

YouGov - Football favourability

Sample Size: 1724 adults in GB

Fieldwork: 22nd - 23rd December 2022

	Gender		Age				Social Grade		Region					Interested in football	Football fans in England	
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North			Scotland
Weighted Sample	1724	834	890	181	712	426	405	983	741	209	578	372	415	150	595	520
Unweighted Sample	1724	771	953	137	726	440	421	1022	702	208	594	348	423	151	585	519
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	25-26 Oct	22-23 Dec															
For each of the following countries, please say whether you have a favourable or unfavourable view of them.																	
China																	
Very favourable	1	1	2	1	3	2	1	0	2	1	3	1	1	1	1	3	3
Somewhat favourable	8	11	11	11	15	12	10	9	11	12	13	12	11	10	12	11	11
TOTAL FAVOURABLE	9	12	13	12	18	14	11	9	13	13	16	13	12	11	13	14	14
Somewhat unfavourable	35	41	42	40	40	43	41	38	43	38	41	42	43	36	46	44	42
Very unfavourable	44	32	33	32	20	28	36	42	33	31	31	33	30	36	27	31	32
TOTAL UNFAVOURABLE	79	73	75	72	60	71	77	80	76	69	72	75	73	72	73	75	74
Don't know	12	14	12	16	23	16	11	11	11	18	12	13	15	16	15	11	12
Qatar																	
Very favourable	1	2	3	1	8	2	1	1	3	2	3	1	5	1	0	5	3
Somewhat favourable	8	10	12	7	10	11	8	9	9	11	14	10	11	7	6	13	13
TOTAL FAVOURABLE	9	12	15	8	18	13	9	10	12	13	17	11	16	8	6	18	16
Somewhat unfavourable	30	37	39	36	39	32	43	41	40	34	39	40	33	38	34	42	43
Very unfavourable	37	35	32	37	25	40	33	33	37	31	32	34	33	36	40	30	30
TOTAL UNFAVOURABLE	67	72	71	73	64	72	76	74	77	65	71	74	66	74	74	72	73
Don't know	24	16	14	18	20	16	15	16	11	23	12	15	17	18	19	11	11
Russia																	
Very favourable	1	1	2	1	3	1	0	1	2	1	1	1	2	1	0	2	2
Somewhat favourable	3	4	6	2	10	4	2	2	4	4	3	2	7	3	3	6	5
TOTAL FAVOURABLE	4	5	8	3	13	5	2	3	6	5	4	3	9	4	3	8	7
Somewhat unfavourable	12	17	16	18	18	18	17	16	16	20	22	17	17	15	21	17	17
Very unfavourable	77	69	68	70	55	68	73	74	74	63	67	72	64	71	66	70	71
TOTAL UNFAVOURABLE	89	86	84	88	73	86	90	90	90	83	89	89	81	86	87	87	88
Don't know	6	9	8	9	14	9	8	7	6	13	7	7	10	10	9	6	6
USA																	
Very favourable	10	12	13	11	8	10	13	17	12	12	10	13	13	12	11	15	14
Somewhat favourable	42	46	47	44	32	44	47	52	46	45	43	48	47	45	38	50	52
TOTAL FAVOURABLE	52	58	60	55	40	54	60	69	58	57	53	61	60	57	49	65	66
Somewhat unfavourable	30	24	22	26	28	27	24	19	26	22	29	23	20	25	33	22	22
Very unfavourable	8	7	8	6	15	8	6	4	8	6	8	5	9	8	7	7	6
TOTAL UNFAVOURABLE	38	31	30	32	43	35	30	23	34	28	37	28	29	33	40	29	28
Don't know	10	11	9	13	17	12	10	8	8	15	10	11	11	11	11	6	6

