

Public First Poll on Football Regulation

Fieldwork: 22nd Mar - 28th Mar 2023
Interview method: Online Survey
Population represented: English Adults
Sample size: 1002

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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32 Make sure clubs are financially resilient; strengthen owners’ and directors’ “fit and proper person” tests; give fans a greater say in the running of their clubs; have powers to stop clubs joining breakaway leagues; and have powers over financial redistribution between leagues. Which of the following outcomes do you expect to follow? Select any which apply 65

(1.A) Which of the following sports, if any, are you a regular follower of?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Football	53%	68%	38%	50%	64%	55%	49%	57%	47%	61%	51%	52%	52%	46%	55%	44%	56%	59%
Formula 1	26%	34%	18%	26%	29%	24%	26%	26%	25%	25%	27%	16%	31%	27%	24%	22%	31%	31%
Tennis	23%	19%	27%	22%	19%	21%	27%	35%	15%	28%	24%	22%	28%	15%	24%	15%	25%	18%
Cricket	19%	30%	9%	9%	15%	17%	18%	25%	30%	21%	12%	20%	30%	22%	24%	17%	10%	18%
Rugby	17%	23%	11%	13%	14%	13%	18%	25%	19%	17%	16%	23%	18%	14%	15%	17%	6%	20%
Cycling	10%	11%	9%	12%	13%	10%	9%	11%	6%	11%	9%	8%	11%	8%	7%	14%	6%	14%
Basketball	9%	13%	6%	20%	15%	11%	7%	3%	1%	16%	10%	5%	8%	5%	9%	7%	6%	8%
Netball	4%	4%	4%	11%	5%	5%	4%	2%	1%	7%	5%	5%	6%	3%	2%	3%	0%	5%
None of the above	27%	16%	38%	24%	26%	29%	32%	20%	30%	21%	30%	32%	23%	37%	25%	32%	27%	24%
Don't Know	2%	1%	2%	3%	3%	2%	1%	0%	1%	2%	2%	2%	1%	1%	2%	2%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which of the following sports, if any, are you a regular follower of?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Football	53%	56%	56%	55%	46%	58%	58%	37%	59%	44%	59%	57%	52%	100%	0%	91%	32%
Formula 1	26%	30%	23%	33%	19%	29%	29%	23%	37%	15%	25%	30%	30%	36%	15%	37%	19%
Tennis	23%	25%	22%	20%	23%	25%	25%	19%	31%	17%	26%	24%	20%	30%	14%	30%	19%
Cricket	19%	28%	18%	17%	15%	26%	18%	15%	37%	9%	29%	20%	17%	30%	7%	32%	13%
Rugby	17%	21%	15%	16%	15%	21%	15%	16%	29%	11%	21%	17%	17%	22%	11%	22%	14%
Cycling	10%	11%	8%	11%	10%	10%	12%	9%	13%	11%	9%	12%	9%	14%	5%	15%	7%
Basketball	9%	10%	11%	8%	7%	6%	12%	10%	14%	8%	7%	11%	18%	14%	4%	17%	4%
Netball	4%	4%	5%	5%	3%	4%	5%	6%	4%	1%	4%	4%	11%	6%	2%	7%	3%
None of the above	27%	24%	26%	27%	31%	22%	22%	43%	22%	40%	19%	25%	29%	0%	58%	3%	41%
Don't Know	2%	0%	2%	1%	3%	1%	2%	0%	0%	4%	1%	1%	2%	0%	4%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Do you consider yourself to be a fan of one particular football team?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Yes, I am a fan of one particular football team	50%	61%	39%	49%	58%	50%	44%	52%	48%	61%	43%	45%	43%	41%	48%	45%	57%	61%
No, I am not a fan of one particular football team	47%	37%	57%	48%	37%	47%	53%	48%	51%	39%	55%	54%	54%	50%	48%	52%	38%	36%
Don't Know	3%	2%	4%	3%	5%	4%	4%	0%	1%	1%	2%	1%	2%	9%	4%	3%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Do you consider yourself to be a fan of one particular football team?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Yes, I am a fan of one particular football team	50%	52%	56%	51%	41%	55%	53%	41%	60%	37%	57%	54%	51%	82%	14%	86%	29%
No, I am not a fan of one particular football team	47%	47%	42%	45%	55%	43%	43%	57%	36%	61%	41%	43%	44%	17%	81%	14%	66%
Don't Know	3%	1%	3%	5%	3%	2%	4%	2%	4%	2%	2%	3%	4%	1%	5%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) How often do you watch live broadcast football on television or via online streaming platforms?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Daily	8%	14%	3%	14%	14%	11%	5%	3%	4%	14%	3%	11%	9%	6%	8%	10%	6%	6%
At least once per week	28%	37%	20%	28%	30%	26%	29%	33%	24%	36%	29%	12%	24%	29%	31%	22%	23%	36%
A couple of times per month	13%	12%	15%	13%	17%	15%	13%	11%	12%	13%	12%	18%	15%	9%	12%	14%	16%	14%
Less than once per month	5%	5%	5%	8%	4%	5%	6%	4%	3%	4%	5%	7%	4%	4%	7%	2%	11%	4%
Every few months	8%	8%	8%	7%	6%	9%	5%	14%	10%	7%	11%	9%	7%	8%	6%	7%	10%	9%
At most once per year	8%	5%	11%	11%	6%	5%	13%	7%	7%	7%	7%	9%	10%	7%	7%	11%	10%	8%
Never	27%	19%	35%	17%	20%	27%	29%	27%	39%	18%	31%	32%	29%	35%	26%	35%	22%	23%
Don't Know	1%	1%	2%	2%	2%	1%	0%	0%	1%	0%	2%	1%	2%	1%	2%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) How often do you watch live broadcast football on television or via online streaming platforms?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Daily	8%	9%	8%	10%	7%	7%	11%	3%	15%	7%	10%	11%	3%	13%	3%	23%	0%
At least once per week	28%	35%	31%	26%	21%	31%	33%	18%	22%	17%	35%	28%	32%	49%	5%	77%	0%
A couple of times per month	13%	12%	13%	17%	12%	15%	13%	16%	9%	16%	12%	16%	11%	21%	5%	0%	21%
Less than once per month	5%	3%	6%	6%	6%	6%	5%	4%	0%	4%	5%	6%	8%	6%	4%	0%	8%
Every few months	8%	9%	6%	8%	9%	7%	9%	10%	13%	8%	8%	8%	9%	6%	10%	0%	13%
At most once per year	8%	7%	8%	10%	9%	10%	6%	8%	9%	8%	6%	8%	9%	3%	15%	0%	13%
Never	27%	25%	27%	23%	34%	25%	21%	39%	28%	38%	24%	22%	26%	2%	56%	0%	43%
Don't Know	1%	0%	1%	0%	3%	1%	2%	1%	4%	1%	1%	1%	2%	1%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) Are you a season ticket holder at a football club?

