32	50	125	173	166	37						
	12%	12%	14%	16%	13%	9%	14%	11%	14%	22%	18%	12%	12%	21%	26%	14%	12%	10%	10%	13%	10%	13%	11%	10%	11%	13%	13%	14%						
				a			e		ek																									
Disagreeing with the overall direction of the league that the club plays in	185	164	87	38	69	61	54	151	15	12	6	153	12	9	7	80	42	31	28	110	35	14	23	32	101	151	141	31						
	10%	11%	12%	14%	8%	11%	11%	10%	12%	14%	12%	9%	17%	26%	26%	10%	12%	13%	7%	11%	10%	9%	8%	7%	9%	11%	11%	12%						
				a				k				ek								r					w	w	wx	w						
You relocating to a new area	174	138	93	34	60	59	54	135	20	10	6	158	7	5	2	84	36	16	35	102	38	9	22	32	92	140	132	27						
	9%	9%	12%	13%	7%	11%	11%	9%	17%	11%	11%	9%	14%	6%		11%	10%	7%	8%	10%	11%	6%	7%	7%	8%	10%	10%	10%						
				a		d		ek				e				a				a					wx	wx	wx							
The club's home stadium being relocated	162	135	80	38	72	54	36	126	22	10	4	145	10	3	5	79	35	17	26	93	29	13	20	38	85	121	108	32						
	9%	9%	11%	15%	9%	10%	7%	8%	18%	11%	7%	9%	14%	7%	18%	10%	10%	7%	6%	9%	8%	9%	7%	8%	8%	9%	9%	12%						
				a				ek								r												x						
The matchday experience not meeting your expectations	158	131	93	37	66	37	55	125	15	11	4	132	15	5	3	87	35	15	17	105	31	9	11	22	68	134	124	33						
	8%	8%	12%	14%	8%	7%	11%	8%	13%	13%	8%	8%	21%	15%	12%	11%	10%	6%	4%	11%	9%	6%	4%	5%	6%	10%	10%	12%						
				a			e		ek			ek				qrw	rv			qrw	rv				wx	wx	wx	wx						
Your favourite player(s) leaving the team	129	115	67	28	54	30	45	99	16	4	2	107	10	4	3	71	21	14	17	87	15	11	10	18	60	108	97	24						
	7%	7%	9%	11%	7%	5%	9%	6%	14%	5%	4%	6%	14%	11%	10%	9%	6%	6%	4%	9%	4%	7%	3%	4%	5%	8%	8%	9%						
								ek				gjk				rvw									w	wx	wx	wx						
Other (Please Specify)	22	17	7	2	6	6	10	21	1	1	-	22	-	-	-	13	3	3	3	17	-	2	2	14	17	8	8	1						
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	-	-	-	2%	1%	1%	1%	2%	-	2%	1%	3%	2%	1%	1%	-						
								t				t				t				t				xvAB	yA	yA	yA	yA						
Nothing - I would never consider stopping supporting my main team and starting to support a different team	887	746	314	91	444	263	180	769	34	33	28	839	17	10	7	295	164	128	246	419	156	80	181	251	536	621	569	130						
	47%	48%	42%	35%	55%	48%	35%	49%	29%	39%	54%	49%	24%	29%	24%	38%	47%	55%	60%	42%	45%	52%	62%	52%	49%	46%	45%	48%						
		c	bc		ef	f		hi		i	hi	hi					o	ost	opst	o	o	os	opst	yA	yA	yA	yA	yA						
Don't know	80	67	25	9	16	30	35	65	4	*	1	65	1	1	*	29	10	11	9	36	13	4	7	28	51	44	41	7						
	4%	4%	3%	3%	2%	5%	7%	4%	3%	*	2%	4%	1%	4%	1%	4%	3%	5%	2%	4%	4%	3%	2%	6%	5%	3%	3%	3%						
					d		d																	yA	yA									

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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2025
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Table 87

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

	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	1372	1204	525	637	544	411	1089	783	1201	429	113	101	105	108	21	1642	225	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% de	24% e	15%	26%	24%	29% i	17%	26%	21%	25%	30% k	27%	26%	20%	23%	30% q	24%	23%	26%	29%	33% x	21%	23%	35%y
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% de	16% e	15%	18%	17%	19% i	14%	18%	14%	18%	22% k	12%	18%	15%	15%	22% q	13%	18%	15%	22% st	22% x	15%	16%	24% y
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% st	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	161	211	69
	15%	17%	11%	18% b	16% e	11%	16%	14%	17% i	11%	16%	15%	11%	18% l	13%	16%	9%	12% p	20% q	13% r	15% s	14% t	18% u	20% v	12% x	14% y	21% z
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% b	7%	15% e	12% e	6%	12%	10%	12%	10%	14% i	10%	9%	13%	10%	12%	9%	10%	15% q	11%	8%	12%	14% t	13%	10%	10%	16% v
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	132	93	23	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% c	20% ed	13%	14%	11% h	19%	14%	15%	15%	11%	10%	14%	14%	16% r	9% s	15% v	14% v	15% v	9% v	8% w	17% w	15% A	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
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Table B8

Q15 - Several men's football clubs have been dissolved following financial difficulties, such as Macclesfield Town in 2020 and Thurry 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)
UNWEIGHTED BASE	1904	1585	809	276	825	550	528	1601	128	89	50	1728	77	34	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288
WEIGHTED BASE	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
Raise awareness or support for the club by participating in fan or community events, attending meetings, or positive online.	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	31%	31%	20%	7%	23%	9%	6%	30%	38%	34%	20%	36%	21%	8	10	14%	7%	5%	11%	19%	8%	3%	8%	7%	20%	32%	28%	8%
Make monetary donations to help the club	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 more purchases from the club (e.g. on tickets, other merchandise)	32%	26%	16%	7%	18%	8%	6%	24%	36%	25%	16%	29%	20%	12%	3%	11%	7%	4%	9%	16%	6%	3%	6%	5%	14%	26%	24%	6%
Make more purchases from the club (e.g. on tickets, other merchandise)	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)	31%	25%	16%	6%	17%	7%	6%	25%	30%	19%	12%	28%	21%	4%	6%	12%	7%	3%	7%	16%	6%	2%	5%	4%	14%	26%	24%	6%
Participate in fan protests	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	30%	24%	13%	4%	19%	5%	4%	22%	33%	29%	18%	26%	18%	11%	9%	10%	6%	4%	8%	13%	5%	3%	6%	5%	14%	24%	22%	5%
Volunteer time to help the club	28%	22%	13%	5%	17%	6%	4%	20%	36%	21%	20%	23%	26%	5	9	11%	4%	3%	8%	13%	5%	2%	5%	4%	13%	23%	21%	6%
Boycott matches or purchases from the club to campaign for new ownership	21%	16%	11%	3%	12%	5%	4%	15%	31%	18%	10%	18%	16%	5	6	8%	4%	3%	5%	10%	5%	2%	3%	3%	10%	17%	17%	23%
Other (Please Specify)	2%	2%	1%	1%	1%	-	2%	*	1%	-	1%	1%	1%	-	-	2%	1%	-	-	*	2%	-	-	1%	1%	1%	-	1%
None of the above	56%	49%	16%	3%	15%	20%	20%	53%	6%	11%	2%	53%	7%	6%	2%	24%	10%	6%	10%	32%	9%	3%	8%	19%	38%	35%	33%	5%
Don't know	25%	21%	8%	3%	9%	8%	7%	21%	10%	4%	8%	22%	-	5%	2%	9%	3%	3%	4%	11%	3%	2%	3%	9%	17%	15%	14%	2%

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 2025
PUBLIC
IPSO

Table B9
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)		
UNWEIGHTED BASE	1904	1264	628	780	654	520	1167	737	1356	548	561	507	412	352	72	1680	224	879	1025	251	382	352	514	653	775	1129	1489	384	
WEIGHTED BASE	1372	1204	595	598	511	311	1083	783	1218	459	525	437	313	251	208	1642	229	1112	650	269	402	312	515	702	1122	1556	237		
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%		
	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		
	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		
	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		
	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		
	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	-		
	*	*	*	-	*	*	*	*	*	*	*	-	-	-	-	*	-	*	*	-	-	*	*	*	*	*	*	-	
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		
	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		
	14%	12%	16%	7%	16%	19%	13%	14%	12%	17%	13%	18%	14%	9%	8%	13%	13%	17%	10%	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
PUBLIC
IPSOs

Table 90
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	293	470	1088	1402	1296	288										
WEIGHTED BASE	1872	1557	751	264	810	549	512	1571	120	86*	52*	1609	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272										
I would continue to follow men's football in England and Wales but not support another team	375	471	251	74	243	188	144	485	48	23	13	526	31	10	5	225	117	76	147	271	128	61	105	128	315	442	409	90										
	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	11	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										
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%										
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%	10%	7%	6%	7%	12%	13%	11%	3%	6%	5%	11%	4%	2%	3%	12%	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%	13%	13%	8%	7%	14%	13%	1%	12%	13%	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
10TH - 14TH APRIL 2026
PUBLIC
IPSO

