

# YouGov - World Cup habits

GB18 Sample: 14th - 15th November 2022

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which of these applies to you?

	Unweighted base	2111	1004	1107	202	333	391	294	891	1214	897
	Base	2111	1024	1087	234	331	394	305	847	1203	908
Working full time (30 or more hours per week)	43%	51%	37%	29%	68%	67%	62%	20%	49%	36%	
Working part time (8-29 hours a week)	11%	7%	15%	8%	9%	16%	13%	10%	11%	12%	
Working part time (Less than 8 hours a week)	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	
Full time student	6%	5%	6%	41%	5%	1%	1%	-	7%	3%	
Retired	24%	24%	25%	1%	1%	-	3%	59%	24%	24%	
Unemployed	4%	4%	3%	6%	6%	5%	4%	1%	2%	6%	
Not working	7%	5%	9%	8%	7%	5%	12%	5%	3%	12%	
Other	4%	3%	4%	5%	5%	5%	4%	2%	1%	6%	

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

	Unweighted base	2111	1004	1107	202	333	391	294	891	1214	897
	Base: All GB Adults	2111	1024	1087	234	331	394	305	847	1203	908
Very interested	18%	31%	6%	15%	20%	20%	20%	17%	19%	18%	
Fairly interested	19%	21%	18%	18%	19%	17%	18%	21%	21%	17%	
Not very interested	21%	16%	25%	26%	21%	23%	18%	19%	21%	20%	
Not at all interested	40%	31%	50%	36%	39%	38%	43%	42%	38%	44%	
Don't know	1%	2%	1%	6%	1%	1%	2%	-	1%	2%	

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

## Which of these applies to you?

	Unweighted base	2111	516	342	204	275	493	1830	97	184
	Base	2111	505	348	200	285	486	1824	103	184
Working full time (30 or more hours per week)	43%	42%	44%	41%	46%	45%	44%	42%	41%	
Working part time (8-29 hours a week)	11%	11%	10%	11%	13%	12%	12%	11%	9%	
Working part time (Less than 8 hours a week)	1%	1%	1%	1%	1%	3%	1%	1%	1%	
Full time student	6%	5%	3%	7%	5%	7%	6%	3%	7%	
Retired	24%	25%	25%	25%	22%	22%	24%	29%	27%	
Unemployed	4%	5%	5%	2%	4%	3%	4%	-	3%	
Not working	7%	8%	9%	6%	4%	5%	6%	8%	9%	
Other	4%	3%	3%	7%	3%	3%	4%	5%	3%	

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

	Unweighted base	2111	516	342	204	275	493	1830	97	184
	Base: All GB Adults	2111	505	348	200	285	486	1824	103	184
Very interested	18%	21%	16%	16%	19%	16%	18%	15%	23%	
Fairly interested	19%	23%	20%	20%	19%	17%	20%	16%	16%	
Not very interested	21%	20%	22%	19%	28%	17%	21%	26%	17%	
Not at all interested	40%	35%	41%	43%	32%	49%	40%	42%	43%	
Don't know	1%	1%	1%	1%	2%	1%	1%	1%	1%	

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

How much of the 2022 football World Cup in Qatar do you expect to follow?

<b>Unweighted base</b>	2111	1004	1107	202	333	391	294	891	1214	897
<b>Base: All GB Adults</b>	2111	1024	1087	234	331	394	305	847	1203	908
A great deal	12%	20%	5%	15%	16%	12%	14%	10%	12%	13%
A fair amount	21%	25%	18%	24%	24%	20%	22%	20%	24%	19%
Not very much	26%	23%	28%	26%	23%	27%	23%	27%	28%	23%
None at all	39%	30%	46%	31%	35%	38%	40%	42%	35%	43%
Don't know	2%	2%	2%	4%	2%	3%	1%	2%	2%	3%

In which of the following places do you expect to watch the World Cup?

<b>Unweighted base</b>	1243	675	568	128	211	232	171	501	763	480
<b>Base: All GB Adults who plan on following the world cup</b>	1254	691	563	152	208	234	178	482	762	491
In a pub/bar	24%	30%	18%	42%	41%	24%	14%	16%	27%	21%
At home	85%	86%	85%	67%	81%	88%	91%	90%	86%	85%
At a friend's or relative's house	17%	18%	15%	32%	34%	18%	9%	7%	18%	14%
At a fan park	2%	2%	2%	5%	5%	1%	1%	-	2%	1%
At the stadium in Qatar	1%	2%	1%	7%	1%	1%	1%	0%	2%	1%
Other	3%	4%	1%	2%	5%	4%	2%	2%	3%	3%
Don't know	5%	4%	6%	5%	4%	6%	5%	5%	4%	7%

Which country, if any, will you be MOST supporting at the World Cup?