	Gender			Age						Region								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Yes	10%	16%	5%	15%	19%	12%	7%	5%	5%	17%	9%	10%	11%	11%	8%	6%	6%	10%
No	89%	84%	93%	83%	78%	87%	93%	95%	95%	82%	91%	90%	89%	88%	90%	93%	94%	88%
Don't Know	1%	0%	1%	2%	3%	1%	0%	0%	0%	1%	0%	0%	0%	1%	2%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) Are you a season ticket holder at a football club?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Yes	10%	15%	12%	9%	6%	10%	12%	8%	14%	3%	12%	13%	12%	18%	2%	24%	3%
No	89%	85%	87%	91%	93%	89%	86%	91%	86%	97%	87%	86%	87%	81%	97%	76%	96%
Don't Know	1%	0%	1%	0%	1%	1%	2%	2%	0%	0%	0%	1%	2%	1%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) “Regulators” are Government-created bodies which create rules for particular industries or other areas. Some of these include Ofsted, which regulates schools, and Ofwat, which regulates the water industry. Which of the following statements do you agree with most?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Regulators are a good thing because they put outside experts in charge of important areas, without having politicians in day-to-day control	61%	62%	59%	48%	67%	56%	63%	68%	62%	62%	59%	63%	62%	64%	57%	67%	50%	60%
Regulators are a bad thing because they put unaccountable people in charge of important things, which ought to be managed by politicians who can be voted out if they are doing a bad job	14%	17%	11%	22%	11%	16%	13%	12%	10%	15%	13%	15%	14%	10%	21%	8%	15%	15%
None of the above	11%	10%	13%	14%	9%	12%	9%	10%	12%	13%	14%	7%	9%	10%	9%	10%	18%	10%
Don't Know	14%	11%	17%	15%	12%	15%	15%	11%	15%	10%	14%	15%	15%	16%	13%	15%	17%	16%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) “Regulators” are Government-created bodies which create rules for particular industries or other areas. Some of these include Ofsted, which regulates schools, and Ofwat, which regulates the water industry. Which of the following statements do you agree with most?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Regulators are a good thing because they put outside experts in charge of important areas, without having politicians in day-to-day control	61%	66%	63%	59%	55%	67%	60%	65%	59%	45%	72%	60%	64%	62%	60%	65%	58%
Regulators are a bad thing because they put unaccountable people in charge of important things, which ought to be managed by politicians who can be voted out if they are doing a bad job	14%	14%	13%	15%	14%	13%	16%	11%	22%	7%	13%	14%	18%	18%	9%	19%	11%
None of the above	11%	12%	8%	11%	14%	9%	11%	12%	10%	20%	6%	11%	12%	8%	15%	5%	15%
Don't Know	14%	8%	15%	15%	17%	11%	14%	12%	9%	29%	9%	15%	7%	12%	17%	11%	16%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Which of the following statements do you agree with most?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Regulators are truly independent, and make decisions independently from Government interference and pressure	31%	34%	29%	25%	36%	32%	27%	34%	32%	33%	29%	30%	39%	31%	28%	33%	35%	27%
Regulators aren't truly independent, and make decisions which are influenced by Government interference and pressure	42%	44%	40%	42%	40%	40%	48%	45%	40%	41%	40%	44%	33%	43%	53%	43%	32%	47%
None of the above	8%	6%	10%	13%	7%	8%	7%	7%	6%	9%	11%	8%	7%	7%	6%	6%	14%	7%
Don't Know	19%	15%	22%	19%	17%	20%	18%	14%	22%	16%	21%	18%	21%	20%	14%	19%	20%	19%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) Which of the following statements do you agree with most?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Regulators are truly independent, and make decisions independently from Government interference and pressure	31%	35%	33%	32%	25%	35%	36%	21%	38%	22%	42%	31%	29%	39%	23%	41%	25%
Regulators aren't truly independent, and make decisions which are influenced by Government interference and pressure	42%	45%	40%	43%	41%	43%	39%	53%	44%	33%	38%	43%	51%	40%	44%	39%	44%
None of the above	8%	8%	6%	9%	10%	6%	8%	7%	4%	18%	5%	8%	7%	5%	11%	5%	10%
Don't Know	19%	12%	21%	17%	24%	15%	17%	19%	14%	27%	14%	18%	13%	16%	21%	14%	21%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) From what you have seen and heard - and from your own experience - which of the following regulators do you think perform well in the UK, if any? Select any which apply