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Unweighted Sample	1724	771	953	137	726	440	421	1022	702	208	594	348	423	151	585	519	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Hungary																	
Very favourable	3	5	5	6	6	5	6	5	6	4	6	5	6	5	3	6	5
Somewhat favourable	33	41	41	41	28	39	43	48	41	41	31	45	44	39	35	40	41
TOTAL FAVOURABLE	36	46	46	47	34	44	49	53	47	45	37	50	50	44	38	46	46
Somewhat unfavourable	22	19	26	13	21	17	19	22	21	17	30	18	17	17	20	26	27
Very unfavourable	9	5	6	3	3	6	4	4	6	3	5	3	4	7	3	4	5
TOTAL UNFAVOURABLE	31	24	32	16	24	23	23	26	27	20	35	21	21	24	23	30	32
Don't know	34	30	22	37	43	33	28	22	26	35	28	29	28	31	39	23	22
South Africa																	
Very favourable	2	4	4	3	3	5	2	3	4	3	4	5	3	3	2	4	4
Somewhat favourable	30	34	36	33	34	33	31	40	35	34	36	37	35	32	28	39	38
TOTAL FAVOURABLE	32	38	40	36	37	38	33	43	39	37	40	42	38	35	30	43	42
Somewhat unfavourable	34	34	33	35	24	31	42	35	37	30	33	33	34	35	37	34	36
Very unfavourable	10	6	8	4	4	6	6	7	6	7	5	5	8	7	6	8	8
TOTAL UNFAVOURABLE	44	40	41	39	28	37	48	42	43	37	38	38	42	42	43	42	44
Don't know	24	22	18	25	35	25	18	14	18	27	22	21	19	23	28	15	15
Iran																	
Very favourable	1	1	1	1	3	1	0	0	1	1	1	1	1	1	1	2	2
Somewhat favourable	4	4	5	4	3	7	3	2	5	3	5	4	6	2	6	4	5
TOTAL FAVOURABLE	5	5	6	5	6	8	3	2	6	4	6	5	7	3	7	6	7
Somewhat unfavourable	28	30	32	28	33	29	30	28	31	28	36	31	28	29	22	33	33
Very unfavourable	53	47	48	46	30	42	53	57	49	44	42	45	47	51	46	47	48
TOTAL UNFAVOURABLE	81	77	80	74	63	71	83	85	80	72	78	76	75	80	68	80	81
Don't know	15	18	15	21	30	21	14	13	14	23	16	19	17	17	26	13	13
Portugal																	
Very favourable	21	24	23	25	12	21	28	31	26	22	21	26	26	24	17	24	26
Somewhat favourable	52	54	55	53	52	54	54	55	57	50	57	56	52	52	54	61	58
TOTAL FAVOURABLE	73	78	78	78	64	75	82	86	83	72	78	82	78	76	71	85	84
Somewhat unfavourable	5	4	5	3	10	4	4	3	3	5	8	4	4	3	5	6	6
Very unfavourable	1	1	1	0	2	1	0	0	1	1	1	0	1	1	1	1	1
TOTAL UNFAVOURABLE	6	5	6	3	12	5	4	3	4	6	9	4	5	4	6	7	7
Don't know	21	17	15	19	24	20	13	12	13	22	14	15	16	19	24	8	9
Brazil																	
Very favourable	2	5	5	6	8	6	4	3	6	5	8	6	5	5	3	7	6
Somewhat favourable	27	42	47	38	38	44	40	43	44	40	37	42	44	42	44	49	48
TOTAL FAVOURABLE	29	47	52	44	46	50	44	46	50	45	45	48	49	47	47	56	54
Somewhat unfavourable	34	25	26	24	16	22	28	29	27	22	28	26	24	21	28	26	25
Very unfavourable	9	3	3	2	1	2	3	4	2	3	3	2	4	4	1	2	2
TOTAL UNFAVOURABLE	43	28	29	26	17	24	31	33	29	25	31	28	28	25	29	28	27
Don't know	27	25	19	31	36	25	24	21	21	30	24	25	23	28	24	17	19

