

# YouGov Survey Results

Sample Size: 1661 adults in GB  
Fieldwork: 21st - 22nd November 2022

	Gender		Age				Social Grade		Region					Football fans	
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North		Scotland
<b>Weighted Sample</b>	<b>1661</b>	804	857	174	686	410	390	947	714	201	556	359	400	145	560
<b>Unweighted Sample</b>	<b>1661</b>	727	934	126	691	412	432	996	665	166	598	364	388	145	552
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20-28 Oct	21-22 Nov														
<b>How interested, if at all, are you in football?</b>																
Very interested	18	14	22	6	7	17	15	13	14	15	17	13	13	16	13	42
Fairly interested	16	20	21	18	25	20	19	18	22	16	23	20	21	17	17	58
<b>TOTAL INTERESTED</b>	<b>35</b>	<b>34</b>	<b>43</b>	<b>24</b>	<b>32</b>	<b>37</b>	<b>34</b>	<b>31</b>	<b>36</b>	<b>31</b>	<b>40</b>	<b>33</b>	<b>34</b>	<b>33</b>	<b>30</b>	<b>100</b>
Not very interested	13	18	17	18	21	19	15	17	19	16	18	17	19	18	17	0
Not at all interested	50	46	37	54	37	42	49	52	44	48	38	48	44	46	51	0
<b>TOTAL NOT INTERESTED</b>	<b>63</b>	<b>64</b>	<b>54</b>	<b>72</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>69</b>	<b>63</b>	<b>64</b>	<b>56</b>	<b>65</b>	<b>63</b>	<b>64</b>	<b>68</b>	<b>0</b>
Don't know	2	3	3	3	10	3	3	0	2	5	4	2	4	3	2	0
<b>How much of the 2022 football World Cup in Qatar do you expect to follow?</b>																
A great deal	13	10	15	5	9	12	9	7	10	9	11	9	9	12	9	28
A fair amount	19	20	22	18	27	21	19	16	21	18	23	20	23	19	12	50
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>32</b>	<b>30</b>	<b>37</b>	<b>23</b>	<b>36</b>	<b>33</b>	<b>28</b>	<b>23</b>	<b>31</b>	<b>27</b>	<b>34</b>	<b>29</b>	<b>32</b>	<b>31</b>	<b>21</b>	<b>78</b>
Not very much	20	26	29	24	26	27	23	28	28	23	32	28	23	24	23	17
None at all	45	42	32	51	29	38	47	49	39	45	31	41	42	44	54	5
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>64</b>	<b>68</b>	<b>61</b>	<b>75</b>	<b>55</b>	<b>65</b>	<b>70</b>	<b>77</b>	<b>67</b>	<b>68</b>	<b>63</b>	<b>69</b>	<b>65</b>	<b>68</b>	<b>77</b>	<b>22</b>
Don't know	3	3	2	3	9	2	2	0	1	4	3	2	3	2	2	0
<b>Do you have a favourable or unfavourable opinion of the following? FIFA (the International Federation of Association Football)</b>																
Very favourable	2	1	2	1	3	2	0	1	1	1	2	1	1	0	1	4
Somewhat favourable	12	7	6	7	16	7	4	5	6	8	11	5	7	6	8	10
<b>TOTAL FAVOURABLE</b>	<b>14</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>19</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>13</b>
Somewhat unfavourable	25	18	18	19	17	18	19	19	20	16	15	21	19	18	13	23
Very unfavourable	29	51	61	41	36	50	58	52	53	48	52	50	50	52	53	56
<b>TOTAL UNFAVOURABLE</b>	<b>54</b>	<b>69</b>	<b>79</b>	<b>60</b>	<b>53</b>	<b>68</b>	<b>77</b>	<b>71</b>	<b>73</b>	<b>64</b>	<b>67</b>	<b>71</b>	<b>69</b>	<b>70</b>	<b>66</b>	<b>79</b>
Don't know	31	23	13	32	28	23	19	24	19	28	20	23	23	25	23	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### The FA (the Football Association of England)

[Asked to those who live in England; n=1427]