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Food Standards Agency, which regulates food	47%	47%	46%	35%	42%	48%	48%	57%	50%	43%	48%	37%	48%	48%	48%	53%	42%	53%
General Medical Council, which regulates medical professionals	29%	33%	24%	12%	22%	26%	29%	38%	41%	21%	30%	28%	32%	30%	32%	35%	21%	30%
Ofsted, which regulates schools	28%	30%	25%	31%	34%	29%	30%	23%	21%	27%	34%	23%	22%	23%	34%	30%	27%	28%
Ofcom, which regulates broadcasting and online media	25%	25%	25%	19%	26%	29%	29%	29%	20%	23%	24%	18%	28%	20%	32%	29%	24%	29%
Care Quality Commission, which regulates healthcare	20%	20%	20%	15%	20%	23%	21%	19%	22%	18%	20%	23%	15%	26%	24%	15%	12%	26%
Ofgem, which regulates energy companies	18%	20%	16%	15%	23%	20%	15%	17%	20%	18%	20%	17%	13%	8%	30%	16%	21%	20%
Gambling Commission, which regulates firms in the betting and gaming industry	16%	19%	13%	24%	14%	18%	19%	16%	9%	18%	17%	13%	16%	12%	15%	16%	21%	17%
Ofqual, which regulates exams	14%	14%	14%	17%	18%	16%	10%	13%	10%	14%	17%	11%	8%	12%	19%	19%	14%	10%
Ofwat, which regulates water companies	13%	13%	12%	7%	11%	14%	13%	13%	15%	12%	13%	7%	9%	17%	19%	14%	16%	9%
None of the above perform well	15%	15%	15%	7%	13%	9%	18%	18%	22%	14%	13%	16%	17%	14%	11%	19%	11%	19%
Don't Know	16%	13%	20%	18%	16%	22%	14%	12%	14%	15%	14%	21%	16%	18%	13%	13%	31%	12%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) From what you have seen and heard - and from your own experience - which of the following regulators do you think perform well in the UK, if any? Select any which apply

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Food Standards Agency, which regulates food	47%	50%	49%	46%	42%	52%	47%	49%	36%	33%	54%	47%	48%	49%	44%	50%	45%
General Medical Council, which regulates medical professionals	29%	38%	31%	24%	20%	33%	28%	32%	32%	20%	36%	31%	35%	33%	23%	34%	26%
Ofsted, which regulates schools	28%	29%	25%	30%	28%	31%	30%	25%	33%	18%	32%	30%	34%	30%	26%	30%	27%
Ofcom, which regulates broadcasting and online media	25%	26%	29%	23%	23%	27%	28%	28%	24%	14%	28%	28%	34%	28%	22%	29%	23%
Care Quality Commission, which regulates healthcare	20%	21%	25%	19%	16%	22%	22%	22%	14%	13%	22%	22%	28%	22%	18%	24%	18%
Ofgem, which regulates energy companies	18%	19%	22%	16%	16%	20%	20%	18%	14%	10%	21%	17%	24%	24%	12%	24%	15%
Gambling Commission, which regulates firms in the betting and gaming industry	16%	15%	17%	19%	14%	18%	18%	12%	9%	10%	17%	18%	20%	20%	11%	23%	12%
Ofqual, which regulates exams	14%	15%	14%	14%	13%	13%	20%	15%	5%	6%	11%	18%	20%	16%	11%	17%	12%
Ofwat, which regulates water companies	13%	10%	17%	12%	11%	18%	10%	10%	18%	5%	18%	11%	14%	15%	10%	16%	11%
None of the above perform well	15%	12%	14%	17%	17%	17%	12%	10%	22%	17%	15%	11%	17%	11%	19%	11%	17%
Don't Know	16%	12%	14%	16%	21%	11%	18%	18%	10%	25%	10%	19%	9%	12%	20%	9%	20%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Which of the following industries / areas do you think the Government should create new official regulators for, or maintain existing official regulators for? Select all that apply

	Gender		Age							Region								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Domestic energy	47%	49%	46%	32%	37%	44%	57%	52%	58%	43%	45%	47%	52%	54%	43%	54%	36%	51%
Healthcare	43%	40%	46%	47%	33%	35%	47%	43%	53%	42%	43%	39%	48%	47%	44%	40%	43%	43%
Schools	37%	34%	39%	36%	30%	30%	40%	38%	45%	36%	34%	34%	36%	43%	37%	35%	37%	41%
Banking	37%	38%	36%	29%	29%	31%	38%	43%	48%	33%	36%	31%	37%	37%	44%	42%	32%	37%
Water	36%	38%	35%	29%	25%	27%	40%	45%	50%	35%	41%	33%	41%	37%	36%	32%	28%	37%
Food standards	35%	34%	35%	38%	26%	26%	35%	34%	48%	35%	39%	34%	29%	35%	41%	30%	29%	37%
Betting and Gaming	34%	38%	30%	25%	28%	28%	36%	41%	44%	31%	40%	30%	35%	35%	35%	32%	30%	33%
Broadcasting and online media	30%	29%	30%	17%	22%	23%	32%	36%	43%	27%	36%	23%	28%	28%	27%	32%	28%	35%
Universities	27%	25%	28%	38%	26%	24%	27%	20%	27%	30%	25%	20%	21%	33%	28%	25%	25%	31%
Advertising	26%	27%	24%	23%	20%	18%	23%	30%	39%	22%	27%	26%	25%	30%	22%	24%	22%	32%
Football	18%	21%	15%	24%	22%	19%	19%	14%	11%	21%	20%	9%	17%	14%	19%	24%	14%	18%
Clothes manufacturing	16%	16%	16%	22%	16%	16%	15%	18%	12%	20%	14%	18%	19%	17%	17%	14%	13%	13%
Cricket	6%	7%	5%	5%	8%	9%	6%	7%	3%	8%	9%	6%	7%	4%	9%	3%	2%	2%
None of the above	7%	8%	6%	4%	4%	7%	8%	10%	10%	6%	9%	9%	6%	7%	6%	6%	6%	9%
Don't Know	15%	13%	16%	12%	14%	20%	15%	13%	13%	13%	14%	20%	13%	13%	16%	14%	20%	13%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Which of the following industries / areas do you think the Government should create new official regulators for, or maintain existing official regulators for? Select all that apply