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

	21-22 Nov	22-23 Dec															
How interested, if at all, are you in football?																	
Very interested	14	18	29	7	30	19	16	11	19	16	24	15	19	16	18	51	50
Fairly interested	20	17	18	16	14	16	18	19	18	15	13	19	15	18	15	49	50
TOTAL INTERESTED	34	35	47	23	44	35	34	30	37	31	37	34	34	34	33	100	100
Not very interested	18	17	15	20	21	17	17	16	19	15	22	17	17	18	10	0	0
Not at all interested	46	46	37	55	27	46	49	54	43	51	38	48	47	45	56	0	0
TOTAL NOT INTERESTED	64	63	52	75	48	63	66	70	62	66	60	65	64	63	66	0	0
Don't know	3	2	2	2	8	2	0	0	1	3	2	1	2	2	2	0	0

	21-22 Nov	22-23 Dec															
How much of the 2022 football World Cup in Qatar did you follow?																	
A great deal	15	20	24	7	30	15	14	10	17	13	20	14	16	14	14	42	42
A fair amount	20	15	21	19	19	22	18	18	23	16	21	20	19	19	21	43	43
TOTAL A GREAT DEAL / FAIR AMOUNT	35	45	26	49	37	32	28	40	29	41	34	35	33	35	85	85	
Not very much	27	27	23	31	26	29	25	27	28	26	29	26	27	32	17	12	12
None at all	36	36	31	42	19	33	41	44	32	42	27	39	36	34	46	2	2
TOTAL NOT VERY MUCH / NONE AT ALL	63	54	73	45	62	66	71	60	68	56	65	63	66	63	14	14	
Don't know	2	2	1	2	7	2	0	1	1	3	2	1	1	2	2	0	0

	21-22 Nov	22-23 Dec															
Do you have a favourable or unfavourable opinion of the following?																	
FIFA (the International Federation of Association Football)																	
Very favourable	1	2	2	1	6	2	1	1	2	1	3	1	2	1	2	4	4
Somewhat favourable	7	10	9	10	23	9	7	8	9	10	13	9	11	9	8	15	14
TOTAL FAVOURABLE	8	12	11	11	29	11	8	9	11	11	16	10	13	10	10	19	18
Somewhat unfavourable	18	26	27	25	23	26	28	25	27	25	26	26	24	27	25	36	37
Very unfavourable	51	39	48	31	24	42	41	38	43	34	35	39	39	42	39	37	38
TOTAL UNFAVOURABLE	69	65	75	56	47	68	69	63	70	59	61	65	63	69	64	73	75
Don't know	23	24	14	32	24	21	23	28	19	29	24	25	24	21	26	7	7

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

The FA (the Football Association of England)

[Asked to those who live in England; n=1505]

Very favourable	3	3	4	2	8	2	3	2	3	3	4	2	5	3	0	8	8
Somewhat favourable	24	30	35	26	32	28	30	32	32	27	36	31	28	28	0	52	52
TOTAL FAVOURABLE	27	33	39	28	40	30	33	34	35	30	40	33	33	31	0	60	60
Somewhat unfavourable	25	23	26	21	15	26	25	19	26	20	21	21	24	26	0	28	28
Very unfavourable	18	15	17	13	9	16	14	15	14	16	13	13	16	17	0	5	5
TOTAL UNFAVOURABLE	43	38	43	34	24	42	39	34	40	36	34	34	40	43	0	33	33
Don't know	30	29	19	38	37	27	27	31	25	33	27	32	27	26	0	8	8

The FAW (Football Association of Wales)

[Asked to those who live in Wales; n=68]

Very favourable	13	10	5	17	0	17	10	0	11	10	0	0	10	0	0	20	0
Somewhat favourable	31	24	29	17	5	23	42	26	20	34	0	0	24	0	0	31	0
TOTAL FAVOURABLE	44	34	34	34	5	40	52	26	31	44	0	0	34	0	0	51	0
Somewhat unfavourable	6	11	17	3	42	5	6	0	12	10	0	0	11	0	0	28	0
Very unfavourable	17	13	9	18	5	15	5	27	11	20	0	0	13	0	0	10	0
TOTAL UNFAVOURABLE	23	24	26	21	47	20	11	27	23	30	0	0	24	0	0	38	0
Don't know	33	42	40	44	48	39	37	47	47	26	0	0	42	0	0	11	0