Table 91

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	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	224	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1932	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	93	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	36	37	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	86	61	55	32	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%	11%	15%	12%	14%	8%	10%	13%	11%	14%
6	217	148	68	83	75	59	122	95	150	67	60	54	75	45	41	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%	11%	16%	12%	8%	11%	13%	11%	14%	9%	12%	10%	14%	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%	12%	15%	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%	9%	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
NET: Limited distress (1-3)	351	233	127	119	114	118	229	123	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%
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%

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

Table 92
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)	None (w)	0-1 (x)	At least 1 (y)	At least 2 (z)	At least 3 (aa)								
UNWEIGHTED BASE	1850	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	791	264	810	549	512	1571	120	86*	52*	1689	71*	34**	27**	763	352	233	413	987	344	154	293	479	1091	1358	1261	272								
1	106	99	34	11	14	29	62	103	1	-	1	104	1	-	-	63	18	8	10	76	17	5	7	45	76	60	56	7								
6%	6%	6%	4%	4%	3%	2%	12%	7%	1%	-	2%	6%	2%	-	-	8%	5%	3%	2%	8%	5%	3%	2%	9%	7%	4%	4%	2%								
		b			d		de									quv				quv				v8A		v8A										
2	114	99	44	11	23	36	54	101	7	4	1	104	5	2	3	61	21	14	13	62	20	14	10	35	79	79	74	14								
6%	6%	6%	4%	4%	3%	7%	11%	6%	6%	4%	7%	1%	6%	7%	9%	8%	6%	6%	3%	6%	6%	9%	4%	7%	7%	6%	6%	5%								
					d		de									rw				f				rv												
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%	6%	11%	7%	9%	3%	-	7%	4%	4%	3%	8%	9%	6%	3%	8%	7%	4%	4%	8%	8%	7%	7%	5%								
					d		de									rw				f				rv												
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%	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%								
					d		d									rw				quv																
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%	18%	8%	9%	5%	11%	13%	17%	5%	14%	9%	15%	8%	14%	10%	9%	9%	11%	12%	12%	12%	10%								
					d		d									rw				quv																
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%	10%	11%	8%	13%	15%	12%	16%	4%	7%	12%	8%	8%	7%	12%	15%	8%	10%	13%	12%	7%	8%	9%	11%	12%	12%	14%								
					d		d									quv				quv																
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%	15%	12%	15%	10%	7%	6%	14%	6%	16%	15%	14%	14%	13%	16%	13%	15%	18%	16%	14%	15%	14%	14%	13%								
					i		hi																													
8	275	223	115	38	171	82	22	215	20	18	16	237	21	4	7	82	61	47	79	123	67	26	52	60	149	207	196	40								
15%	14%	15%	14%	14%	21%	15%	4%	14%	17%	20%	31%	14%	29%	12%	27%	11%	17%	20%	19%	12%	20%	18%	12%	14%	15%	15%	16%	15%								
					ef		d				ghk									quv																
9	344	115	65	25	110	35	8	107	17	11	9	131	6	4	1	52	17	21	53	67	26	16	33	30	68	111	103	33								
8%	7%	9%	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%								
					d		d									quv			quv																	
10	177	142	60	22	148	24	5	129	12	24	10	160	5	5	5	45	29	21	74	63	31	16	60	37	86	138	128	38								
9%	9%	8%	8%	8%	18%	4%	1%	8%	10%	28%	20%	9%	7%	16%	18%	6%	8%	9%	18%	6%	9%	10%	21%	8%	8%	10%	10%	14%								
					ef		f			ghk						quv			quv					quv												
Mean	5.75	5.67	5.84	5.96	7.04	5.29	4.1	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								
					ef				ghk		ghk						quv		quv		quv		quv		w	w	w	w	w							
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%	17%	9%	18%	34%	20%	15%	7%	3%	19%	13%	10%	13%	24%	20%	15%	9%	22%	17%	16%	10%	25%	22%	17%	17%	13%								
					d		d					ghk				quv				quv				v8A		v8A										
NET: High distress (9-10)	596	480	240	85	429	131	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%	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		ghk		ghk		ghk			quv		quv		quv		quv		quv		w	w	w	w							
Don't know	93	77	29	8	23	39	31	74	2	3	2	77	2	-	-	33	8	14	10	41	11	5	8	31	61	51	48	5								
5%	5%	5%	4%	3%	7%	7%	6%	5%	2%	3%	4%	5%	2%	-	-	4%	2%	6%	2%	4%	3%	3%	3%	6%	6%	4%	4%	2%								
					d		d									quv				quv				v8A		v8A										

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

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 2025
PUBLIC
IPSO

Table 93
Q18 - Outside of attending or watching the team's games, which of the following way, if any, do you currently interact with your club? Please only include official club platforms/communications and affiliated supporter groups, not unofficial or non-affiliated sources.

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	224	879	1025	251	382	514	653	775	1129	1489	384		
WEIGHTED BASE	1932	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		
I follow one or more of the club's official social media platforms	757	531	222	309	273	175	478	279	560	197	203	309	190	167	30	670	87	446	311	80	150	201	279	338	419	599	146		
	40%	42%	37%	46%	46%	29%	44%	36%	44%	33%	39%	39%	40%	46%	38%	41%	38%	37%	46%	30%	37%	39%	48%	48%	36%	40%	43%		
I receive other (nonsocial media) communications from the club (e.g. via email or newsletters)	453	346	105	168	164	121	273	180	333	104	120	129	98	101	104	22	394	59	265	188	52	91	126	159	196	257	363	83	
	24%	27%	18%	25%	28%	20%	25%	23%	26%	20%	25%	20%	25%	20%	24%	29%	27%	24%	26%	22%	28%	19%	23%	24%	28%	28%	22%	24%	25%
I am a member of a supporters' group or other similar membership group	256	184	69	115	83	58	156	100	203	53	65	60	49	65	17	226	29	138	118	20	48	61	113	124	132	199	53		
	14%	15%	12%	17%	14%	9%	14%	13%	16%	9%	12%	12%	12%	18%	22%	14%	13%	12%	17%	7%	12%	12%	20%	18%	11%	13%	16%		
I attend fan-forums or other fan events organised by the club in person or online	186	150	35	116	49	21	122	64	151	34	39	54	32	53	8	164	22	95	91	23	27	49	82	108	78	125	58		
	10%	12%	6%	17%	8%	4%	11%	8%	12%	6%	7%	11%	8%	15%	10%	10%	10%	8%	13%	9%	7%	9%	14%	15%	7%	8%	17%		
I attend community events organised by the club	168	118	45	109	44	15	110	58	145	23	45	28	25	62	8	151	16	74	94	18	23	30	91	116	51	108	58		
	9%	9%	8%	16%	7%	2%	10%	7%	11%	4%	9%	6%	6%	17%	11%	9%	7%	6%	14%	7%	6%	6%	16%	17%	4%	7%	17%		
I am a member of my club's Fan Advisory Board, Fan Parliament, Shadow Board or other similar group	109	81	27	81	23	6	64	46	94	16	24	26	20	37	3	103	7	60	50	19	19	35	36	61	49	69	41		
	6%	6%	5%	12%	4%	1%	6%	6%	7%	3%	5%	5%	5%	10%	4%	6%	3%	5%	7%	7%	5%	7%	6%	9%	4%	5%	12%		
Other (Please Specify)	11	11	1	-	3	8	8	3	5	7	5	3	3	-	-	9	3	8	4	-	2	5	3	3	9	11	1		
	1%	1%	*	-	1%	1%	1%	*	*	1%	1%	1%	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	*		
None of the above	665	415	247	123	199	299	361	304	388	278	200	192	168	82	23	575	90	462	204	116	161	193	155	157	508	584	74		
	36%	32%	42%	18%	33%	56%	33%	39%	30%	47%	38%	39%	40%	23%	29%	35%	39%	39%	30%	43%	40%	37%	27%	22%	43%	39%	22%		
Don't know	54	33	20	21	24	9	35	18	37	16	8	13	13	14	5	48	5	42	12	7	9	20	14	17	36	41	11		
	3%	3%	3%	3%	4%	1%	3%	2%	3%	4%	3%	4%	3%	4%	6%	3%	2%	3%	2%	2%	2%	4%	2%	2%	3%	3%	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

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
PUBLIC
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Table 94

Q18 - Outside of attending or watching the team's games, which of the following ways, if any, do you currently interact with your club? Please only include official club platforms/communications and affiliated supporter groups, not unofficial or non-affiliated sources.