Very favourable	5	3	4	1	1	3	2	3	3	2	4	2	3	2	0	6
Somewhat favourable	25	24	28	21	18	26	26	23	25	24	20	28	22	23	0	44
<b>TOTAL FAVOURABLE</b>	<b>31</b>	<b>27</b>	<b>32</b>	<b>22</b>	<b>19</b>	<b>29</b>	<b>28</b>	<b>26</b>	<b>28</b>	<b>26</b>	<b>24</b>	<b>30</b>	<b>25</b>	<b>25</b>	<b>0</b>	<b>50</b>
Somewhat unfavourable	20	25	28	22	23	26	27	23	28	21	24	24	25	27	0	29
Very unfavourable	15	18	21	16	16	17	19	21	18	20	21	18	18	18	0	10
<b>TOTAL UNFAVOURABLE</b>	<b>35</b>	<b>43</b>	<b>49</b>	<b>38</b>	<b>39</b>	<b>43</b>	<b>46</b>	<b>44</b>	<b>46</b>	<b>41</b>	<b>45</b>	<b>42</b>	<b>43</b>	<b>45</b>	<b>0</b>	<b>40</b>
Don't know	34	30	19	40	42	28	27	30	27	33	31	28	31	30	0	10

### The FAW (Football Association of Wales)

[Asked to those who live in Wales; n=89]

Very favourable	9	13	17	10	26	13	19	0	18	9	0	0	13	0	0	21
Somewhat favourable	36	31	39	23	13	37	33	20	30	31	0	0	31	0	0	61
<b>TOTAL FAVOURABLE</b>	<b>45</b>	<b>44</b>	<b>56</b>	<b>33</b>	<b>39</b>	<b>50</b>	<b>52</b>	<b>20</b>	<b>48</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>44</b>	<b>0</b>	<b>0</b>	<b>83</b>
Somewhat unfavourable	9	6	4	8	0	6	8	8	9	3	0	0	6	0	0	0
Very unfavourable	30	17	14	20	32	11	21	19	16	18	0	0	17	0	0	6
<b>TOTAL UNFAVOURABLE</b>	<b>39</b>	<b>23</b>	<b>18</b>	<b>28</b>	<b>32</b>	<b>17</b>	<b>29</b>	<b>27</b>	<b>25</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>23</b>	<b>0</b>	<b>0</b>	<b>6</b>
Don't know	33	33	27	38	29	33	19	53	27	38	0	0	33	0	0	11

### SFA (Scottish Football Association)

[Asked to those who live in Scotland; n=145]

Very favourable	5	3	4	1	0	2	8	0	2	3	0	0	0	0	3	4
Somewhat favourable	25	25	32	17	31	20	29	29	26	24	0	0	0	0	25	39
<b>TOTAL FAVOURABLE</b>	<b>30</b>	<b>28</b>	<b>36</b>	<b>18</b>	<b>31</b>	<b>22</b>	<b>37</b>	<b>29</b>	<b>28</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>28</b>	<b>42</b>
Somewhat unfavourable	23	20	24	16	4	24	24	17	24	16	0	0	0	0	20	27
Very unfavourable	21	18	20	17	16	16	21	24	13	26	0	0	0	0	18	15
<b>TOTAL UNFAVOURABLE</b>	<b>43</b>	<b>38</b>	<b>44</b>	<b>33</b>	<b>20</b>	<b>40</b>	<b>45</b>	<b>41</b>	<b>37</b>	<b>42</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>38</b>	<b>43</b>
Don't know	27	34	19	50	49	38	18	30	36	31	0	0	0	0	34	15

### Gareth Southgate

[Asked to those who live in England; n=1427]

Very favourable	21	19	22	12	21	21	24	23	18	25	23	19	16	0	35
Somewhat favourable	35	40	31	27	38	37	33	40	29	37	34	37	36	0	44
<b>TOTAL FAVOURABLE</b>	<b>56</b>	<b>59</b>	<b>53</b>	<b>39</b>	<b>59</b>	<b>58</b>	<b>57</b>	<b>63</b>	<b>47</b>	<b>62</b>	<b>57</b>	<b>56</b>	<b>52</b>	<b>0</b>	<b>79</b>
Somewhat unfavourable	8	10	6	14	7	8	7	7	9	8	8	8	7	0	9
Very unfavourable	9	11	7	10	8	8	11	6	13	5	8	10	12	0	7
<b>TOTAL UNFAVOURABLE</b>	<b>17</b>	<b>21</b>	<b>13</b>	<b>24</b>	<b>15</b>	<b>16</b>	<b>18</b>	<b>13</b>	<b>22</b>	<b>13</b>	<b>16</b>	<b>18</b>	<b>19</b>	<b>0</b>	<b>16</b>
Don't know	27	21	33	38	26	26	25	25	31	25	28	26	28	0	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Harry Kane