<b>Unweighted base</b>	1243	675	568	128	211	232	171	501	763	480
<b>Base: All GB Adults who plan on following the world cup</b>	1254	691	563	152	208	234	178	482	762	491
England	73%	71%	75%	58%	70%	78%	71%	76%	72%	74%
Wales	8%	8%	8%	8%	6%	4%	9%	10%	8%	7%
Another country	7%	8%	6%	16%	9%	7%	6%	3%	7%	6%
No particular country	11%	13%	9%	11%	12%	10%	12%	11%	11%	11%
Don't know	2%	1%	2%	6%	2%	1%	2%	1%	1%	2%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

How much of the 2022 football World Cup in Qatar do you expect to follow?

	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Unweighted base</b>	2111	516	342	204	275	493	1830	97	184
<b>Base: All GB Adults</b>	2111	505	348	200	285	486	1824	103	184
A great deal	12%	14%	11%	11%	13%	12%	12%	13%	12%
A fair amount	21%	24%	21%	22%	26%	19%	22%	10%	21%
Not very much	26%	23%	26%	25%	27%	26%	25%	40%	23%
None at all	39%	37%	40%	39%	32%	42%	38%	36%	42%
Don't know	2%	2%	2%	3%	2%	1%	2%	1%	2%

In which of the following places do you expect to watch the World Cup?

	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Unweighted base</b>	1243	308	195	118	181	278	1080	61	102
<b>Base: All GB Adults who plan on following the world cup</b>	1254	306	199	116	189	276	1086	65	103
In a pub/bar	24%	23%	23%	16%	33%	27%	25%	26%	20%
At home	85%	85%	90%	88%	78%	86%	85%	84%	89%
At a friend's or relative's house	17%	17%	16%	15%	19%	19%	18%	4%	16%
At a fan park	2%	2%	1%	2%	5%	1%	2%	2%	-
At the stadium in Qatar	1%	2%	1%	1%	4%	0%	2%	2%	-
Other	3%	4%	1%	2%	3%	4%	3%	2%	4%
Don't know	5%	5%	2%	5%	6%	6%	5%	7%	6%

Which country, if any, will you be MOST supporting at the World Cup?

	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Unweighted base</b>	1243	308	195	118	181	278	1080	61	102
<b>Base: All GB Adults who plan on following the world cup</b>	1254	306	199	116	189	276	1086	65	103
England	73%	81%	85%	81%	73%	83%	81%	12%	23%
Wales	8%	3%	1%	2%	3%	4%	3%	81%	12%
Another country	7%	4%	6%	8%	9%	4%	6%	-	19%
No particular country	11%	9%	7%	7%	11%	8%	8%	5%	43%
Don't know	2%	2%	1%	1%	4%	0%	2%	2%	3%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following games do you intend to watch?

### England v Iran (1pm on Monday 21 November)

Unweighted base	721	407	314	54	168	199	139	161	476	245
<b>Base: All GB Adults who plan on following the world cup and are employed</b>	<b>739</b>	<b>419</b>	<b>320</b>	<b>62</b>	<b>165</b>	<b>200</b>	<b>145</b>	<b>166</b>	<b>481</b>	<b>258</b>
I intend to watch this game	52%	61%	41%	66%	56%	50%	53%	46%	52%	53%
I do not intend to watch this game	32%	25%	42%	25%	32%	37%	29%	31%	33%	30%
Don't know	16%	14%	18%	9%	11%	13%	18%	23%	15%	17%

### Wales v Iran (10am on Friday 25 November)

Unweighted base	721	407	314	54	168	199	139	161	476	245
<b>Base: All GB Adults who plan on following the world cup and are employed</b>	<b>739</b>	<b>419</b>	<b>320</b>	<b>62</b>	<b>165</b>	<b>200</b>	<b>145</b>	<b>166</b>	<b>481</b>	<b>258</b>
I intend to watch this game	25%	29%	20%	33%	26%	20%	31%	21%	26%	23%
I do not intend to watch this game	54%	50%	60%	52%	56%	54%	51%	56%	54%	55%
Don't know	21%	22%	20%	15%	18%	26%	18%	23%	21%	22%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Which, if any, of the following games do you intend to watch?

### England v Iran (1pm on Monday 21 November)

	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Unweighted base</b>	721	180	114	67	117	160	638	32	51
<b>Base: All GB Adults who plan on following the world cup and are employed</b>	739	181	119	68	123	161	653	35	51
I intend to watch this game	52%	60%	49%	48%	59%	54%	55%	27%	34%
I do not intend to watch this game	32%	27%	34%	33%	29%	30%	30%	54%	45%
Don't know	16%	13%	17%	19%	12%	16%	15%	19%	22%

### Wales v Iran (10am on Friday 25 November)

	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Unweighted base</b>	721	180	114	67	117	160	638	32	51
<b>Base: All GB Adults who plan on following the world cup and are employed</b>	739	181	119	68	123	161	653	35	51
I intend to watch this game	25%	29%	20%	19%	28%	18%	23%	56%	21%
I do not intend to watch this game	54%	53%	60%	55%	52%	61%	56%	26%	49%
Don't know	21%	18%	20%	26%	19%	21%	21%	18%	30%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You have said you intend to watch the England v Iran game. This game will take place during what for many people will be work hours. Which of the following comes closest to describing how you will watch it?

