

YouGov Survey Results

Sample Size: 1004 adults in Scotland (16+)

Fieldwork: 2nd - 10th June 2026

	Gender		Age				Socio-economic classification (NS-SEC)			Scottish Region								
	Total	Male	Female	16-24	25-49	50-64	65+	Higher	Intermediate	Routine	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Weighted Sample	1004	482	522	129	377	258	241	332	199	319	171	92	139	103	122	122	161	94
Unweighted Sample	1004	448	556	124	271	316	293	394	235	228	161	99	163	100	109	114	165	93
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, are you in football?

Very interested	21	36	8	24	20	24	20	16	18	28	21	18	14	18	33	26	18	22
Fairly interested	16	18	14	13	16	17	16	17	18	14	17	20	19	15	21	11	10	18
TOTAL INTERESTED	37	54	22	37	36	41	36	33	36	42	38	38	33	33	54	37	28	40
Not very interested	20	16	23	27	21	18	16	21	17	17	26	15	11	24	7	24	27	18
Not interested at all	43	30	54	36	42	41	49	45	45	40	36	46	55	40	38	39	45	43
TOTAL NOT INTERESTED	63	46	77	63	63	59	65	66	62	57	62	61	66	64	45	63	72	61
Don't know	0	0	1	0	1	0	0	0	1	0	0	0	0	3	1	0	0	0

How much of the 2026 football World Cup in the United States, Canada and Mexico do you expect to follow?

A great deal	16	26	6	24	17	14	13	11	10	21	15	10	9	20	27	18	13	17
A fair amount	21	24	19	18	21	25	19	24	25	17	25	23	21	15	24	17	20	22
TOTAL A GREAT DEAL / FAIR AMOUNT	37	50	25	42	38	39	32	35	35	38	40	33	30	35	51	35	33	39
Not very much	32	28	35	31	33	34	28	39	29	28	31	31	33	42	14	31	39	31
None at all	31	21	40	27	29	27	41	26	36	34	29	35	37	24	35	33	27	29
TOTAL NOT VERY MUCH / NONE AT ALL	63	49	75	58	62	61	69	65	65	62	60	66	70	66	49	64	66	60

And how excited would you say you are for the 2026 football World Cup in the United States, Canada and Mexico?

Very excited	10	15	5	15	13	8	5	4	8	12	13	6	4	11	21	14	4	5
Fairly excited	19	24	16	24	19	21	17	22	19	17	18	17	18	21	21	15	19	31
TOTAL EXCITED	29	39	21	39	32	29	22	26	27	29	31	23	22	32	42	29	23	36
Not very excited	21	22	20	25	21	24	17	22	21	21	21	21	20	27	16	23	20	24
Not at all excited	47	38	55	35	43	45	60	50	49	45	44	56	57	37	37	47	52	40
TOTAL NOT EXCITED	68	60	75	60	64	69	77	72	70	66	65	77	77	64	53	70	72	64
Don't know	3	1	5	1	5	2	1	2	3	5	4	1	1	4	6	1	4	0

Sample Size: 1004 adults in Scotland (16+)
Fieldwork: 2nd - 10th June 2026

	Gender		Age				Socio-economic classification (NS-SEC)			Scottish Region								
	Total	Male	Female	16-24	25-49	50-64	65+	Higher	Intermediate	Routine	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Weighted Sample	1004	482	522	129	377	258	241	332	199	319	171	92	139	103	122	122	161	94
Unweighted Sample	1004	448	556	124	271	316	293	394	235	228	161	99	163	100	109	114	165	93
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each country's team, do you want them to do well or badly at the World Cup, or do you not mind how well they do?

England

I will be supporting them	10	13	7	8	11	8	10	10	8	10	13	12	5	8	10	10	11	6
I won't be supporting them specifically, but I want them to do well	17	15	18	9	14	18	23	15	17	21	21	18	19	13	15	17	12	18
I don't mind how well or badly they do	35	28	41	37	29	38	40	38	39	28	33	30	43	35	27	29	40	40
I want them to do badly	32	39	25	38	39	29	19	30	27	34	27	35	25	33	40	42	28	27
Don't know	7	5	9	7	7	6	8	6	8	7	6	5	7	11	8	2	9	8

Scotland

I will be supporting them	57	64	51	58	59	60	51	56	55	59	60	53	53	62	60	62	51	58
I won't be supporting them specifically, but I want them to do well	23	17	29	23	20	22	27	23	24	23	17	25	30	24	16	20	29	22
I don't mind how well or badly they do	15	15	14	13	15	14	15	15	19	12	20	17	14	10	16	15	11	14
I want them to do badly	1	1	1	3	1	1	1	1	0	1	0	2	0	0	1	3	1	3
Don't know	4	3	5	3	5	4	5	5	1	6	3	4	3	4	8	1	8	3

Sample Size: 1004 adults in Scotland (16+)
Fieldwork: 2nd - 10th June 2026

	Gender		Age				Socio-economic classification (NS-SEC)			Scottish Region								
	Total	Male	Female	16-24	25-49	50-64	65+	Higher	Intermediate	Routine	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Weighted Sample	1004	482	522	129	377	258	241	332	199	319	171	92	139	103	122	122	161	94
Unweighted Sample	1004	448	556	124	271	316	293	394	235	228	161	99	163	100	109	114	165	93
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about how each country's team might do in the World Cup, what do you think is their best realistic hope?

[Asked to those who expect to follow a great deal or fair amount of the World Cup; n=372]

England

Winning the World Cup	8	10	3	16	10	3	4	6	5	6	12	11	11	5	5	14	1	3
Losing in the final	6	5	8	15	4	8	0	6	2	5	12	6	2	6	3	7	2	5
Getting knocked out in the semifinals	33	36	29	22	29	40	41	32	47	33	24	32	25	39	29	33	47	45
Getting knocked out in the quarterfinals	28	28	27	9	35	21	35	38	25	24	22	25	31	32	27	37	27	22
Getting knocked out in the round of 16	9	8	10	10	5	12	10	5	6	12	8	17	20	3	9	3	4	12
Getting knocked out in the round of 32	7	4	12	11	5	8	6	1	7	11	8	0	5	2	13	2	9	6
I don't think they can realistically get out of the group stage	4	5	3	13	4	2	2	5	4	4	3	8	0	8	7	1	4	6
Don't know	6	4	9	3	8	6	2	7	5	6	11	1	7	4	7	2	6	1

Scotland

Winning the World Cup	9	9	8	23	6	6	7	7	6	12	17	22	0	12	9	1	5	4
Losing in the final	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0
Getting knocked out in the semifinals	1	0	3	2	1	1	2	1	0	0	0	0	1	0	2	2	0	6
Getting knocked out in the quarterfinals	6	6	5	8	1	8	11	5	5	7	3	2	13	4	10	6	5	2
Getting knocked out in the round of 16	17	18	15	7	19	15	23	11	24	18	18	22	25	18	8	23	7	19
Getting knocked out in the round of 32	38	44	25	31	41	37	38	38	34	45	30	22	43	30	40	40	50	41
I don't think they can realistically get out of the group stage	24	19	34	26	26	26	18	32	25	16	20	24	16	33	25	26	27	28
Don't know	5	3	10	4	6	7	3	5	6	3	12	8	1	2	6	2	7	1

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.