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	34	29	819	362	240	399	1021	347	158	283	470	1088	1402	1296	288				
WEIGHTED BASE	1172	1157	751	264	810	549	512	1571	120	84	54	1669	74	28	27	778	352	233	413	987	344	154	283	479	1091	1338	1261	272				
I follow one or more of the club's official social media platforms	757	638	345	119	428	185	144	599	72	44	29	684	32	16	9	255	149	116	211	364	147	72	149	138	390	614	557	157				
40%	41%	46%	45%	53%	34%	28%	38%	60%	51%	55%	40%	44%	47%	32%	33%	42%	50%	51%	37%	43%	47%	51%	29%	36%	45%	44%	58%					
a	a	a	a	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef				
I receive other (non-social media) communications from the club (e.g. via email or newsletters)	453	351	214	79	271	114	69	339	44	35	28	406	22	10	9	148	77	70	149	194	95	38	114	81	220	367	337	102				
24%	23%	29%	30%	33%	21%	13%	22%	37%	41%	53%	24%	31%	28%	35%	19%	22%	30%	36%	20%	28%	24%	39%	17%	20%	27%	27%	37%					
a	a	a	a	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef				
I am a member of a supporters' group or other similar membership group	256	216	127	53	176	51	29	184	29	28	14	215	23	9	8	82	48	39	80	116	55	26	50	27	95	227	208	63				
14%	14%	17%	20%	22%	9%	6%	12%	24%	33%	28%	13%	32%	27%	31%	11%	14%	17%	19%	12%	16%	17%	17%	6%	9%	17%	16%	23%					
a	a	a	a	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef				
I attend fan forums or other fan events organised by the club in person or online	186	151	109	46	119	35	32	129	26	15	15	154	18	8	3	70	43	23	50	98	41	17	29	26	65	160	140	59				
10%	10%	15%	18%	15%	6%	6%	8%	22%	17%	29%	9%	25%	24%	11%	9%	12%	10%	12%	10%	12%	11%	10%	5%	6%	12%	11%	22%					
a	a	a	a	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef				
I attend community events organised by the club	168	142	98	43	101	35	32	117	25	12	13	140	18	6	3	75	34	20	38	95	40	10	23	11	57	156	136	47				
9%	9%	13%	16%	13%	6%	6%	7%	21%	14%	24%	8%	25%	17%	12%	10%	10%	9%	9%	10%	12%	6%	8%	2%	5%	11%	11%	17%					
a	a	a	a	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef				
I am a member of my club's Fan Advisory Board, Fan Parliament, Shadow Board or other similar group	109	82	66	37	51	26	32	78	12	14	3	88	12	5	5	51	25	13	19	65	25	11	9	8	40	101	96	20				
6%	5%	9%	14%	6%	5%	6%	5%	10%	16%	7%	5%	17%	14%	18%	7%	7%	5%	5%	7%	7%	7%	3%	2%	4%	7%	8%	7%					
a	a	a	ab	a	a	a	a	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef				
Other (Please Specify)	11	10	3	-	7	3	1	9	-	-	2	11	-	-	-	4	2	3	3	6	2	-	3	6	7	5	5	2				
1%	1%	*	-	1%	1%	*	1%	-	-	-	4%	1%	-	-	-	*	1%	1%	1%	1%	1%	-	1%	1%	1%	*	*	1%				
None of the above	665	575	199	58	179	230	256	629	8	7	7	637	8	4	5	319	117	67	115	383	99	51	91	255	470	394	370	50				
36%	37%	26%	22%	22%	42%	50%	40%	7%	8%	13%	13%	38%	12%	11%	19%	41%	33%	29%	28%	39%	29%	33%	31%	53%	43%	29%	29%	18%				
bc	bc	bc	bc	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de	de				
Don't know	54	47	14	4	16	17	21	37	1	*	4	39	-	1	2	21	7	4	8	20	7	1	10	19	32	26	26	5				
3%	3%	2%	2%	2%	3%	4%	2%	1%	*	7%	2%	-	2%	7%	3%	2%	2%	2%	2%	2%	2%	1%	3%	4%	3%	2%	2%	2%				

Proportions/Mean: Columns Texted (5% risk level) - a/b/c - d/e/f/ - g/h/i/U/N/V/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 2025
PUBLIC
IPSO

Table 95
Q19 - Thinking about the team you support, which of the following topics do you think it is important that fans have a say on through fan engagement?

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	1689	214	879	1025	251	382	514	653	775	1129	1489	384
WEIGHTED BASE	1322	816	525	657	554	411	1033	293	1216	109	125	109	410	256	28	1642	220	1119	550	259	402	512	515	702	1122	1506	237
Ticket prices and allocations	1013	697	311	275	348	390	594	420	678	335	299	269	232	168	44	880	133	650	363	143	218	288	304	341	672	853	146
	54%	55%	52%	41%	59%	64%	55%	54%	53%	57%	57%	55%	55%	47%	56%	54%	58%	55%	53%	53%	54%	55%	53%	49%	57%	57%	43%
The matchday experience	833	570	260	263	281	289	515	318	562	271	243	218	194	149	29	725	108	518	315	102	176	223	286	305	528	695	128
	45%	45%	44%	39%	47%	47%	47%	41%	44%	46%	46%	45%	46%	41%	37%	44%	47%	43%	46%	38%	44%	43%	50%	44%	45%	46%	38%
The club's approach to fan engagement	816	580	231	229	284	303	519	297	557	260	235	197	194	152	38	698	119	494	322	98	166	230	272	286	530	687	120
	44%	46%	39%	34%	48%	50%	48%	38%	43%	44%	45%	41%	46%	42%	47%	42%	52%	41%	47%	37%	41%	44%	47%	41%	45%	46%	36%
The club's heritage such as the club's crest, main home shirt colours, and name	752	549	196	216	242	294	456	296	489	263	229	201	157	139	26	654	98	460	293	101	166	202	239	263	489	637	104
	40%	43%	33%	32%	41%	48%	42%	38%	38%	45%	44%	41%	37%	39%	32%	40%	43%	39%	43%	38%	41%	39%	41%	38%	42%	42%	31%
Changes to the club's home stadium, including the location of the stadium	714	509	198	189	240	284	444	269	474	240	219	177	176	111	31	617	97	448	265	94	147	192	226	233	481	620	84
	38%	40%	33%	28%	40%	47%	41%	34%	37%	41%	42%	36%	42%	31%	39%	38%	42%	38%	39%	35%	37%	37%	39%	33%	41%	41%	25%
The club's overall strategic direction, vision, and objectives	629	472	152	228	195	206	387	243	433	196	181	154	135	139	20	554	76	371	258	88	137	164	214	240	390	491	127
	34%	37%	26%	34%	33%	34%	36%	31%	34%	33%	34%	32%	32%	38%	26%	34%	33%	31%	38%	33%	34%	31%	37%	34%	33%	33%	38%
The club's (non-sporting related) operational, financial, and business decisions	354	269	82	128	115	111	232	122	252	102	97	93	76	69	18	314	40	210	144	42	57	101	131	144	210	291	53
	19%	21%	14%	19%	19%	18%	21%	16%	20%	17%	19%	19%	18%	19%	22%	19%	17%	18%	21%	16%	14%	19%	23%	21%	18%	19%	16%
Other (Please Specify)	6	3	3	2	1	3	3	3	5	1	-	-	5	1	-	6	-	2	4	1	-	2	3	1	5	5	1
	+	+	1%	+	+	+	+	+	+	+	-	-	1%	+	-	+	-	+	1%	+	-	+	1%	+	+	+	+
None of the above - I do not think fans should have input into any of these topics	100	61	38	32	31	36	55	45	59	41	24	31	25	17	2	93	6	68	32	12	32	25	28	38	61	78	18
	5%	5%	6%	5%	5%	6%	5%	6%	5%	7%	5%	6%	6%	5%	2%	6%	3%	6%	5%	5%	8%	5%	5%	5%	5%	5%	5%
Don't know	130	84	47	37	47	46	68	63	80	51	33	37	40	28	24	5	117	14	100	31	20	21	39	34	36	95	106
	7%	7%	8%	6%	8%	8%	6%	8%	6%	9%	6%	8%	7%	7%	6%	7%	6%	8%	4%	8%	5%	8%	6%	5%	8%	7%	6%

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

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
PUBLIC
IPSOs

Table 96
Q19 - Thinking about the team you support, which of the following topics do you think it is important that fans have a say on through fan engagement?