	Total	Social Grade				2019					Voting Intention			Football Follower		Frequent Watcher	
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	Yes	No39	Yes	No41
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Domestic energy	47%	50%	52%	43%	44%	50%	45%	60%	58%	40%	48%	48%	53%	47%	48%	47%	48%
Healthcare	43%	44%	48%	41%	40%	45%	40%	43%	73%	36%	47%	42%	41%	41%	46%	41%	45%
Schools	37%	41%	41%	33%	31%	37%	37%	41%	58%	30%	38%	39%	39%	37%	37%	34%	38%
Banking	37%	42%	43%	29%	32%	38%	37%	40%	50%	29%	39%	38%	37%	37%	37%	36%	37%
Water	36%	41%	40%	30%	33%	38%	37%	42%	55%	22%	36%	38%	39%	36%	37%	33%	38%
Food standards	35%	38%	37%	31%	33%	34%	36%	40%	40%	31%	36%	35%	44%	32%	38%	31%	37%
Betting and Gaming	34%	41%	35%	31%	28%	32%	38%	38%	59%	25%	32%	35%	38%	34%	34%	34%	34%
Broadcasting and online media	30%	33%	34%	26%	25%	31%	30%	43%	31%	17%	31%	30%	45%	28%	32%	26%	32%
Universities	27%	30%	29%	25%	23%	23%	28%	28%	40%	22%	24%	27%	31%	26%	27%	25%	28%
Advertising	26%	30%	32%	19%	20%	26%	26%	37%	27%	17%	26%	24%	40%	24%	28%	22%	28%
Football	18%	16%	21%	18%	15%	17%	21%	19%	23%	12%	18%	21%	19%	23%	11%	26%	13%
Clothes manufacturing	16%	17%	20%	11%	17%	14%	18%	19%	19%	9%	12%	18%	19%	14%	19%	15%	17%
Cricket	6%	6%	7%	4%	7%	6%	5%	7%	4%	4%	6%	6%	6%	8%	4%	7%	5%
None of the above	7%	10%	6%	7%	6%	10%	4%	8%	4%	7%	9%	4%	8%	7%	8%	6%	8%
Don't Know	15%	10%	12%	16%	21%	12%	16%	11%	4%	26%	10%	14%	5%	12%	17%	10%	17%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) And which of the following industries / areas do you think the Government should NOT create new regulators for, nor maintain existing regulators for?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Cricket	27%	31%	22%	24%	17%	22%	23%	29%	43%	27%	28%	21%	24%	37%	23%	29%	26%	29%
Football	22%	27%	17%	21%	17%	13%	18%	25%	36%	19%	21%	29%	18%	27%	23%	20%	27%	21%
Clothes manufacturing	14%	17%	11%	9%	9%	12%	10%	18%	25%	14%	17%	13%	10%	18%	16%	13%	7%	16%
Universities	9%	12%	6%	7%	7%	10%	6%	14%	9%	8%	11%	9%	9%	9%	10%	5%	7%	9%
Broadcasting and online media	8%	10%	6%	9%	9%	10%	5%	5%	9%	8%	9%	8%	8%	9%	8%	7%	9%	5%
Betting and Gaming	8%	8%	7%	12%	7%	9%	3%	8%	7%	10%	8%	7%	4%	5%	11%	3%	11%	8%
Advertising	8%	9%	6%	9%	9%	10%	7%	5%	7%	11%	6%	7%	6%	6%	9%	8%	7%	7%
Food standards	6%	7%	5%	5%	8%	8%	4%	4%	7%	7%	7%	3%	8%	4%	5%	4%	6%	9%
Schools	6%	6%	5%	7%	6%	6%	2%	7%	5%	5%	5%	9%	6%	3%	6%	7%	7%	5%
Healthcare	6%	8%	4%	10%	5%	8%	2%	5%	5%	9%	5%	6%	5%	3%	8%	3%	7%	5%
Banking	6%	7%	6%	8%	8%	6%	4%	5%	7%	7%	8%	6%	5%	5%	7%	6%	12%	2%
Water	5%	6%	4%	7%	5%	8%	3%	3%	5%	8%	3%	5%	5%	5%	6%	5%	4%	6%
Domestic energy	4%	4%	3%	3%	4%	5%	4%	1%	4%	7%	2%	3%	4%	2%	4%	1%	6%	4%
Don't Know	47%	40%	55%	35%	46%	48%	56%	51%	47%	39%	47%	52%	50%	45%	43%	54%	50%	51%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) And which of the following industries / areas do you think the Government should NOT create new regulators for, nor maintain existing regulators for?