SFA (Scottish Football Association)

[Asked to those who live in Scotland; n=151]

Very favourable	3	7	4	10	10	6	5	10	5	10	0	0	0	0	7	10	0
Somewhat favourable	25	25	25	25	17	27	32	19	26	23	0	0	0	0	25	44	0
TOTAL FAVOURABLE	28	32	29	35	27	33	37	29	31	33	0	0	0	0	32	54	0
Somewhat unfavourable	20	17	20	15	30	13	12	24	19	14	0	0	0	0	17	32	0
Very unfavourable	18	15	22	9	12	7	19	24	13	18	0	0	0	0	15	14	0
TOTAL UNFAVOURABLE	38	32	42	24	42	20	31	48	32	32	0	0	0	0	32	46	0
Don't know	34	36	28	42	32	47	32	24	37	35	0	0	0	0	36	0	0

Gareth Southgate

[Asked to those who live in England; n=1505]

Very favourable	21	27	27	28	15	29	28	28	32	21	27	28	23	29	0	39	39
Somewhat favourable	35	36	37	35	42	37	34	34	37	35	35	37	38	35	0	42	42
TOTAL FAVOURABLE	56	63	64	63	57	66	62	62	69	56	62	65	61	64	0	81	81
Somewhat unfavourable	8	7	9	6	9	8	9	4	7	7	9	6	9	7	0	9	9
Very unfavourable	9	7	10	5	4	7	6	11	6	9	5	6	10	9	0	6	6
TOTAL UNFAVOURABLE	17	14	19	11	13	15	15	15	13	16	14	12	19	16	0	15	15
Don't know	27	22	17	27	31	20	22	23	18	28	23	23	21	21	0	4	4

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

Harry Kane

[Asked to those who live in England; n=1505]

Very favourable	18	21	21	21	19	21	21	23	24	17	22	22	19	21	0	31	31
Somewhat favourable	36	39	41	38	42	41	38	37	41	38	40	39	39	40	0	49	49
TOTAL FAVOURABLE	54	60	62	59	61	62	59	60	65	55	62	61	58	61	0	80	80
Somewhat unfavourable	7	8	10	6	6	8	8	7	7	8	9	6	11	7	0	10	10
Very unfavourable	8	7	9	5	2	8	6	9	6	9	5	6	9	8	0	5	5
TOTAL UNFAVOURABLE	15	15	19	11	8	16	14	16	13	17	14	12	20	15	0	15	15
Don't know	31	25	20	30	32	23	26	25	22	29	23	27	23	24	0	4	4

Gareth Bale

[Asked to those who live in Wales; n=68]

Very favourable	32	21	15	29	0	25	35	17	22	17	0	0	21	0	0	37	0
Somewhat favourable	28	32	40	21	31	35	27	24	35	23	0	0	32	0	0	17	0
TOTAL FAVOURABLE	60	53	55	50	31	60	62	41	57	40	0	0	53	0	0	54	0
Somewhat unfavourable	8	14	17	9	42	6	5	17	11	20	0	0	14	0	0	29	0
Very unfavourable	11	8	7	9	0	8	5	20	5	15	0	0	8	0	0	10	0
TOTAL UNFAVOURABLE	19	22	24	18	42	14	10	37	16	35	0	0	22	0	0	39	0
Don't know	21	26	22	32	26	27	28	21	26	25	0	0	26	0	0	8	0

Robert Page

[Asked to those who live in Wales; n=68]

Very favourable	18	10	9	13	0	14	12	8	7	21	0	0	10	0	0	31	0
Somewhat favourable	18	25	37	10	64	18	19	11	31	7	0	0	25	0	0	48	0
TOTAL FAVOURABLE	36	35	46	23	64	32	31	19	38	28	0	0	35	0	0	79	0
Somewhat unfavourable	7	4	0	8	0	7	0	0	3	6	0	0	4	0	0	0	0
Very unfavourable	11	9	7	13	5	10	5	20	7	15	0	0	9	0	0	10	0
TOTAL UNFAVOURABLE	18	13	7	21	5	17	5	20	10	21	0	0	13	0	0	10	0
Don't know	46	52	48	57	32	52	64	61	52	51	0	0	52	0	0	11	0

