YouGov Survey Results

Sample Size: 9635 adults in GB
Fieldwork: 9th - 29th June 2023

					Team support				
	Total	Arsenal	Chelsea	Liverpool	Manchester City	Manchester United	Newcastle United	Tottenham Hotspur	West Ham United
Weighted Sample	**9635**	206	174	407	185	469	148	164	103
Unweighted Sample	**9635**	199	159	393	165	447	144	158	98
	%	%	%	%	%	%	%	%	%

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

Not at all interested	**46**	0	0	0	0	0	0	0	0
Not very interested	**17**	0	0	0	0	0	0	0	0
NOT AT ALL / NOT VERY INTERESTED	**63**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Fairly interested	**16**	44	44	43	39	47	44	50	51
Very interested	**18**	56	56	57	61	53	56	50	49
FAIRLY / VERY INTERESTED	**34**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
Don't know	**2**	0	0	0	0	0	0	0	0

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YouGov Survey Results

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Fieldwork: 9th - 29th June 2023

	Total	Gender		Age				Social Grade		Country			Region in England			
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	9635	4663	4972	1012	3978	2380	2263	5493	4142	8315	482	838	2322	1599	1166	3227
Unweighted Sample	9635	4182	5453	762	3809	2497	2566	5790	3845	8268	513	854	2329	1635	939	3365
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Not at all interested	**46**	36	56	40	44	47	54	45	48	46	53	49	45	44	39	49
Not very interested	**17**	14	20	18	19	15	16	18	16	18	15	16	16	19	21	17
NOT AT ALL / NOT VERY INTERESTED	**63**	**50**	**76**	**58**	**63**	**62**	**70**	**63**	**64**	**64**	**68**	**65**	**61**	**63**	**60**	**66**
Fairly interested	**16**	18	15	19	16	18	16	17	15	17	14	15	17	16	18	16
Very interested	**18**	31	7	18	20	20	14	19	18	18	18	19	21	19	19	16
FAIRLY / VERY INTERESTED	**34**	**49**	**22**	**37**	**36**	**38**	**30**	**36**	**33**	**35**	**32**	**34**	**38**	**35**	**37**	**32**
Don't know	**2**	2	2	6	2	1	0	1	2	2	1	1	1	2	3	1

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	Total	Arsenal	Chelsea	Liverpool	Manchester City	Manchester United	Newcastle United	Tottenham Hotspur	West Ham United
					Team support				
Weighted Sample	**9635**	206	174	407	185	469	148	164	103
Unweighted Sample	**9635**	199	159	393	165	447	144	158	98
	%	%	%	%	%	%	%	%	%

Thinking about the football team you support MOST, is it a team that will be in the English Premier League for the 2023-24 season? If so, which team is it? If you do not support a team, or it is not a team in the Premier League, please choose the N/A option.

[Asked to those who are interested in football; n=3264]

N/A - the team I support most is not in the English Premier League, or I do not support a team	**33**	0	0	0	0	0	0	0	0
Manchester United	**14**	0	0	0	0	100	0	0	0
Liverpool	**12**	0	0	100	0	0	0	0	0
Arsenal	**6**	100	0	0	0	0	0	0	0
Manchester City	**6**	0	0	0	100	0	0	0	0
Chelsea	**5**	0	100	0	0	0	0	0	0
Tottenham Hotspur	**5**	0	0	0	0	0	0	100	0
Newcastle United	**4**	0	0	0	0	0	100	0	0
West Ham United	**3**	0	0	0	0	0	0	0	100
Aston Villa	**2**	0	0	0	0	0	0	0	0
Everton	**2**	0	0	0	0	0	0	0	0
Brighton & Hove Albion	**1**	0	0	0	0	0	0	0	0
Burnley	**1**	0	0	0	0	0	0	0	0
Crystal Palace	**1**	0	0	0	0	0	0	0	0
Fulham	**1**	0	0	0	0	0	0	0	0
Luton Town	**1**	0	0	0	0	0	0	0	0
Nottingham Forest	**1**	0	0	0	0	0	0	0	0
Wolverhampton Wanderers	**1**	0	0	0	0	0	0	0	0
Bournemouth	**0**	0	0	0	0	0	0	0	0
Brentford	**0**	0	0	0	0	0	0	0	0
Sheffield United	**0**	0	0	0	0	0	0	0	0

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YouGov Survey Results

	Total	Gender		Age				Social Grade		Country			Region in England			
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	9635	4663	4972	1012	3978	2380	2263	5493	4142	8315	482	838	2322	1599	1166	3227
Unweighted Sample	9635	4182	5453	762	3809	2497	2566	5790	3845	8268	513	854	2329	1635	939	3365
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the football team you support MOST, is it a team that will be in the English Premier League for the 2023-24 season? If so, which team is it? If you do not support a team, or it is not a team in the Premier League, please choose the N/A option.