	Total	Social Grade				2019					Voting Intention			Football Follower		Frequent Watcher	
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	Yes	No39	Yes	No41
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Cricket	27%	32%	33%	22%	20%	32%	22%	31%	35%	23%	34%	22%	38%	28%	26%	28%	27%
Football	22%	26%	28%	15%	18%	27%	17%	21%	22%	21%	25%	18%	25%	24%	21%	22%	22%
Clothes manufacturing	14%	19%	16%	13%	9%	20%	12%	13%	8%	8%	21%	12%	9%	18%	10%	19%	12%
Universities	9%	12%	11%	5%	7%	11%	7%	9%	9%	7%	12%	7%	14%	11%	7%	12%	7%
Broadcasting and online media	8%	7%	10%	7%	7%	9%	6%	9%	10%	3%	8%	8%	10%	9%	6%	10%	7%
Betting and Gaming	8%	6%	11%	6%	7%	10%	6%	3%	5%	4%	10%	7%	7%	10%	5%	10%	6%
Advertising	8%	8%	8%	7%	7%	10%	6%	4%	13%	4%	9%	8%	4%	10%	6%	11%	6%
Food standards	6%	7%	7%	4%	6%	7%	5%	6%	5%	6%	6%	6%	4%	7%	6%	8%	5%
Schools	6%	7%	6%	5%	4%	7%	4%	6%	0%	5%	8%	5%	9%	6%	5%	7%	5%
Healthcare	6%	7%	6%	6%	4%	5%	6%	12%	0%	4%	5%	6%	12%	7%	5%	10%	4%
Banking	6%	6%	7%	6%	7%	7%	6%	1%	19%	5%	9%	5%	8%	8%	4%	9%	5%
Water	5%	5%	7%	3%	6%	6%	5%	3%	4%	4%	5%	5%	7%	7%	3%	8%	4%
Domestic energy	4%	4%	4%	3%	4%	4%	4%	2%	0%	3%	5%	3%	3%	4%	3%	5%	3%
Don't Know	47%	37%	46%	49%	58%	43%	50%	51%	36%	55%	38%	51%	42%	40%	56%	36%	54%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Which of the following statements do you agree most with?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Football clubs in this country are poorly run and need external regulation from an official body	14%	19%	8%	14%	16%	15%	12%	16%	10%	16%	12%	12%	12%	16%	15%	15%	9%	14%
Football clubs in this country are poorly run but more regulation from an official body is not the answer	15%	18%	12%	16%	13%	15%	10%	18%	19%	14%	20%	11%	20%	15%	16%	11%	16%	12%
Football clubs in this country are well run but still need regulation from an external body	33%	32%	34%	32%	37%	30%	39%	32%	29%	37%	25%	31%	33%	28%	35%	31%	33%	39%
Football clubs in this country are well run and do not need regulation from an official body	11%	12%	9%	10%	9%	14%	9%	10%	11%	10%	12%	13%	8%	11%	10%	8%	10%	11%
Don't Know	28%	19%	37%	28%	26%	27%	30%	25%	31%	23%	31%	32%	27%	30%	24%	36%	32%	24%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Which of the following statements do you agree most with?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Football clubs in this country are poorly run and need external regulation from an official body	14%	16%	13%	13%	13%	14%	16%	11%	20%	4%	12%	17%	10%	16%	11%	18%	11%
Football clubs in this country are poorly run but more regulation from an official body is not the answer	15%	15%	16%	15%	13%	18%	11%	15%	19%	16%	18%	12%	21%	18%	11%	15%	15%
Football clubs in this country are well run but still need regulation from an external body	33%	36%	30%	36%	30%	35%	39%	25%	17%	24%	40%	35%	36%	42%	23%	45%	26%
Football clubs in this country are well run and do not need regulation from an official body	11%	13%	10%	10%	9%	13%	6%	10%	22%	10%	13%	8%	14%	13%	8%	14%	9%
Don't Know	28%	20%	30%	26%	35%	21%	29%	38%	22%	46%	16%	27%	19%	11%	48%	8%	39%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) From what you have seen and heard, do you think the sport of football requires a Government-appointed, official regulator to manage its affairs or not?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Yes, the sport of football needs a Government-appointed, official regulator	34%	38%	29%	37%	39%	39%	33%	36%	21%	41%	37%	26%	31%	31%	30%	31%	32%	35%
No, the sport of football does not need a Government-appointed, official regulator	40%	44%	35%	38%	34%	34%	39%	45%	47%	36%	40%	45%	42%	38%	49%	40%	34%	34%
Don't Know	27%	18%	36%	25%	27%	27%	28%	19%	32%	23%	23%	29%	27%	31%	22%	30%	34%	31%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) From what you have seen and heard, do you think the sport of football requires a Government-appointed, official regulator to manage its affairs or not?