Steve Clarke

[Asked to those who live in Scotland; n=151]

Very favourable	5	6	12	1	0	10	3	5	6	6	0	0	0	0	6	18	0
Somewhat favourable	22	20	26	16	46	10	30	17	14	29	0	0	0	0	20	49	0
TOTAL FAVOURABLE	27	26	38	17	46	20	33	22	20	35	0	0	0	0	26	67	0
Somewhat unfavourable	8	3	3	2	0	4	0	3	2	4	0	0	0	0	3	8	0
Very unfavourable	9	4	3	6	0	1	7	8	2	8	0	0	0	0	4	0	0
TOTAL UNFAVOURABLE	17	7	6	8	0	5	7	11	4	12	0	0	0	0	7	8	0
Don't know	56	67	56	75	54	75	60	67	76	54	0	0	0	0	67	24	0

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

Andrew Robertson

[Asked to those who live in Scotland; n=151]

Very favourable	13	9	20	1	15	13	6	4	8	10	0	0	0	0	9	28	0
Somewhat favourable	13	14	20	9	20	12	20	7	10	19	0	0	0	0	14	33	0
TOTAL FAVOURABLE	26	23	40	10	35	25	26	11	18	29	0	0	0	0	23	61	0
Somewhat unfavourable	3	2	2	2	10	0	0	3	0	5	0	0	0	0	2	6	0
Very unfavourable	8	4	1	6	0	1	4	8	2	7	0	0	0	4	0	0	0
TOTAL UNFAVOURABLE	11	6	3	8	10	1	4	11	2	12	0	0	0	0	6	6	0
Don't know	63	71	57	82	54	73	69	77	80	59	0	0	0	71	33	0	0

The England men's national football team

[Asked to those who live in England; n=1505]

Very favourable	17	22	24	21	25	21	23	23	26	18	26	24	19	21	0	40	40
Somewhat favourable	39	41	41	40	37	44	39	39	43	38	45	39	38	43	0	47	47
TOTAL FAVOURABLE	56	63	65	61	62	65	62	62	69	56	71	63	57	64	0	87	87
Somewhat unfavourable	10	8	10	6	6	8	9	8	7	8	7	6	12	8	0	8	8
Very unfavourable	8	7	9	5	4	8	6	8	5	9	6	6	8	7	0	2	2
TOTAL UNFAVOURABLE	18	15	19	11	10	16	15	16	12	17	13	12	20	15	0	10	10
Don't know	26	22	17	27	28	20	24	23	19	27	16	25	24	21	0	3	3

The Wales men's national football team

[Asked to those who live in Wales; n=68]

Very favourable	31	19	9	34	5	27	23	8	18	24	0	0	19	0	0	38	0
Somewhat favourable	31	41	59	18	75	36	28	34	50	17	0	0	41	0	0	40	0
TOTAL FAVOURABLE	62	60	68	52	80	63	51	42	68	41	0	0	60	0	0	78	0
Somewhat unfavourable	2	3	4	3	0	3	12	0	3	5	0	0	3	0	0	4	0
Very unfavourable	10	11	9	13	5	13	5	20	8	20	0	0	11	0	0	10	0
TOTAL UNFAVOURABLE	12	14	13	16	5	16	17	20	11	25	0	0	14	0	0	14	0
Don't know	27	25	19	32	15	22	33	38	22	34	0	0	25	0	0	8	0

The Scotland men's national football team

[Asked to those who live in Scotland; n=151]