[Asked to those who are interested in football; n=3264]

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
N/A - the team I support most is not in the English Premier League, or I do not support a team	**33**	34	31	26	32	37	35	34	32	31	27	58	33	41	15	30
Manchester United	**14**	14	15	15	15	11	14	13	16	14	22	13	18	11	12	12
Liverpool	**12**	12	13	11	13	13	10	11	14	11	29	10	13	10	11	11
Arsenal	**6**	6	6	7	7	5	5	7	5	7	1	2	2	3	16	9
Manchester City	**6**	5	6	9	5	4	5	6	6	6	2	7	9	4	8	2
Chelsea	**5**	5	5	9	5	5	4	6	4	5	4	3	2	2	12	8
Tottenham Hotspur	**5**	5	5	4	5	4	6	5	5	5	5	2	1	2	8	9
Newcastle United	**4**	5	4	7	4	3	5	4	5	5	2	1	12	2	2	2
West Ham United	**3**	3	3	3	2	4	4	3	3	3	0	1	1	1	8	5
Aston Villa	**2**	2	2	2	2	3	2	2	2	2	2	1	0	8	0	2
Everton	**2**	2	2	1	2	2	2	2	2	2	1	1	4	2	1	1
Brighton & Hove Albion	**1**	1	1	1	1	1	1	1	1	1	0	0	0	0	0	3
Burnley	**1**	1	1	1	1	1	0	1	1	1	0	0	2	0	0	0
Crystal Palace	**1**	1	1	0	1	1	1	1	0	1	0	0	0	0	2	1
Fulham	**1**	1	1	0	1	0	1	1	1	1	0	0	0	0	3	1
Luton Town	**1**	1	1	1	0	0	1	1	1	1	0	0	0	1	0	1
Nottingham Forest	**1**	1	1	1	1	1	1	1	1	1	0	0	0	6	0	0
Wolverhampton Wanderers	**1**	1	1	0	2	1	2	1	1	2	1	0	0	5	1	1
Bournemouth	**0**	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1
Brentford	**0**	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1
Sheffield United	**0**	0	1	1	0	0	1	0	0	0	0	0	1	0	0	0

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	Total	Team support							
		Arsenal	Chelsea	Liverpool	Manchester City	Manchester United	Newcastle United	Tottenham Hotspur	West Ham United
Weighted Sample	**9635**	206	174	407	185	469	148	164	103
Unweighted Sample	**9635**	199	159	393	165	447	144	158	98
	%	%	%	%	%	%	%	%	%

Thinking about $domesticsupportspecific which of the following comes closest to how you feel about...

[Asked to those who support an English Premier League team; n=2148]

...the MEN's team?

	Total	Arsenal	Chelsea	Liverpool	Manchester City	Manchester United	Newcastle United	Tottenham Hotspur	West Ham United
I support them	**87**	88	84	92	81	86	83	86	86
I prefer if they win when they play, but I wouldn't say I support them	**12**	11	15	7	17	13	16	13	14
I don't care if they win or lose, and I wouldn't say I support them	**1**	1	0	0	1	1	2	0	0
Don't know	**0**	1	0	0	1	0	0	0	0

...the WOMEN's team?

	Total	Arsenal	Chelsea	Liverpool	Manchester City	Manchester United	Newcastle United	Tottenham Hotspur	West Ham United
I support them	**28**	39	48	18	31	30	31	23	22
I prefer if they win when they play, but I wouldn't say I support them	**39**	37	30	45	27	36	40	42	43
I don't care if they win or lose, and I wouldn't say I support them	**26**	19	17	29	31	29	20	30	28
Don't know	**7**	5	5	8	11	5	9	6	7

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YouGov Survey Results

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	Total	Gender		Age				Social Grade		Country			Region in England			
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	9635	4663	4972	1012	3978	2380	2263	5493	4142	8315	482	838	2322	1599	1166	3227
Unweighted Sample	9635	4182	5453	762	3809	2497	2566	5790	3845	8268	513	854	2329	1635	939	3365
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about $domesticsupportspecific which of the following comes closest to how you feel about...