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	753	254	810	478	512	1513	120	68	34	1559	75	84	29	775	352	213	413	957	314	154	253	470	1073	1355	1253	272								
Ticket prices and allocations	1013	852	381	129	449	314	250	863	52	48	31	940	25	14	16	370	189	142	245	505	189	96	178	271	610	729	678	155								
	54%	55%	51%	49%	55%	57%	49%	55%	43%	56%	59%	55%	35%	42%	59%	48%	54%	61%	64%	51%	55%	62%	61%	56%	56%	54%	54%	57%								
		b			f			hi			i	l	m					os	oot	o	o	os	os													
The matchday experience	833	695	329	95	396	224	213	690	47	51	33	765	24	11	18	305	152	110	231	413	170	65	151	201	471	622	575	140								
	45%	45%	44%	36%	49%	41%	42%	44%	43%	54%	62%	45%	34%	33%	64%	39%	43%	47%	56%	42%	49%	42%	42%	42%	43%	46%	46%	53%								
		c	c		ef			gh			gh	k						o	oot	o	os	os	os					w								
The club's approach to fan engagement	816	686	329	117	399	220	197	686	44	48	27	752	28	11	14	302	153	111	219	385	160	83	161	197	485	610	566	136								
	44%	44%	44%	44%	49%	40%	38%	44%	36%	56%	53%	44%	40%	32%	51%	39%	44%	48%	53%	39%	46%	54%	55%	41%	45%	45%	45%	50%								
					ef			gh		gh								os	oot	o	os	os	os													
The club's heritage such as the club's crest, main home shirt colours, and name	752	607	313	113	345	228	179	615	59	33	28	691	23	15	12	282	136	102	201	365	141	73	147	195	440	549	513	121								
	40%	39%	42%	43%	43%	42%	35%	39%	49%	39%	54%	41%	32%	44%	44%	36%	39%	44%	49%	37%	41%	47%	50%	41%	40%	40%	41%	45%								
					f	f		hi	hi		k	k						oot	oot	o	os	os	os													
Changes to the club's home stadium, including the location of the stadium	714	583	271	103	353	214	147	586	52	32	29	648	30	13	8	241	142	96	200	335	139	65	141	192	431	515	482	111								
	38%	37%	36%	39%	44%	39%	29%	37%	44%	37%	56%	38%	42%	37%	31%	31%	40%	41%	48%	34%	40%	42%	48%	40%	40%	38%	38%	41%								
					f	f		gh			gh						os	os	oot	o	os	os	os													
The club's overall strategic direction, vision, and objectives	629	516	279	100	315	180	134	502	50	40	27	575	24	10	12	232	127	91	161	315	155	49	114	142	334	478	439	109								
	34%	33%	37%	38%	39%	33%	26%	32%	42%	46%	52%	34%	33%	31%	46%	30%	36%	39%	39%	32%	39%	32%	39%	30%	31%	35%	35%	40%								
		h			ef	f		gh	k	gh	k	k						oot	oot	o	os	os	os													
The club's (non-sporting related) operational, financial, and business decisions	354	286	150	68	182	89	82	279	30	22	18	314	15	10	8	145	61	56	82	181	72	33	57	75	187	277	252	72								
	19%	18%	20%	26%	23%	16%	16%	18%	25%	26%	35%	18%	21%	31%	28%	19%	17%	24%	20%	18%	21%	21%	19%	16%	17%	20%	20%	26%								
			ab		ef					gh															wx	x		wayA								
Other (Please Specify)	6	6	-	-	3	1	2	6	-	-	-	6	-	-	-	2	1	-	2	4	-	-	2	3	4	3	3	2								
	*	*	-	-	*	*	*	*	-	-	-	*	-	-	-	*	*	-	1%	*	-	-	1%	1%	*	*	*	1%								
None of the above - I do not think fans should have input into any of these topics	100	89	36	13	29	29	41	92	3	-	1	96	-	1	-	48	22	7	18	60	12	7	17	33	66	62	59	11								
	5%	6%	5%	5%	4%	5%	8%	6%	3%	-	1%	6%	-	4%	-	6%	6%	3%	4%	6%	3%	4%	6%	7%	6%	5%	5%	4%								
					d			i				j				l	l		n				yvAB	yvAB	yvAB	yvAB	yvAB	yvAB								
Don't know	130	108	40	15	43	47	41	110	3	2	2	113	-	3	*	54	15	12	13	66	13	3	12	50	86	69	66	7								
	7%	7%	5%	6%	5%	9%	8%	7%	3%	2%	5%	7%	-	10%	1%	7%	4%	5%	3%	7%	4%	2%	4%	10%	8%	5%	5%	3%								
					d			i				j				n			n					yvAB	yvAB	yvAB	yvAB	yvAB								

Proportions/Mean: Columns Texted (5% risk level) - a/h/c- d/e/f/ - g/h/i/U/N/V/m/n- o/p/q/r/s/t/u/v- w-x/y/z/AB
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
PUBLIC
IPSOS

Table 97

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

Table 98
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	
		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	1392	1204	525	529	504	311	1032	783	1215	459	459	459	410	256	208	1642	210	1112	550	259	400	512	515	700	1122	1506	239	
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	222	442	342	562	223	203	196	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					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	
	73%	79%	68%	79%	78%	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

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

Table 99
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

	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	1557	793	264	810	548	512	1571	120	82	52	1699	73	84	27	819	352	213	431	937	344	154	281	471	1091	1393	1293	273		
Very important: (4)	837	699	338	119	433	220	185	673	64	48	34	752	34	17	16	304	162	97	239	397	168	67	166	207	481	621	577	140		
	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%		
					ef	d	f	jk	jk	jk	jk	k				os	opqr	opqr	s	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		
	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	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		
	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%		
					d	d	d									r	r	r	r	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%	1%	2%	1%	2%	3%	2%	*	1%	2%	2%	1%	0%	-	2%	1%	3%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%		
					d	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		
					ef	d	d		jk	jk	jk	k				os	opqr	opqr	s	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		
	87%	87%	87%	87%	91%	84%	83%	86%	90%	92%	95%	87%	84%	88%	96%	85%	88%	85%	91%	85%	90%	88%	88%	86%	87%	88%	87%	89%		
					ef	d	d					k				os	opqr	opqr	s	os	opqr									
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		
	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%	9%		
					d	d	d									r	r	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		
	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%	80%		
					ef	d	d		l	l	l	k						opqrs	opqrs	os	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		
	2%	2%	1%	3%	1%	2%	4%	2%	3%	-	-	2%	2%	1%	-	2%	*	2%	1%	2%	*	1%	1%	3%	2%	2%	2%	2%		
					d	d	d									jt		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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 100
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)	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	1124	525	627	554	211	1180	193	1221	150	427	413	228	228	228	1642	725	1119	650	229	402	512	515	702	1122	1526	237
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	231	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%	18%	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%	6%	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	364	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%	2%	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

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
PUBLIC
IPSOs

Table 101
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**	23**	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%	30%	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	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	3.22	3.01	3.01	3.04	3.09	3.09	3.2				
					ef				gk	gk						rs	o	o	opqs	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%	25%	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%	73%	49%	64%	81%	76%	44%	55%	42%	65%	65%	51%	54%	58%	48%	50%	52%	53%	55%				
					ef	f			gk	gk	gk	gk	gk	gk	gk	opq	opq	opqst	opqst	o	oq	oq	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

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 2025
PUBLIC
IPSO

Table 102
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	
		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 - £39999 (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	1214	525	527	514	111	1833	83	1218	159	525	427	413	256	278	1642	725	1129	650	229	402	512	576	702	1129	1526	237	
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	267	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	179	175	29	875	100	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%	54%	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

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
PUBLIC
IPSOs

Table 103
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	Championship / League One	League Two / National League	Highly engaged fan	Mid engaged fan	Less engaged fan	Involving a team they support:												Where they are a neutral fan:												None	0-1	At least 1	At least 2	At least 3
								0-10	11-20	21-30	More than 30	0-10	11-20	21-30	More than 30	0-10	11-20	21-30	More than 30	0-10	11-20	21-30	More than 30													
UNWEIGHTED BASE	TOTAL	(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)								
WEIGHTED BASE	1594	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								
Very important (4)	1872	1557	731	264	810	549	512	1571	120	85*	52*	1689	71*	34**	27**	778	352	213	413	987	344	154	293	479	1091	1358	1261	272								
	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%	34%	34%	23%	25%	30%	30%	41%								
					ef			jk			jk		jk					opqst	y	os	os	os	os			wx	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								prstv	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	opq	os	opq	opq	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	opq	os	opq	opq	o	os	os	opq			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					prstv	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%	71%	57%	54%	54%	66%	45%	49%	55%	54%	64%								
					ef	f		jk	jk	jk	jk	jk	jk	jk	jk	opq	os	opq	opq	o	os	os	opq	yw	wx	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%	-	4%	3%	1%	-	6%	3%	2%	2%	1%	3%	1%	1%	2%	4%	3%	2%	2%								
					d	d																	yA	yA												

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/x/y/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 2025
PUBLIC
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Table 10A
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	
		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	1372	1204	525	629	504	311	1089	783	1218	459	525	459	412	256	228	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	225	279	246	241	438	327	537	229	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	89	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%	77%	81%	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%	48%	56%	62%	60%	55%	65%	60%	57%	67%	60%	50%	56%	63%	60%	55%	59%	59%	62%	56%	54%	62%	60%	59%	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 - 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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
PUBLIC
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Table 105
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	293	470	1088	1402	1296	288							
WEIGHTED BASE	1872	1557	713	264	810	549	512	1571	120	65*	32*	1099	71*	34**	15**	738	352	233	413	987	344	154	293	479	1091	1408	1263	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	107	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%							
					ef					pk	pk	k					os	opst		os		opst				A		wwwA							
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%	32%							
					d	d	d	i				i	i			v	rv		rv	rv	rv			8	8	8	8	8							
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	d								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%	4%	3%	3%	3%	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	osuu	osuu	os		osuu					wwwA								
NET: Important	1467	1212	599	204	684	419	363	1222	97	72	49	1130	60	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%	83%	79%	85%	76%	81%	76%	81%	77%	80%	79%	79%	81%							
					ef				pk		pk					os	os	osuu	osuu	os	os		osuu					wwwA							
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%	16%	16%							
					d	d	d	j			j					ptv			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%	62%	58%	58%	70%	59%	60%	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					osuu	o	osuu	o	osuu	o	osuu		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%	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/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 2025
PUBLIC
IPSO