	Unweighted base	374	245	129	34	94	98	74	74	246	128
<b>Base: All GB Adults who plan on following the world cup and are employed</b>		386	255	131	41	93	100	76	76	250	135
I have arranged or will arrange to take the day/time off so I can watch this match		13%	17%	6%	25%	9%	14%	15%	8%	14%	11%
I will be working during at least part of that time, but my employer is allowing us to watch the game during work		15%	15%	16%	11%	28%	12%	17%	4%	17%	12%
I will be working during at least part of that time, but I will stop to watch the match and make up for it at another time		12%	15%	7%	12%	14%	11%	12%	15%	15%	8%
I should be working during at least part of that time, but I intend to call in sick		0%	-	1%	3%	-	-	-	-	0%	-
I should be working during at least part of that time, but I intend to watch it when I should be working without my employer knowing		10%	12%	4%	11%	14%	10%	4%	8%	11%	8%
I am not scheduled to be working during this match in the first place		32%	28%	41%	31%	19%	31%	37%	47%	29%	39%
Something else		9%	7%	13%	6%	5%	13%	8%	10%	7%	12%
Don't know		8%	6%	11%	2%	11%	8%	7%	8%	7%	10%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

You have said you intend to watch the England v Iran game. This game will take place during what for many people will be work hours. Which of the following comes closest to describing how you will watch it?

	Unweighted base	North	Midlands	East	London	South	England (NET)	Wales	Scotland
	374	106	57	32	69	84	348	9	17
<b>Base: All GB Adults who plan on following the world cup and are employed</b>	386	108	58	33	73	87	359	9	17
I have arranged or will arrange to take the day/time off so I can watch this match	13%	15%	18%	20%	9%	9%	13%	-	12%
I will be working during at least part of that time, but my employer is allowing us to watch the game during work	15%	19%	11%	3%	21%	16%	16%	22%	5%
I will be working during at least part of that time, but I will stop to watch the match and make up for it at another time	12%	10%	17%	8%	12%	13%	12%	-	21%
I should be working during at least part of that time, but I intend to call in sick	0%	-	-	-	1%	-	0%	-	-
I should be working during at least part of that time, but I intend to watch it when I should be working without my employer knowing	10%	4%	8%	15%	13%	8%	9%	36%	17%
I am not scheduled to be working during this match in the first place	32%	33%	26%	27%	33%	40%	33%	33%	12%
Something else	9%	10%	11%	11%	6%	7%	9%	10%	12%
Don't know	8%	8%	9%	16%	4%	6%	8%	-	20%



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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You have said you intend to watch the Wales v Iran game. This game will take place during what for many people will be work hours. Which of the following comes closest to describing how you will watch it?

	Unweighted base	175	114	61	17	43	39	42	34	120	55
<b>Base: All GB Adults who plan on following the world cup and are employed</b>		183	120	63	20	42	41	45	35	123	60
I have arranged or will arrange to take the day/time off so I can watch this match		13%	18%	3%	24%	13%	5%	18%	10%	12%	14%
I will be working during at least part of that time, but my employer is allowing us to watch the game during work		12%	10%	15%	17%	19%	10%	7%	7%	16%	4%
I should be working during at least part of that time, but I intend to call in sick		3%	4%	2%	-	6%	5%	-	3%	4%	2%
I should be working during at least part of that time, but I intend to watch it when I should be working without my employer knowing		18%	22%	10%	27%	25%	13%	19%	8%	20%	14%
I am not scheduled to be working during this match in the first place		30%	25%	41%	20%	17%	32%	34%	46%	25%	41%
Something else		15%	12%	20%	5%	11%	27%	14%	11%	17%	11%
Don't know		9%	9%	10%	7%	9%	8%	7%	15%	7%	15%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

You have said you intend to watch the Wales v Iran game. This game will take place during what for many people will be work hours. Which of the following comes closest to describing how you will watch it?

	Unweighted base	North	Midlands	East	London	South	England (NET)	Wales	Scotland
	175	50	23	12	33	28	146	18	11
<b>Base: All GB Adults who plan on following the world cup and are employed</b>	183	52	24	13	35	29	152	19	11
I have arranged or will arrange to take the day/time off so I can watch this match	13%	11%	19%	7%	7%	9%	11%	22%	29%
I will be working during at least part of that time, but my employer is allowing us to watch the game during work	12%	10%	9%	7%	16%	3%	10%	33%	-
I should be working during at least part of that time, but I intend to call in sick	3%	7%	-	-	5%	-	4%	-	-
I should be working during at least part of that time, but I intend to watch it when I should be working without my employer knowing	18%	18%	16%	-	25%	24%	19%	11%	18%
I am not scheduled to be working during this match in the first place	30%	33%	24%	41%	30%	44%	34%	11%	18%
Something else	15%	13%	18%	7%	17%	10%	14%	22%	17%
Don't know	9%	8%	14%	37%	-	10%	10%	-	17%