[Asked to those who live in England; n=1427]

Very favourable	<b>18</b>	18	18	15	17	19	20	18	18	23	20	18	13	0	33
Somewhat favourable	<b>36</b>	40	33	37	36	35	37	40	31	39	35	33	37	0	46
<b>TOTAL FAVOURABLE</b>	<b>54</b>	<b>58</b>	<b>51</b>	<b>52</b>	<b>53</b>	<b>54</b>	<b>57</b>	<b>58</b>	<b>49</b>	<b>62</b>	<b>55</b>	<b>51</b>	<b>50</b>	<b>0</b>	<b>79</b>
Somewhat unfavourable	<b>7</b>	8	7	5	8	7	7	8	7	7	5	10	9	0	11
Very unfavourable	<b>8</b>	10	6	6	8	7	9	6	11	6	8	7	10	0	5
<b>TOTAL UNFAVOURABLE</b>	<b>15</b>	<b>18</b>	<b>13</b>	<b>11</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>14</b>	<b>18</b>	<b>13</b>	<b>13</b>	<b>17</b>	<b>19</b>	<b>0</b>	<b>15</b>
Don't know	<b>31</b>	24	36	37	31	32	26	28	34	25	31	32	31	0	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### The England men's national football team

[Asked to those who live in England; n=1427]

Very favourable	17	18	16	16	16	15	20	17	17	19	18	17	15	0	36
Somewhat favourable	39	44	35	32	40	41	39	42	36	42	39	34	42	0	47
<b>TOTAL FAVOURABLE</b>	<b>56</b>	<b>62</b>	<b>51</b>	<b>48</b>	<b>56</b>	<b>56</b>	<b>59</b>	<b>59</b>	<b>53</b>	<b>61</b>	<b>57</b>	<b>51</b>	<b>57</b>	<b>0</b>	<b>83</b>
Somewhat unfavourable	10	11	9	10	10	12	7	11	8	13	8	13	8	0	10
Very unfavourable	8	9	8	8	8	8	11	7	11	4	8	9	11	0	2
<b>TOTAL UNFAVOURABLE</b>	<b>18</b>	<b>20</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>22</b>	<b>19</b>	<b>0</b>	<b>12</b>
Don't know	26	18	33	35	26	23	23	23	29	22	26	28	25	0	4

### The Wales men's national football team

[Asked to those who live in Wales; n=89]

Very favourable	31	44	19	39	31	27	31	30	32	0	0	31	0	0	65
Somewhat favourable	31	29	33	32	35	37	15	41	23	0	0	31	0	0	24
<b>TOTAL FAVOURABLE</b>	<b>62</b>	<b>73</b>	<b>52</b>	<b>71</b>	<b>66</b>	<b>64</b>	<b>46</b>	<b>71</b>	<b>55</b>	<b>0</b>	<b>0</b>	<b>62</b>	<b>0</b>	<b>0</b>	<b>88</b>
Somewhat unfavourable	2	0	3	0	0	7	0	0	3	0	0	2	0	0	0
Very unfavourable	10	6	13	0	11	11	9	5	14	0	0	10	0	0	6
<b>TOTAL UNFAVOURABLE</b>	<b>12</b>	<b>6</b>	<b>16</b>	<b>0</b>	<b>11</b>	<b>18</b>	<b>9</b>	<b>5</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>6</b>
Don't know	27	21	32	29	23	18	45	24	28	0	0	27	0	0	6

### The Scotland men's national football team

[Asked to those who live in Scotland; n=145]

Very favourable	13	19	7	10	11	23	11	14	12	0	0	0	0	13	36
Somewhat favourable	28	36	20	26	26	27	37	32	24	0	0	0	0	28	48
<b>TOTAL FAVOURABLE</b>	<b>41</b>	<b>55</b>	<b>27</b>	<b>36</b>	<b>37</b>	<b>50</b>	<b>48</b>	<b>46</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41</b>	<b>84</b>
Somewhat unfavourable	12	16	7	4	13	17	9	11	13	0	0	0	0	12	13
Very unfavourable	12	9	16	19	11	9	13	7	19	0	0	0	0	12	0
<b>TOTAL UNFAVOURABLE</b>	<b>24</b>	<b>25</b>	<b>23</b>	<b>23</b>	<b>24</b>	<b>26</b>	<b>22</b>	<b>18</b>	<b>32</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>13</b>
Don't know	35	20	50	40	39	25	31	37	32	0	0	0	0	35	3