Table 106
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	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	1932	1254	625	677	594	511	1093	783	1228	629	629	459	410	298	208	1642	273	1129	650	259	400	512	576	700	1122	1505	237	
Very important (4)	850	633	286	207	268	250	279	348	579	268	271	269	234	163	144	40	753	96	541	309	107	176	228	280	312	537	703	132
45%	50%	35%	35%	43%	48%	46%	46%	45%	45%	46%	51%	48%	39%	40%	51%	46%	42%	45%	45%	40%	44%	44%	49%	5	45%	46%	47%	39%
	b										lm	lm														A		
Fairly important (3)	684	439	244	262	203	219	386	298	478	206	177	160	168	148	31	599	85	426	258	108	156	191	197	277	407	528	147	
37%	35%	41%	39%	34%	36%	35%	38%	37%	37%	35%	34%	33%	40%	41%	39%	36%	37%	36%	38%	40%	39%	37%	34%	40%	35%	35%	44%	
	a												k	k												x		
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%	13%	12%	15%	12%	14%	16%	13%	7%	13%	14%	13%	13%	16%	12%	13%	13%	11%	14%	13%	13%	
	a																											
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%	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
	b										lm	l																
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%	83%	82%	81%	85%	81%	79%	81%	90%	82%	79%	81%	83%	81%	83%	80%	83%	84%	84%	81%	83%	
NET: Not important	311	180	129	110	93	108	184	127	207	104	75	84	83	61	8	266	45	204	107	48	67	93	93	102	209	253	52	
17%	14%	22%	17%	16%	18%	17%	17%	16%	16%	18%	14%	17%	20%	17%	10%	16%	20%	17%	16%	18%	17%	18%	16%	15%	18%	17%	16%	
	a										l																	
NET Difference	1223	891	321	438	396	389	703	519	850	373	371	309	248	231	63	1086	137	763	459	166	265	326	384	488	735	979	226	
65%	70%	54%	68%	66%	67%	64%	65%	66%	66%	63%	71%	64%	59%	64%	80%	66%	60%	64%	68%	62%	66%	63%	67%	70%	63%	65%	67%	
	b										k				km								x					
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%	1%	2%	1%	2%	1%	3%	-	1%	1%	2%	1%	1%	*	2%	1%	1%	2%	1%	2%	
	a													l														

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

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
PUBLIC
IPSOs

Table 107
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	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	Where they are a neutral fan: More than 30	None	0-1	At least 1	At least 2	At least 3			
UNWEIGHTED BASE	TOTAL	(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)			
	1704	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	751	264	830	549	512	1571	120	88*	52**	1699	71*	141**	27**	778	352	233	413	987	344	154	293	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	133	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%			
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%	32%				
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%				
Not at all important (1)	66	58	19	13	25	18	23	63	2	1	-	64	1	1	-	7	7	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%				
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	3.29	3.39				
		ef			ef	f			e	aki	ak	e					o	o	oodst	o		oodst			wx	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%				
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%				
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%	69%	63%	73%	69%	69%	58%	63%	68%	68%	73%				
		ef			ef	f			e	e	e	e	e			o	oodst	oodst	oodst	o	oodst	oodst	oodst	wx	wx	wx	wx	wx				
Don't know	28	25	9	3	3	12	12	19	1	1	-	21	-	-	-	10	2	3	2	13	2	-	2	7	14	14	13	2				
	1%	2%	1%	1%	1%	*	2%	2%	1%	1%	-	1%	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%				

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

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 2025
PUBLIC
IPSOs

Table 108
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)	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	1214	525	529	514	511	1083	313	1218	450	457	413	351	251	78	1642	220	1112	550	229	402	512	515	702	1122	1556	239	
Very important (4)	998	716	274	283	327	388	582	416	650	348	309	275	203	175	36	881	117	640	309	140	211	277	307	334	665	844	137	
53%	b	57%	46%	42%	55%	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%	d	32%	36%	38%	32%	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%	a	8%	11%	14%	9%	5%	10%	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%	e	2%	3%	3%	3%	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	482	424	348	307	65	1429	188	1009	607	231	347	446	501	591	1025	1317	274	
86%	b	88%	82%	81%	87%	92%	86%	87%	86%	88%	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%	a	11%	15%	17%	11%	7%	12%	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%	b	77%	67%	64%	76%	85%	74%	75%	73%	77%	81%	76%	66%	73%	68%	76%	64%	71%	80%	74%	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%	a	1%	3%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	3%	4%	2%	*	2%	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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25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
PUBLIC
IPSOS

Table 109
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	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						
	TOTAL	(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)						
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	254	810	549	512	1571	150	85	54	1559	75	84	29	761	357	213	413	957	341	154	253	459	1091	1353	1271	272						
Very important (4)	988	820	393	140	581	272	194	810	69	64	36	910	36	19	18	353	185	128	285	470	183	93	197	259	583	730	677	170						
	53%	53%	53%	52%	66%	50%	38%	52%	58%	70%	70%	54%	51%	55%	67%	45%	53%	55%	69%	48%	53%	61%	67%	54%	53%	54%	63%	63%						
	ef	f			ef	f		ghj	ghj	ghj	z	gh	gh	gh	gh	gh	gh	oo	oo	oo	oo	oo	oo	oo	oo	oo	oo	oo						
Fairly important (3)	618	518	264	95	208	207	207	546	32	17	11	561	26	10	8	302	115	75	99	373	109	45	72	151	366	453	422	75						
	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	8	8	8	25						
	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%						
	c				de			de								f	f	f	f	f	f	f	f	f	f	f	f	f						
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%	2%	2%	5%	3%	4%	-	-	3%	2%	9%	-	28	10	5	1%	3%	3%	2%	1%	2%	3%	3%	3%	2%						
	de				de			de								f			5	3	2	1												
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		ghj	ghj	ghj	z	gh	gh	gh	gh	gh	gh	oos	tu	oo	oo	oo	oo	oo	oo	oo	oo	oo						
NET: Important	1617	1338	657	235	736	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%	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%							
					gh			gh								gh	gh	oo	oo	oo	oo	oo	oo	oo	oo	oo	oo	oo						
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%	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%						
					de			de								f	f	f	f	f	f	f	f	f	f	f	f	f						
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%	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		ghj	ghj	ghj		gh	gh	gh	gh	gh	gh	oo	oo	oo	oo	oo	oo	oo	oo	oo	oo	oo						
Don't know	30	26	7	3	3	10	17	21	1	-	-	22	-	-	-	12	4	1	1	15	3	-	1	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										

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

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Table 110
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)
UNWEIGHTED BASE	1904	1264	628	730	654	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	554	411	1039	783	1216	459	459	419	413	256	28	1642	230	1192	550	259	400	512	515	703	1122	1506	237
Very important (4)	761	527	229	279	222	160	443	319	527	235	229	199	165	133	35	673	88	479	282	95	161	216	241	295	467	616	136
	41%	42%	41%	42%	37%	42%	42%	41%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%
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%	7%	11%	8%	7%	8%	7%	7%
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%	2%
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	685	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%
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
PUBLIC
IPSOs

Table 111
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	75	84	29	773	352	233	411	997	344	154	271	429	1091	1351	1251	272								
Very important: (4)	761	663	298	100	405	174	182	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		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	q	r			s														
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%	+								
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								
								l		l	ghkl							opq					opq			wxA	wx									
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%	99%	97%	87%	88%	84%	93%	87%	89%	86%	92%	85%	87%	89%	88%	91%								
										gh								opq		opq			opq				wx									
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								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	1080	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%								
									l	ghl		k						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													

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 122
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	534	1167	737	1356	548	561	507	412	352	72	1689	234	879	1025	251	382	514	653	775	1129	1489	384
		1904	1264	628	730	534	1167	737	1356	548	561	507	412	352	72	1689	234	879	1025	251	382	514	653	775	1129	1489	384
Very important (4)	710	488	217	245	231	233	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	303	295	314	291	534	379	609	303	254	314	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%	87%	86%	86%	92%	86%	88%	86%	88%	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%	11%	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	882	1147	256
	76%	76%	76%	70%	79%	80%	77%	75%	76%	75%	75%	76%	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

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
PUBLIC
IPSOs

Table 113
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	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	264	810	549	512	1521	120	85*	52*	1699	71*	84**	27	778	352	233	413	937	344	154	293	429	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%	38%	44%	48%	32%	28%	37%	36%	46%	55%	40%	38%	43%	51%	35%	36%	48%	38%	48%	39%	39%	45%	40%	37%	36%	39%	39%	47%									
Fairly important: (3)	912	758	386	111	353	285	275	781	61	37	17	836	35	184	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)	9%	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%	-	2%	2%	4%	1%	2%	3%	4%	*	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										
					ef						i							opqs	tu			opqs	tu															
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%	15%	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%										
					d													opqs	u																			
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%	3%	2%	2%	1%										
		b			d	d		d	d		d					rt	rt	rt	rt	rt	rt	rt	rt	rt	rt	rt	rt	rt										

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 11A
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		
	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	1972	1324	655	783	681	511	1089	783	1218	559	459	412	356	248	68	1642	220	819	976	259	402	512	615	702	1122	1506	257
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%	39%	38%	41%	42%	39%	41%	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%	2%	2%	2%	1%	1%	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%	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%	67%	68%	66%	73%
				d		d										n							u				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																		t					

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

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
PUBLIC
IPSOs

Table 115
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	1557	753	254	810	550	517	1573	150	87	57	1559	73	84	29	779	352	233	413	997	344	154	271	470	1091	1353	1261	272				
Very important (4)	722	636	288	91	396	186	150	600	55	34	27	855	32	15	13	277	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%	37%	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	134	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%	xyAB	z	721	70%	73%				
		bc	c		f	f													oos					w	wsA	w	w					
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%	-	-	1%	1%	2%	1%	2%	1%				
		b		b															f				t									