Very favourable	13	14	17	12	16	17	16	7	12	17	0	0	0	0	14	25	0
Somewhat favourable	28	31	35	29	23	30	35	34	37	23	0	0	0	0	31	61	0
TOTAL FAVOURABLE	41	45	52	41	39	47	51	41	49	40	0	0	0	0	45	86	0
Somewhat unfavourable	12	9	13	6	15	6	9	12	8	12	0	0	0	0	9	8	0
Very unfavourable	12	5	3	6	0	0	4	14	3	7	0	0	0	0	5	3	0
TOTAL UNFAVOURABLE	24	14	16	12	15	6	13	26	11	19	0	0	0	0	14	11	0
Don't know	35	41	31	47	45	47	36	33	40	41	0	0	0	0	41	3	0

Sample Size: 1724 adults in GB
Fieldwork: 22nd - 23rd December 2022

	Gender		Age				Social Grade		Region					Interested in football	Football fans in England	
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North			Scotland
Weighted Sample	1724	834	890	181	712	426	405	983	741	209	578	372	415	150	595	520
Unweighted Sample	1724	771	953	137	726	440	421	1022	702	208	594	348	423	151	585	519
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		25-26																
		Oct	22-23	Dec														
For each of the following countries, please say whether you think it would be acceptable or unacceptable to hold international sporting events in this country.																		
China																		
	Acceptable	20	23	26	19	27	26	21	17	22	23	29	21	22	19	30	27	25
	Unacceptable	61	59	59	59	43	56	62	69	62	55	57	59	58	63	55	61	61
	Don't know	19	18	15	22	30	18	17	15	15	22	14	20	21	18	14	12	14
Qatar																		
	Acceptable	18	22	27	18	27	24	21	19	21	23	26	20	26	20	19	29	28
	Unacceptable	58	60	59	62	47	60	61	66	65	55	55	62	55	65	62	60	61
	Don't know	24	18	15	20	26	16	19	15	14	23	19	18	19	15	19	11	11
Russia																		
	Acceptable	5	7	9	4	15	9	4	3	7	6	9	4	9	6	12	9	7
	Unacceptable	85	83	83	83	68	81	87	87	87	77	78	85	80	85	80	87	88
	Don't know	9	11	8	13	17	10	9	10	6	17	13	11	11	9	8	5	5
USA																		
	Acceptable	82	84	87	81	77	84	85	85	88	78	84	84	84	84	81	92	91
	Unacceptable	5	5	6	4	8	5	5	4	5	5	5	4	5	6	7	3	4
	Don't know	13	12	8	15	16	11	11	11	8	17	11	13	11	11	12	4	5
Hungary																		
	Acceptable	55	60	61	60	47	62	63	61	62	58	55	61	60	61	63	63	63
	Unacceptable	16	15	20	11	19	14	14	17	18	11	19	15	14	15	15	21	21
	Don't know	29	25	19	30	35	24	22	23	20	31	26	24	25	24	22	16	16
South Africa																		
	Acceptable	57	60	66	55	64	65	59	52	65	54	68	59	60	56	64	68	68
	Unacceptable	18	17	16	17	5	14	18	25	16	17	12	17	15	20	14	19	19
	Don't know	25	23	18	28	31	21	24	23	18	29	19	24	24	23	22	14	13
Iran																		
	Acceptable	8	10	12	7	15	13	6	4	10	9	11	9	11	8	12	12	12
	Unacceptable	74	72	74	70	52	69	78	81	75	69	73	72	69	75	72	75	75
	Don't know	18	18	13	23	33	18	16	14	15	23	16	19	20	17	15	13	13
Portugal																		
	Acceptable	82	84	85	83	68	86	86	86	88	79	82	85	83	84	85	90	91
	Unacceptable	2	2	3	1	9	1	1	2	2	2	2	2	3	2	2	3	2
	Don't know	16	14	11	16	23	13	12	12	9	20	15	13	14	14	13	7	7
Brazil																		
	Acceptable	61	71	75	67	70	74	70	67	74	66	70	69	71	71	75	80	80
	Unacceptable	14	10	10	9	5	8	10	14	10	9	9	10	10	10	7	9	8
	Don't know	25	19	15	24	25	18	20	20	16	24	20	20	19	19	18	11	11