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Yes, the sport of football needs a Government-appointed, official regulator	34%	39%	35%	34%	27%	33%	42%	20%	24%	23%	36%	41%	27%	43%	23%	47%	26%
No, the sport of football does not need a Government-appointed, official regulator	40%	40%	39%	43%	37%	46%	29%	52%	53%	35%	45%	33%	56%	43%	36%	40%	39%
Don't Know	27%	22%	26%	23%	36%	21%	29%	28%	23%	42%	19%	26%	16%	14%	41%	13%	35%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) The Government has announced that it is creating a new official regulator for football. Do you support or oppose this decision?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	13%	17%	9%	15%	16%	14%	12%	13%	8%	19%	7%	15%	14%	10%	13%	13%	20%	9%
Support	24%	25%	23%	25%	33%	26%	26%	20%	15%	22%	32%	16%	23%	22%	23%	23%	19%	27%
Neither Support nor Oppose	37%	31%	43%	39%	29%	36%	38%	36%	44%	39%	32%	39%	47%	30%	34%	38%	40%	37%
Oppose	11%	14%	8%	8%	8%	8%	8%	17%	16%	10%	11%	16%	7%	13%	10%	11%	5%	11%
Strongly Oppose	7%	9%	5%	2%	6%	6%	7%	9%	11%	5%	8%	6%	3%	14%	11%	5%	3%	7%
Don't Know	8%	5%	11%	10%	8%	11%	8%	5%	7%	5%	9%	8%	5%	11%	9%	10%	12%	9%
Total Support:	37%	41%	33%	40%	50%	40%	39%	33%	23%	41%	40%	31%	37%	32%	36%	36%	39%	36%
Total Oppose:	18%	23%	13%	11%	14%	14%	15%	26%	27%	16%	19%	22%	10%	27%	22%	16%	9%	18%
Net:	19%	18%	20%	29%	36%	26%	24%	8%	-4%	26%	20%	8%	27%	6%	14%	20%	30%	18%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) The Government has announced that it is creating a new official regulator for football. Do you support or oppose this decision?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	13%	14%	16%	13%	9%	13%	15%	12%	19%	3%	13%	14%	14%	17%	8%	20%	9%
Support	24%	27%	24%	23%	21%	25%	29%	17%	23%	18%	29%	27%	19%	29%	18%	30%	20%
Neither Support nor Oppose	37%	33%	34%	43%	40%	36%	35%	37%	23%	51%	34%	37%	36%	31%	44%	26%	44%
Oppose	11%	12%	13%	9%	8%	12%	8%	18%	14%	8%	13%	10%	16%	12%	10%	13%	10%
Strongly Oppose	7%	8%	6%	6%	9%	8%	5%	8%	13%	7%	7%	5%	11%	7%	7%	7%	7%
Don't Know	8%	7%	6%	5%	14%	5%	8%	8%	9%	13%	5%	7%	4%	4%	13%	4%	10%
Total Support:	37%	41%	40%	36%	30%	38%	44%	29%	42%	21%	42%	42%	33%	46%	26%	50%	29%
Total Oppose:	18%	20%	20%	15%	16%	20%	13%	26%	27%	15%	20%	14%	27%	19%	17%	20%	17%
Net:	19%	22%	20%	21%	14%	18%	31%	3%	15%	6%	22%	27%	6%	28%	9%	31%	12%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) Which of the following do you think are the biggest issues that football faces? Select up to three

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Footballers' wages are too high.	43%	36%	50%	33%	32%	36%	44%	54%	58%	33%	43%	43%	51%	34%	45%	54%	55%	43%
Racism, homophobia and other forms of abuse are still prevalent in the game.	29%	25%	32%	31%	33%	29%	28%	32%	23%	29%	31%	30%	27%	30%	24%	25%	22%	37%
The cost to fans of attending football matches is too high.	27%	29%	25%	17%	22%	24%	32%	28%	37%	24%	27%	26%	29%	27%	27%	30%	26%	31%
The Premier League has too much money and it doesn't flow down enough to other leagues.	25%	23%	27%	16%	18%	20%	33%	34%	30%	21%	22%	28%	30%	28%	24%	27%	20%	31%
Too many football clubs are owned by people or groups who do not share the fans values	19%	23%	16%	18%	17%	14%	16%	22%	28%	17%	21%	13%	22%	23%	20%	18%	17%	22%
Football club owners are extracting too much money from clubs.	17%	20%	15%	15%	15%	17%	17%	17%	21%	15%	16%	16%	19%	20%	16%	17%	24%	17%
Fans' voices are not listened to enough in clubs, or in the game more generally.	14%	18%	9%	14%	12%	13%	11%	15%	15%	12%	16%	13%	5%	11%	20%	12%	10%	17%
There is too much focus on the men's professional game, and not enough on women's football.	13%	10%	15%	19%	19%	17%	15%	7%	3%	17%	14%	13%	9%	13%	10%	15%	10%	10%
Football clubs and players are getting involved in politics too much.	12%	12%	11%	15%	13%	12%	11%	11%	9%	12%	12%	13%	7%	14%	11%	15%	12%	9%
Football club owners are taking too many financial risks to secure success, which puts clubs' long-term future at risk.	11%	16%	6%	7%	15%	9%	9%	12%	14%	10%	12%	13%	16%	7%	11%	7%	10%	11%
Big clubs are threatening to join breakaway leagues such as the European Super League.	11%	14%	8%	9%	12%	13%	8%	9%	13%	14%	10%	5%	10%	16%	9%	11%	16%	10%
There are too few professional managers from ethnic minorities.	7%	8%	5%	9%	12%	8%	6%	5%	2%	11%	3%	3%	9%	11%	6%	6%	4%	4%
We aren't doing enough to prioritise the success of the English national teams.	6%	7%	5%	7%	8%	7%	4%	4%	5%	7%	4%	9%	7%	4%	7%	6%	0%	5%
Other (Please Specify)	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%	0%	2%	0%
None of the above	2%	2%	2%	3%	2%	2%	4%	2%	0%	2%	3%	4%	1%	5%	2%	0%	2%	1%
Don't Know	9%	6%	11%	8%	10%	10%	8%	7%	7%	10%	9%	10%	6%	10%	8%	9%	10%	5%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) Which of the following do you think are the biggest issues that football faces? Select up to three