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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Table 116
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	1322	1204	525	637	554	311	1033	293	1251	620	459	413	256	208	28	1642	220	1159	650	229	402	512	516	702	1122	1556	259
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%
	b				c	c					hm	m														A	
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%
	a			d									k	k													
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%
	a			e				f																			y
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
	b			c		c																				A	
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%	91%	92%	91%	89%	92%	91%	98%	91%	90%	90%	92%	92%	89%	92%	92%	90%	92%	92%	87%
	b			c		cd									km											A	
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%
	a			d																							y
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%
	b			c		cd	e								km							t	t			A	
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%
			a	e	e									l													

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
PUBLIC
IPSOs

Table 117
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

		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: 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	Where they are a neutral fan: More than 30	None	0-1	At least 1	At least 2	At least 3				
	TOTAL	(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)				
UNWEIGHTED BASE	1904	1585	809	276	825	550	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	810	518	1511	150	96	57	1559	75	84	29	819	362	240	399	1021	347	158	283	470	1051	1355	1211	270							
Very important (4)	100%	85%	400	142	55%	257	203	84%	69	56	37	95%	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)	67%	560	291	102	21%	230	232	58%	39	26	13	61%	29	8	7	324	119	83	120	392	125	54	81	191	401	477	438	91						
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%	33%							
Not very important (2)	10%	90	43	10	21	32	53	93	7	2	1	94	5	3	-	64	19	8	7	70	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)	2%	23	10	5	13	9	7	23	3	1	1	26	1	-	-	12	5	6	3	20	2	1	4	8	14	24	24	2						
2%		1%	1%	2%	2%	2%	1%	1%	3%	1%	2%	2%	1%	-	-	2%	1%	3%	1%	2%	1%	1%	1%	1%	2%	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	888	324	217	401	884	318	148	278	435	992	1247	1152	262						
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	3%	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%						
NET Difference	1570	1306	638	229	799	456	374	1315	97	80	48	1435	58	26	27	811	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%	86%	93%	91%	83%	84%	84%	85%	84%	92%						
					ef	f				phi		e					os	os	os	os	os	os	os	os	os	os	os	os						
Don't know	34	27	7	5	4	12	18	23	2	2	-	22	1	1	1	14	4	2	3	13	5	3	3	6	20	20	20	-						
2%		2%	1%	2%	1%	2%	4%	1%	2%	2%	-	1%	2%	4%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	-						
						e	e																											

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/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
10TH - 14TH APRIL 2026
PUBLIC
IPSOS

Table 118

Q21_Summary - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements?

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

	I am aware of ways I can engage with my club	I feel there are opportunities to engage with my club	I am satisfied with my club's approach to fan engagement
UNWEIGHTED BASE	1904	1904	1904
WEIGHTED BASE	1872	1872	1872
Strongly agree (2)	356 19%	318 17%	322 17%
Tend to agree (1)	864 46%	851 45%	833 44%
Neither agree nor disagree (0)	401 21%	442 24%	448 24%
Tend to disagree (-1)	144 8%	141 8%	125 7%
Strongly disagree (-2)	34 2%	25 1%	42 2%
Mean	0.76	0.73	0.72
NET: Agree	1221 65%	1169 62%	1154 62%
NET: Disagree	178 10%	166 9%	167 9%
NET Difference	1042 56%	1004 54%	987 53%
Don't know	71 4%	94 5%	103 5%