[Asked to those who support an English Premier League team; n=2148]

...the MEN's team?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
I support them	**87**	89	83	85	89	87	82	85	88	86	93	81	88	86	85	86
I prefer if they win when they play, but I wouldn't say I support them	**12**	10	16	11	10	13	17	13	11	12	6	16	12	11	13	13
I don't care if they win or lose, and I wouldn't say I support them	**1**	1	1	2	1	0	1	1	1	1	1	2	0	2	1	1
Don't know	**0**	0	0	2	0	0	0	0	0	0	0	0	0	1	1	0

...the WOMEN's team?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
I support them	**28**	27	30	33	27	26	31	27	30	28	29	25	28	29	28	28
I prefer if they win when they play, but I wouldn't say I support them	**39**	38	40	34	39	41	40	39	38	39	35	31	41	39	37	40
I don't care if they win or lose, and I wouldn't say I support them	**26**	29	20	29	27	26	22	27	26	25	28	39	26	24	28	25
Don't know	**7**	5	10	5	7	7	7	7	7	7	9	5	5	8	7	7

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Weighted Sample	**9635**	206	174	407	185	469	148	164	103
Unweighted Sample	**9635**	199	159	393	165	447	144	158	98
	%	%	%	%	%	%	%	%	%

How often do you watch [TEAM] men's and women's team play, either in person or on TV/online?

Men's team

	Total	Arsenal	Chelsea	Liverpool	Manchester City	Manchester United	Newcastle United	Tottenham Hotspur	West Ham United
Very often	**43**	47	45	49	45	46	44	38	37
Fairly often	**31**	26	32	35	34	31	31	27	32
TOTAL FAIRLY / VERY OFTEN	**74**	**73**	**77**	**84**	**79**	**77**	**75**	**65**	**69**
Not very often	**22**	25	21	15	17	19	22	33	25
Never	**3**	2	2	1	2	3	1	1	6
TOTAL NOT VERY OFTEN / NEVER	**25**	**27**	**23**	**16**	**19**	**22**	**23**	**34**	**31**
Don't know	**1**	0	0	0	2	0	2	0	1

Women's team

	Total	Arsenal	Chelsea	Liverpool	Manchester City	Manchester United	Newcastle United	Tottenham Hotspur	West Ham United
Very often	**5**	8	14	2	10	6	4	4	1
Fairly often	**11**	19	18	7	18	15	5	4	8
TOTAL FAIRLY / VERY OFTEN	**16**	**27**	**32**	**9**	**28**	**21**	**9**	**8**	**9**
Not very often	**34**	38	38	37	28	34	31	38	34
Never	**48**	35	31	53	42	44	57	53	57
TOTAL NOT VERY OFTEN / NEVER	**82**	**73**	**69**	**90**	**70**	**78**	**88**	**91**	**91**
Don't know	**1**	0	0	1	2	1	3	1	0

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	Total	Gender		Age				Social Grade		Country			Region in England			
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	9635	4663	4972	1012	3978	2380	2263	5493	4142	8315	482	838	2322	1599	1166	3227
Unweighted Sample	9635	4182	5453	762	3809	2497	2566	5790	3845	8268	513	854	2329	1635	939	3365
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you watch [TEAM] men's and women's team play, either in person or on TV/online?

Men's team

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Very often	43	49	32	47	46	43	36	42	46	43	46	40	47	39	42	43
Fairly often	31	29	34	30	31	30	34	31	31	31	35	35	30	30	30	31
TOTAL FAIRLY / VERY OFTEN	**74**	**78**	**66**	**77**	**77**	**73**	**70**	**73**	**77**	**74**	**81**	**75**	**77**	**69**	**72**	**74**
Not very often	22	18	30	18	21	24	25	24	20	23	17	23	19	26	24	23
Never	3	2	3	2	2	3	4	2	3	3	2	2	2	4	2	2
TOTAL NOT VERY OFTEN / NEVER	**25**	**20**	**33**	**20**	**23**	**27**	**29**	**26**	**23**	**26**	**19**	**25**	**21**	**30**	**26**	**25**
Don't know	1	1	1	3	0	0	1	1	0	1	1	0	1	0	1	0