	Total	Social Grade				2019					Voting Intention			Football Follower		Frequent Watcher	
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	Yes	No39	Yes	No41
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Footballers' wages are too high.	43%	45%	44%	40%	45%	51%	36%	39%	45%	37%	49%	38%	43%	38%	49%	35%	48%
Racism, homophobia and other forms of abuse are still prevalent in the game.	29%	32%	29%	25%	29%	21%	37%	45%	32%	22%	21%	34%	43%	28%	30%	27%	30%
The cost to fans of attending football matches is too high.	27%	25%	32%	24%	28%	32%	24%	19%	18%	23%	33%	24%	25%	30%	24%	31%	25%
The Premier League has too much money and it doesn't flow down enough to other leagues.	25%	27%	25%	25%	24%	28%	24%	23%	37%	19%	24%	26%	25%	26%	24%	24%	26%
Too many football clubs are owned by people or groups who do not share the fans values	19%	23%	21%	14%	18%	24%	18%	16%	4%	12%	22%	21%	13%	23%	15%	22%	18%
Football club owners are extracting too much money from clubs.	17%	18%	18%	17%	16%	19%	14%	16%	29%	13%	19%	14%	20%	20%	14%	21%	15%
Fans' voices are not listened to enough in clubs, or in the game more generally.	14%	15%	15%	16%	8%	15%	15%	15%	10%	10%	15%	17%	12%	18%	8%	19%	10%
There is too much focus on the men's professional game, and not enough on women's football.	13%	10%	14%	15%	13%	8%	19%	19%	9%	12%	10%	15%	22%	10%	16%	13%	13%
Football clubs and players are getting involved in politics too much.	12%	10%	9%	19%	9%	14%	8%	3%	18%	13%	13%	9%	7%	14%	9%	12%	11%
Football club owners are taking too many financial risks to secure success, which puts clubs' long-term future at risk.	11%	15%	9%	8%	11%	14%	10%	9%	9%	9%	13%	12%	10%	15%	6%	15%	9%
Big clubs are threatening to join breakaway leagues such as the European Super League.	11%	10%	14%	10%	10%	14%	9%	3%	4%	10%	16%	10%	7%	17%	5%	17%	8%
There are too few professional managers from ethnic minorities.	7%	6%	6%	4%	9%	4%	10%	1%	8%	5%	5%	9%	5%	8%	4%	10%	4%
We aren't doing enough to prioritise the success of the English national teams.	6%	4%	6%	8%	6%	5%	7%	3%	9%	8%	6%	7%	4%	8%	4%	7%	5%
Other (Please Specify)	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%
None of the above	2%	3%	1%	3%	2%	2%	1%	4%	0%	6%	1%	1%	3%	1%	4%	1%	3%
Don't Know	9%	7%	9%	8%	9%	5%	10%	15%	4%	13%	5%	10%	8%	3%	15%	5%	11%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) Thinking about the prospective owners of football clubs, which of the following circumstances do you think should disqualify their ownership of a football club? Select all that apply

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
The owner has a large amount of existing debt in their business	40%	42%	38%	27%	34%	34%	38%	48%	57%	31%	42%	54%	43%	37%	37%	37%	34%	47%
The owner isn't an individual but an international state which restricts human rights	38%	40%	37%	30%	30%	29%	40%	45%	54%	33%	34%	51%	40%	40%	33%	44%	25%	45%
The owner acquired the club without proof of funds to keep the club going	38%	44%	32%	21%	31%	34%	34%	49%	52%	34%	41%	40%	38%	34%	35%	41%	26%	41%
The owner has previously had a criminal conviction	34%	35%	33%	26%	26%	28%	31%	43%	47%	33%	38%	38%	37%	35%	22%	35%	30%	35%
More than 75% of the club's fanbase disapproves of the owner	34%	37%	30%	34%	29%	30%	32%	39%	39%	37%	29%	37%	34%	36%	28%	32%	37%	36%
The owner has previously been declared bankrupt	30%	35%	26%	21%	21%	26%	27%	42%	43%	22%	38%	33%	30%	28%	25%	37%	20%	37%
The owner has unpleasant personal views on politics and other social issues	25%	21%	28%	23%	26%	20%	23%	30%	27%	21%	21%	36%	29%	29%	17%	24%	35%	24%
The owner has demonstrated no previous interest in football	22%	18%	26%	20%	20%	15%	20%	29%	27%	18%	23%	32%	20%	21%	27%	19%	27%	17%
The owner has made money from selling goods which some consider unhealthy or addictive, such as alcohol, tobacco, fast food or betting	20%	15%	25%	20%	14%	17%	17%	27%	27%	23%	23%	21%	21%	23%	17%	15%	17%	18%
The owner has no links to the club or the area	18%	19%	18%	19%	16%	16%	15%	21%	22%	19%	21%	21%	13%	18%	16%	15%	16%	19%
Other (Please Specify)	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	2%	0%
None of the above	5%	5%	5%	5%	3%	6%	7%	5%	2%	2%	6%	4%	2%	6%	7%	3%	8%	5%
Don't Know	16%	14%	19%	13%	14%	22%	21%	11%	15%	15%	16%	19%	17%	20%	14%	21%	19%	10%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) Thinking about the prospective owners of football clubs, which of the following circumstances do you think should disqualify their ownership of a football club? Select all that apply