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

Table 119
Q21_1 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - I am aware of ways I can engage with my club
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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	YES	NO	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS	
		(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)	
UNWEIGHTED BASE	1904	1264	628	780	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	1214	555	673	571	531	1093	773	1271	579	572	439	419	351	274	1642	230	1119	850	259	400	512	575	702	1122	1506	257	
Strongly agree (-2)	356	259	92	106	72	59	236	176	280	76	92	99	63	88	13	314	42	193	163	41	73	90	142	171	185	277	77	
	19%	20%	16%	26%	18%	12%	21%	17%	22%	13%	19%	19%	15%	24%	16%	19%	18%	16%	24%	15%	18%	17%	25%	24%	16%	18%	23%	
		b		de	e		r		i									q				stu	x					
Tend to agree (-1)	864	577	284	285	265	217	510	355	301	604	260	263	216	191	40	767	98	549	316	116	184	257	361	334	531	684	165	
	46%	46%	48%	43%	45%	48%	45%	47%	45%	47%	44%	44%	46%	44%	47%	47%	42%	46%	46%	44%	46%	49%	45%	48%	45%	45%	49%	
Neither agree nor disagree (0)	401	263	137	113	124	164	217	185	249	152	104	112	98	69	18	348	53	279	122	70	99	106	98	117	285	342	56	
	21%	21%	23%	17%	21%	27%	20%	24%	19%	20%	20%	23%	23%	19%		23%	23%	23%	18%	26%	23%	20%	17%	17%	24%	23%	17%	
					cd				h									r		v	v			w		A		
Tend to disagree (-1)	144	104	39	48	44	52	78	66	88	55	36	37	38	26	7	124	20	92	52	24	38	24	34	54	49	95	113	25
	8%	8%	7%	7%	7%	8%	7%	8%	7%	9%	7%	8%	9%	7%	8%	8%	9%	8%	8%	9%	6%	7%	8%	7%	8%	8%	7%	
Strongly disagree (-2)	34	29	4	12	8	15	21	14	19	15	7	13	6	7	2	29	6	28	7	7	7	9	10	11	23	26	8	
	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	1%	3%	1%	2%	3%	2%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	
		b																f										
Mean	0.76	0.76	0.76	0.89	0.78	0.59	0.8	0.69	0.84	0.58	0.81	0.72	0.68	0.85	0.65	0.77	0.69	0.69	0.87	0.62	0.75	0.77	0.83	0.89	0.68	0.74	0.84	
		de	e		e		R		i		i							q		s	s		s	x				
NET: Agree	1221	835	376	477	394	349	736	485	885	336	363	309	254	245	50	1081	140	742	479	158	217	347	403	505	716	961	242	
	65%	66%	63%	72%	66%	57%	68%	62%	69%	57%	69%	63%	61%	68%	63%	66%	61%	62%	70%	59%	64%	66%	70%	72%	61%	64%	72%	
		e	e	e	e		R		i									q		s			s	x		y		
NET: Disagree	178	133	43	60	52	67	188	80	107	71	43	50	44	33	10	152	26	119	59	31	32	44	64	60	118	139	33	
	10%	11%	7%	9%	9%	11%	9%	10%	8%	12%	8%	10%	10%	9%	12%	9%	11%	10%	9%	12%	8%	8%	11%	9%	10%	9%	10%	
		b							h																			
NET Difference	1042	702	333	417	342	283	638	405	777	265	320	259	211	213	40	929	114	622	420	127	226	303	339	445	598	822	209	
	56%	56%	56%	63%	58%	46%	69%	52%	61%	45%	61%	53%	50%	51%		57%	50%	52%	62%	48%	56%	58%	59%	64%	51%	55%	62%	
		e	e	e	e		R		i		k			i				q		s	s	s	s	x		y		
Don't know	71	33	39	17	24	30	38	34	40	31	15	16	23	14	2	61	11	52	20	8	14	25	11	18	54	64	7	
	4%	3%	6%	3%	4%	5%	3%	4%	3%	5%	3%	3%	6%	4%	3%	4%	5%	4%	3%	3%	3%	5%	2%	3%	5%	4%	2%	
		a				c			h													v		w				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/m/n - o/p - q/r - s/h/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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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Table 120
Q21. 1 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - I am aware of ways I can engage with my club
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 (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	713	214	610	340	312	1574	120	75	52	1089	71	147	27	773	317	213	413	917	341	154	253	410	1051	1353	1243	272	
Strongly agree (+2)	356	318	159	58	240	61	55	284	25	28	12	312	20	8	11	137	58	46	106	178	77	25	65	53	158	301	252	78	
19%	20%	20%	21%	22%	30%	11%	11%	18%	21%	32%	23%	18%	29%	24%	42%	18%	16%	20%	26%	18%	22%	16%	22%	11%	14%	22%	21%	29%	
Tend to agree (+1)	864	708	352	120	371	268	225	717	60	43	28	795	31	34	8	350	178	114	190	463	162	76	130	206	500	648	614	123	
46%	45%	47%	45%	46%	49%	44%	44%	46%	50%	48%	55%	47%	44%	41%	29%	45%	51%	49%	46%	47%	47%	49%	44%	43%	46%	48%	49%	45%	
Neither agree nor disagree (0)	401	321	170	58	128	136	137	356	17	11	7	372	9	6	4	172	77	45	78	212	70	36	58	132	273	260	244	47	
21%	21%	21%	23%	22%	16%	25%	27%	23%	14%	13%	14%	22%	13%	18%	16%	22%	22%	19%	19%	22%	20%	23%	20%	28%	25%	19%	19%	17%	
Tend to disagree (-1)	144	119	41	13	43	51	49	125	12	3	2	128	7	5	3	68	28	18	23	78	24	14	20	45	93	95	92	14	
8%	8%	8%	6%	5%	5%	9%	10%	8%	10%	3%	5%	8%	10%	14%	11%	9%	8%	8%	6%	8%	7%	9%	7%	9%	9%	7%	7%	5%	
Strongly disagree (-2)	34	29	10	6	14	10	11	29	2	2	1	30	3	1	1	18	4	6	6	22	6	2	4	8	11	19	23	20	5
2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	3%	2%	4%	3%	2%	2%	1%	3%	1%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%
Mean	0.76	0.78	0.83	0.82	0.98	0.61	0.55	0.73	0.82	1.06	0.92	0.75	0.83	0.67	0.96	0.7	0.75	0.77	0.91	0.73	0.83	0.72	0.84	0.54	0.66	0.84	0.82	0.96	
NET: Agree	1221	1025	511	178	611	330	280	1001	85	69	40	1106	52	19	486	236	159	296	641	239	102	195	259	658	949	877	201		
65%	66%	68%	68%	67%	75%	60%	55%	64%	71%	80%	78%	65%	73%	64%	71%	63%	67%	68%	72%	65%	70%	66%	67%	54%	60%	70%	70%	74%	
NET: Disagree	178	147	52	20	57	61	60	154	14	5	4	158	10	6	4	86	32	24	28	100	30	16	24	57	112	118	112	19	
10%	10%	9%	7%	7%	7%	11%	12%	10%	12%	6%	7%	9%	14%	18%	13%	11%	9%	10%	7%	10%	9%	10%	8%	8	12%	10%	9%	7%	
NET Difference	1042	878	460	158	554	269	220	847	71	64	37	949	42	16	16	400	204	136	268	541	209	86	171	202	546	831	765	183	
56%	56%	57%	61%	60%	68%	49%	43%	54%	60%	74%	70%	56%	58%	47%	57%	51%	58%	58%	65%	55%	61%	56%	58%	42%	50%	61%	61%	67%	
Don't know	71	63	18	9	14	22	36	60	3	1	1	63	-	-	-	34	6	5	11	34	5	1	17	31	48	31	29	5	
4%	4%	4%	2%	3%	2%	4%	7%	4%	3%	2%	1%	4%	-	-	-	4%	2%	2%	3%	3%	1%	1%	6%	6%	7%	4%	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/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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Table 121
Q21_2 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - I feel there are opportunities to engage with my club
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	WOMAN	16-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	URBAN	RURAL	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	YES	NO	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS
			(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)
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	1932	1214	555	577	554	511	1089	843	1218	719	728	659	525	457	254	1642	290	1129	800	259	400	512	575	703	1129	1505	237	
Strongly agree (2)	318	223	93	166	93	59	197	121	250	68	84	80	63	77	13	288	30	171	147	44	63	79	124	166	152	234	81	
	17%	18%	16%	25%	16%	10%	18%	15%	20%	12%	16%	16%	15%	21%	16%	18%	13%	14%	22%	16%	16%	15%	22%	24%	13%	16%	24%	
				de	e													q				tu	x			y		
Tend to agree (1)	851	560	286	307	273	270	499	352	614	237	245	222	188	166	30	742	109	535	316	110	184	246	368	322	529	671	167	
	45%	44%	48%	46%	46%	44%	46%	45%	48%	40%	47%	46%	45%	46%	38%	45%	48%	45%	46%	41%	46%	47%	46%	46%	45%	45%	50%	
Neither agree nor disagree (0)	442	304	134	115	146	182	244	199	263	180	131	120	96	72	24	390	52	302	140	73	100	136	106	134	308	375	58	
	24%	24%	23%	17%	25%	30%	22%	25%	21%	30%	25%	25%	23%	20%	30%	24%	23%	25%	21%	27%	25%	26%	18%	19%	26%	25%	17%	
Tend to disagree (-1)	141	104	37	48	47	46	81	60	90	51	38	34	37	24	7	116	24	103	38	18	34	30	51	43	97	122	18	
	8%	8%	6%	7%	8%	8%	7%	8%	7%	9%	7%	7%	9%	7%	9%	7%	7%	9%	6%	7%	8%	6%	9%	6%	8%	8%	5%	
Strongly disagree (-2)	25	19	5	10	7	8	16	9	16	8	8	7	4	5	1	20	4	14	10	4	7	5	6	13	11	20	4	
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	
Mean	0.73	0.71	0.77	0.88	0.7	0.58	0.75	0.7	0.8	0.56	0.71	0.72	0.69	0.83	0.64	0.75	0.62	0.66	0.85	0.7	0.68	0.73	0.82	0.86	0.65	0.69	0.93	
				de	e				i																			
NET - Agree	1169	783	379	474	366	330	696	473	864	305	329	302	252	243	43	1030	139	707	463	154	247	325	392	488	681	904	248	
	62%	62%	64%	71%	62%	54%	64%	60%	67%	52%	63%	62%	60%	67%	55%	63%	61%	59%	68%	58%	62%	62%	68%	70%	58%	60%	74%	
				de	e																							
NET - Disagree	166	123	42	58	54	54	97	69	106	59	46	41	41	29	8	137	29	118	48	21	40	35	57	57	109	141	22	
	9%	10%	7%	9%	9%	9%	9%	9%	8%	10%	9%	9%	10%	8%	10%	8%	13%	10%	7%	8%	10%	7%	10%	8%	9%	9%	6%	
NET Difference	1004	661	337	415	312	276	600	404	758	246	283	261	211	214	36	893	111	589	415	133	207	290	335	431	573	763	226	
	54%	52%	57%	62%	53%	45%	55%	52%	59%	42%	54%	54%	50%	59%	45%	54%	48%	49%	61%	50%	52%	55%	58%	62%	49%	51%	67%	
				de	e				i					in										x		y		
Don't know	94	55	40	20	29	46	51	43	48	46	19	23	30	17	5	85	9	65	29	19	14	25	21	21	73	85	9	
	5%	4%	7%	3%	5%	7%	5%	6%	4%	8%	4%	5%	7%	5%	6%	5%	4%	6%	5%	4%	7%	3%	5%	4%	3%	6%	3%	
			a			c				h			i							v				w		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/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.



25-061766-15 - IFR FOOTBALL FAN RESEARCH
10TH - 14TH APRIL 2026
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Table 122

Q21. 2 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - I feel there are opportunities to engage with my club

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	1157	731	264	810	549	512	1051	120	85*	52*	1689	71*	34**	27**	778	352	233	413	987	344	154	293	479	1091	1358	1261	272								
Strongly agree (1)	318	285	140	58	205	64	49	245	37	22	10	279	18	9	7	126	59	43	80	169	62	22	56	51	146	265	236	66								
	17%	18%	19%	22%	25%	12%	10%	16%	31%	26%	19%	16%	26%	27%	27%	16%	16%	17%	19%	17%	18%	14%	19%	11%	14%	20%	19%	24%								
					e			jk				jk												w	wx	wx	wxy									
Tend to agree (1)	851	692	358	121	370	239	242	724	46	41	25	776	34	46	12	359	169	107	188	446	168	70	135	195	480	646	600	134								
	45%	44%	48%	47%	46%	44%	47%	46%	39%	48%	48%	46%	48%	35%	40%	46%	48%	46%	45%	45%	49%	45%	46%	41%	44%	48%	48%	49%								
																								w	wx	wx	wx									
Neither agree nor disagree (0)	442	364	171	50	144	163	135	386	22	12	13	409	13	4	7	170	86	61	96	221	80	46	68	138	298	255	279	46								
	24%	23%	23%	19%	18%	30%	26%	25%	19%	14%	24%	18%	11%	26%		22%	24%	26%	23%	22%	23%	30%	23%	29%	27%	22%	22%	17%								
																								yab	8	8	8									
Tend to disagree (-1)	141	117	45	25	62	41	38	114	13	6	2	127	5	8	1	60	28	11	36	84	23	8	17	41	86	95	92	39								
	8%	7%	6%	9%	8%	7%	7%	7%	11%	7%	4%	7%	7%	25%	3%	8%	8%	5%	9%	8%	7%	5%	6%	9%	8%	7%	7%	7%								
Strongly disagree (-2)	25	18	9	2	12	11	2	21	*	3	-	23	-	1	1	10	5	3	6	16	3	1	4	8	15	16	16	1								
	1%	1%	1%	1%	2%	2%	*	1%	*	3%	-	1%	-	3%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	*								
					f																															
Mean	0.73	0.75	0.8	0.81	0.88	0.59	0.64	0.71	0.89	0.87	0.86	0.72	0.94	0.57	0.88	0.73	0.72	0.78	0.74	0.71	0.78	0.7	0.79	0.55	0.64	0.8	0.77	0.92								
					ef			jk	jk				jk											w	wx	wx	wxy									
NET: Agree	1169	977	498	179	575	303	291	969	83	63	35	1055	53	21	18	485	228	150	268	615	230	92	191	245	626	912	836	200								
	62%	63%	66%	68%	71%	53%	57%	62%	69%	74%	67%	62%	74%	62%	67%	62%	65%	64%	65%	62%	67%	60%	65%	51%	57%	67%	66%	74%								
																							y	wx	wx	wxy										
NET: Disagree	166	135	53	27	74	51	40	135	13	9	2	150	5	9	1	70	33	14	42	100	26	9	21	49	100	112	109	20								
	9%	9%	7%	10%	9%	9%	8%	9%	11%	11%	4%	9%	7%	28%	5%	9%	9%	6%	10%	10%	8%	6%	7%	10%	9%	8%	9%	7%								
NET Difference	1004	842	445	152	501	252	251	834	70	54	33	905	48	11	17	415	195	136	226	515	204	83	170	196	526	800	727	180								
	54%	54%	59%	58%	62%	46%	49%	53%	58%	63%	63%	53%	67%	34%	62%	53%	55%	58%	55%	52%	59%	54%	58%	41%	48%	59%	58%	66%								
					a							jk												w	wx	wx	wx	wxy								
Don't know	94	54	28	8	32	46	46	82	1	1	2	85	1	-	1	53	6	8	7	51	8	7	13	47	66	40	38	5								
	5%	5%	4%	3%	5%	6%	9%	5%	1%	1%	4%	5%	1%	-	2%	7%	2%	3%	2%	5%	2%	4%	5%	10%	6%	3%	3%	2%								
					d	d	d	h	h			h				prst				prt		pr		xyab	yab											