Women's team

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Very often	5	6	5	5	6	5	5	4	7	5	6	4	5	6	5	6
Fairly often	11	11	11	13	9	11	12	11	11	11	11	10	11	12	11	10
TOTAL FAIRLY / VERY OFTEN	**16**	**17**	**16**	**18**	**15**	**16**	**17**	**15**	**18**	**16**	**17**	**14**	**16**	**18**	**16**	**16**
Not very often	34	32	39	38	34	32	36	34	35	35	29	33	35	29	40	35
Never	48	50	45	41	50	51	46	49	48	48	55	52	48	53	43	48
TOTAL NOT VERY OFTEN / NEVER	**82**	**82**	**84**	**79**	**84**	**83**	**82**	**83**	**83**	**83**	**84**	**85**	**83**	**82**	**83**	**83**
Don't know	1	1	1	2	1	1	0	1	1	1	0	0	1	0	1	1

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Unweighted Sample	9635	199	159	393	165	447	144	158	98
	%	%	%	%	%	%	%	%	%

How closely do you follow news and scores for [TEAM] men's and women's team?
Men's team

Very closely	60	58	56	63	56	58	68	58	57
Fairly closely	30	32	32	30	29	32	23	30	36
TOTAL FAIRLY / VERY CLOSELY	**90**	**90**	**88**	**93**	**85**	**90**	**91**	**88**	**93**
Not very closely	8	8	9	4	10	7	8	8	8
Not at all closely	2	1	3	3	3	2	1	4	0
TOTAL NOT VERY / NOT AT ALL CLOSELY	**10**	**9**	**12**	**7**	**13**	**9**	**9**	**12**	**8**
Don't know	0	0	0	0	2	0	0	0	0

Women's team

Very closely	10	14	23	3	16	10	11	7	6
Fairly closely	17	24	20	14	16	21	19	12	15
TOTAL FAIRLY / VERY CLOSELY	**27**	**38**	**43**	**17**	**32**	**31**	**30**	**19**	**21**
Not very closely	28	25	28	29	28	25	27	31	25
Not at all closely	44	37	28	52	39	44	41	49	53
TOTAL NOT VERY / NOT AT ALL CLOSELY	**72**	**62**	**56**	**81**	**67**	**69**	**68**	**80**	**78**
Don't know	1	0	1	1	2	1	2	1	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.*

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	Total	Gender		Age				Social Grade		Country			Region in England			
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Weighted Sample	**9635**	4663	4972	1012	3978	2380	2263	5493	4142	8315	482	838	2322	1599	1166	3227
Unweighted Sample	**9635**	4182	5453	762	3809	2497	2566	5790	3845	8268	513	854	2329	1635	939	3365
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How closely do you follow news and scores for [TEAM] men's and women's team?
Men's team

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Very closely	**60**	69	41	51	60	65	57	58	62	60	60	57	65	59	55	58
Fairly closely	**30**	24	41	33	28	28	34	31	28	30	30	32	25	28	30	33
TOTAL FAIRLY / VERY CLOSELY	**90**	**93**	**82**	**84**	**88**	**93**	**91**	**89**	**90**	**90**	**90**	**89**	**90**	**87**	**85**	**91**
Not very closely	**8**	5	14	12	9	5	7	8	7	8	6	7	8	10	11	7
Not at all closely	**2**	1	4	2	3	2	2	2	2	2	3	3	1	3	2	2
TOTAL NOT VERY / NOT AT ALL CLOSELY	**10**	**6**	**18**	**14**	**12**	**7**	**9**	**10**	**9**	**10**	**9**	**10**	**9**	**13**	**13**	**9**
Don't know	**0**	1	0	2	0	0	0	1	0	0	0	1	0	0	1	0

Women's team

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Very closely	**10**	11	7	8	9	11	12	10	10	10	6	9	11	11	10	9
Fairly closely	**17**	18	16	20	16	17	20	17	18	17	16	16	19	18	16	17
TOTAL FAIRLY / VERY CLOSELY	**27**	**29**	**23**	**28**	**25**	**28**	**32**	**27**	**28**	**27**	**22**	**25**	**30**	**29**	**26**	**26**
Not very closely	**28**	26	30	28	28	26	27	27	29	28	33	23	27	25	27	29
Not at all closely	**44**	44	45	40	46	46	39	45	43	44	45	50	43	46	45	43
TOTAL NOT VERY / NOT AT ALL CLOSELY	**72**	**70**	**75**	**68**	**74**	**72**	**66**	**72**	**72**	**72**	**78**	**73**	**70**	**71**	**72**	**72**
Don't know	**1**	1	1	3	1	0	2	1	1	1	1	1	1	0	2	1

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