Proportions/Mean: Columns Tested (% 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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Table 123
Q21_3 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - I am satisfied with my club's approach to fan engagement

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		1392	1214	525	629	554	411	1089	783	1218	459	429	415	358	298	68	1642	225	1129	650	259	400	512	575	703	1129	1506	239	
Strongly agree (2)		322	220	97	174	85	62	201	121	255	66	86	77	63	81	14	282	39	173	148	48	63	77	127	170	152	233	81	
		17%	17%	16%	26%	14%	10%	18%	15%	20%	11%	16%	16%	15%	23%	18%	17%	17%	15%	22%	18%	16%	15%	22%	24%	13%	15%	24%	
Tend to agree (1)		833	549	280	354	275	269	479	354	573	260	234	225	181	157	36	726	107	546	266	114	180	261	238	317	516	668	157	
		44%	43%	47%	43%	46%	44%	44%	45%	45%	46%	44%	45%	43%	43%	45%	44%	46%	46%	42%	43%	45%	50%	41%	45%	44%	47%		
Neither agree nor disagree (0)		448	295	151	125	143	180	248	200	285	163	125	122	108	71	22	385	63	298	151	71	107	114	131	139	309	371	68	
		24%	23%	25%	19%	24%	29%	23%	26%	22%	28%	24%	25%	26%	20%	28%	23%	27%	25%	22%	26%	27%	22%	23%	20%	26%	25%	20%	
Tend to disagree (-1)		125	100	24	48	48	29	73	52	85	39	44	26	26	25	3	113	12	77	48	16	31	26	46	43	81	107	15	
		7%	8%	4%	7%	8%	5%	7%	7%	7%	7%	8%	5%	6%	7%	4%	7%	5%	6%	7%	6%	8%	5%	8%	6%	7%	7%	4%	
Strongly disagree (-2)		42	37	4	9	17	16	31	11	30	12	12	9	10	11	1	42	-	25	17	4	5	11	16	15	27	34	7	
		2%	3%	1%	1%	3%	3%	3%	1%	2%	2%	2%	2%	2%	3%	1%	3%	-	2%	2%	1%	1%	2%	3%	2%	2%	2%	2%	
Mean		0.72	0.68	0.79	0.89	0.64	0.6	0.72	0.71	0.76	0.61	0.67	0.73	0.68	0.79	0.79	0.71	0.79	0.68	0.77	0.74	0.69	0.75	0.74	0.85	0.63	0.68	0.89	
				a	de					i									q						x		y		
NET - Agree		1154	769	377	464	360	330	679	475	828	326	320	302	244	238	50	1008	146	720	434	161	243	338	365	487	668	901	239	
		62%	61%	63%	66%	61%	54%	62%	61%	63%	55%	61%	62%	58%	66%	63%	61%	64%	60%	64%	60%	61%	65%	63%	70%	57%	60%	71%	
NET - Disagree		167	136	28	57	64	45	104	63	115	52	56	35	35	36	4	155	12	103	64	19	36	38	62	59	108	142	21	
		9%	11%	5%	9%	11%	7%	10%	8%	9%	9%	11%	7%	8%	10%	5%	9%	5%	9%	9%	7%	9%	7%	11%	8%	9%	9%	6%	
NET Difference		987	633	349	406	296	285	575	412	713	275	263	267	209	202	46	853	134	617	370	142	207	301	302	428	560	760	217	
		53%	50%	a	de	50%	47%	53%	53%	56%	47%	50%	55%	50%	56%	58%	52%	58%	52%	54%	53%	52%	58%	52%	61%	48%	50%	64%	
Don't know		103	64	39	21	26	55	57	46	54	49	24	28	32	15	4	94	9	72	31	16	16	32	19	16	87	93	9	
		5%	5%	6%	3%	4%	cf	5%	6%	4%	8%	5%	6%	8%	4%	4%	6%	4%	6%	5%	6%	4%	6%	3%	2%	7%	6%	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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 124

Q21_3 - Thinking of men's clubs in the top five divisions in England and Wales (Premier League to National League Step 1) and giving your overall view, to what extent do you agree or disagree with the following statements? - I am satisfied with my club's approach to fan engagement

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	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				
UNWEIGHTED BASE	1872	1557	731	264	810	549	512	1571	120	85*	52*	1699	71*	34**	27**	738	352	233	413	987	344	154	293	479	1091	1358	1261	272				
WEIGHTED BASE	322	283	152	54	204	63	54	253	28	23	10	281	16	11	8	132	59	35	90	166	69	21	55	44	135	275	244	76				
Strongly agree (+2)	17%	18%	17%	18%	20%	12%	11%	16%	24%	26%	20%	17%	22%	17%	31%	17%	17%	15%	22%	17%	20%	14%	19%	9%	12%	20%	19%	28%				
Tend to agree (+1)	833	685	348	126	334	270	229	718	47	30	23	761	35	11	10	356	165	107	171	456	147	67	127	204	510	619	582	109				
44%	44%	46%	48%	41%	41%	49%	45%	46%	40%	35%	45%	45%	31%	37%		46%	47%	46%	41%	46%	43%	44%	42%	47%	47%	46%	46%	40%				
Neither agree nor disagree (0)	448	364	177	52	159	138	150	380	38	21	8	419	12	6	1	185	95	54	90	241	84	42	60	141	283	299	282	49				
24%	23%	24%	20%	20%	20%	25%	29%	24%	24%	24%	16%	25%	16%	18%	5%	24%	27%	23%	22%	24%	24%	28%	21%	29%	26%	22%	22%	18%				
Tend to disagree (-1)	125	106	42	17	67	30	29	100	14	7	4	111	6	3	3	48	16	23	38	61	27	11	25	30	66	94	82	27				
7%	7%	6%	7%	8%	5%	6%	6%	6%	12%	8%	8%	7%	9%	10%	11%	6%	4%	10%	9%	6%	8%	7%	9%	6%	6%	7%	7%	10%				
Strongly disagree (-2)	42	31	10	6	29	11	2	30	1	6	6	36	1	2	3	14	5	7	14	16	7	4	15	13	25	28	26	8				
2%	2%	1%	2%	4%	2%	*	*	2%	1%	7%	11%	2%	1%	7%	11%	2%	2%	3%	2%	3%	2%	3%	5%	3%	2%	2%	2%	3%				
Mean	0.72	0.74	0.81	0.8	0.78	0.67	0.66	0.72	0.75	0.67	0.55	0.71	0.86	0.74	0.69	0.74	0.75	0.62	0.71	0.74	0.73	0.62	0.65	0.54	0.65	0.78	0.77	0.81				
NET: Agree	1154	968	500	180	538	333	283	971	76	52	34	1042	51	22	19	488	224	141	260	622	216	89	182	248	646	893	826	185				
62%	62%	67%	68%	60%	60%	61%	50%	62%	61%	65%	61%	72%	61%	68%	63%	64%	61%	61%	63%	63%	58%	62%	52%	59%	66%	66%	66%	68%				
NET: Disagree	367	197	52	24	96	41	31	130	15	12	10	147	7	6	6	62	21	30	52	77	34	15	40	44	91	122	108	35				
9%	9%	7%	9%	12%	7%	6%	6%	8%	12%	14%	19%	9%	10%	17%	22%	8%	6%	13%	13%	8%	10%	10%	14%	9%	8%	9%	9%	13%				
NET Difference	987	831	449	156	442	293	253	841	61	40	24	895	45	16	13	426	203	112	208	544	182	73	142	204	555	772	718	150				
53%	53%	53%	59%	50%	55%	53%	49%	54%	51%	46%	46%	53%	62%	48%	46%	55%	58%	48%	50%	55%	53%	48%	48%	43%	51%	57%	57%	55%				
Don't know	103	88	21	9	17	37	48	91	1	1	1	91	2	-	1	44	12	8	11	47	10	8	11	47	72	44	44	3				
5%	5%	3%	3%	2%	2%	7%	9%	6%	1%	1%	-	5%	2%	-	5%	6%	3%	4%	3%	5%	3%	5%	4%	10%	7%	3%	4%	1%				

Proportions/Mean: Columns Tested (% 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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