	Total	Social Grade				2019					Voting Intention			Football Follower		Frequent Watcher	
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	Yes	No39	Yes	No41
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
The owner has a large amount of existing debt in their business	40%	44%	44%	35%	35%	47%	34%	36%	40%	33%	45%	38%	37%	45%	35%	42%	39%
The owner isn't an individual but an international state which restricts human rights	38%	44%	41%	30%	37%	41%	39%	40%	27%	30%	39%	41%	41%	40%	36%	35%	40%
The owner acquired the club without proof of funds to keep the club going	38%	43%	37%	32%	37%	43%	36%	36%	37%	28%	44%	36%	37%	42%	33%	41%	36%
The owner has previously had a criminal conviction	34%	38%	36%	27%	33%	38%	31%	33%	34%	29%	36%	34%	34%	34%	34%	37%	32%
More than 75% of the club's fanbase disapproves of the owner	34%	39%	34%	33%	28%	37%	30%	25%	46%	30%	34%	36%	29%	37%	30%	39%	31%
The owner has previously been declared bankrupt	30%	36%	31%	28%	26%	38%	23%	25%	33%	26%	36%	26%	29%	33%	28%	35%	28%
The owner has unpleasant personal views on politics and other social issues	25%	30%	28%	19%	21%	24%	26%	18%	22%	24%	25%	26%	23%	27%	23%	25%	25%
The owner has demonstrated no previous interest in football	22%	21%	24%	20%	23%	24%	18%	20%	14%	19%	27%	21%	22%	24%	20%	23%	21%
The owner has made money from selling goods which some consider unhealthy or addictive, such as alcohol, tobacco, fast food or betting	20%	24%	21%	14%	20%	20%	21%	18%	10%	23%	18%	22%	24%	20%	21%	21%	20%
The owner has no links to the club or the area	18%	20%	20%	16%	15%	18%	16%	17%	14%	23%	23%	16%	19%	19%	17%	19%	18%
Other (Please Specify)	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above	5%	4%	4%	5%	5%	5%	3%	4%	4%	6%	6%	2%	5%	3%	6%	2%	6%
Don't Know	16%	10%	15%	19%	21%	13%	17%	24%	23%	20%	11%	17%	16%	8%	26%	9%	21%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) Which of the following statements do you agree with most?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
The distribution of finances between the Premier League and the rest of the leagues in the football "pyramid" (the leagues below the Premier League, stretching into semi-professional football) is fair	16%	19%	12%	24%	24%	22%	11%	8%	8%	17%	17%	19%	16%	14%	20%	9%	18%	11%
The distribution of finances between the Premier League and the rest of the leagues in the football "pyramid" is unfair	50%	54%	46%	39%	40%	44%	56%	65%	57%	47%	44%	48%	52%	56%	50%	51%	41%	61%
None of the above	8%	8%	7%	15%	7%	6%	7%	7%	5%	9%	9%	6%	7%	3%	8%	10%	9%	6%
Don't Know	26%	19%	34%	22%	29%	28%	27%	21%	30%	27%	29%	27%	25%	27%	22%	29%	33%	22%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) Which of the following statements do you agree with most?

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
The distribution of finances between the Premier League and the rest of the leagues in the football “pyramid” (the leagues below the Premier League, stretching into semi-professional football) is fair	16%	16%	17%	12%	18%	17%	16%	9%	18%	11%	21%	16%	14%	23%	7%	25%	10%
The distribution of finances between the Premier League and the rest of the leagues in the football “pyramid” is unfair	50%	57%	50%	54%	41%	57%	51%	50%	59%	30%	53%	49%	58%	59%	41%	57%	46%
None of the above	8%	7%	7%	7%	10%	6%	6%	10%	5%	15%	6%	5%	11%	4%	11%	5%	9%
Don't Know	26%	21%	27%	27%	32%	20%	27%	31%	18%	43%	19%	30%	18%	14%	41%	12%	35%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) Roughly what percentage of its television revenue should the Premier League give to other clubs in the football pyramid?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
0% - None at all	2%	2%	3%	3%	3%	4%	3%	0%	1%	4%	2%	2%	3%	1%	1%	1%	2%	4%
Less than 5%	2%	3%	2%	5%	2%	4%	1%	1%	3%	1%	2%	3%	3%	4%	4%	2%	2%	2%
6% - 10%	7%	9%	5%	9%	11%	7%	5%	8%	5%	6%	7%	8%	10%	6%	8%	2%	10%	9%
11% - 15%	6%	8%	5%	6%	12%	7%	8%	3%	3%	8%	7%	5%	3%	10%	8%	6%	2%	5%
16% - 20%	8%	8%	7%	11%	11%	6%	8%	4%	6%	9%	4%	6%	8%	9%	9%	7%	7%	9%
21% - 25%	8%	9%	7%	9%	11%	5%	4%	11%	7%	7%	7%	7%	10%	3%	9%	14%	5%	8%
26% - 30%	6%	8%	5%	10%	5%	6%	5%	7%	6%	11%	4%	4%	5%	3%	7%	7%	11%	4%
31% - 35%	4%	5%	4%	7%	2%	5%	2%	5%	5%	4%	4%	5%	3%	6%	4%	8%	2%	3%
36% - 40%	5%	6%	3%	1%	4%	3%	6%	9%	5%	4%	5%	9%	4%	5%	3%	4%	6%	3%
41% - 45%	1%	1%	2%	1%	1%	1%	3%	2%	1%	2%	2%	0%	1%	1%	2%	2%	0%	2%
46% - 50%	7%	7%	6%	1%	6%	8%	7%	7%	9%	4%	5%	10%	10%	10%	1%	11%	6%	7%
More than 50%	5%	5%	5%	3%	4%	5%	5%	6%	7%	2%	7%	3%	5%	6%	8%	3%	7%	5%
Don't Know	37%	28%	46%	34%	29%	39%	42%	35%	43%	39%	44%	38%	35%	35%	34%	33%	39%	37%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) Roughly what percentage of its television revenue should the Premier League give to other clubs in the football pyramid?

	Total	Social Grade				2019					Voting Intention			Football Follower		Frequent Watcher	
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	Yes	No39	Yes	No41
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
0% - None at all	2%	1%	2%	3%	3%	1%	3%	1%	8%	3%	1%	3%	1%	2%	3%	2%	3%
Less than 5%	2%	2%	1%	4%	3%	3%	2%	0%	0%	5%	3%	3%	0%	3%	2%	4%	1%
6% - 10%	7%	7%	9%	7%	6%	9%	8%	8%	5%	4%	11%	7%	14%	11%	3%	11%	5%
11% - 15%	6%	7%	5%	7%	7%	7%	9%	3%	5%	4%	6%	9%	3%	10%	3%	11%	4%
16% - 20%	8%	9%	7%	9%	6%	9%	9%	4%	9%	2%	9%	8%	10%	10%	5%	11%	6%
21% - 25%	8%	11%	8%	6%	5%	9%	6%	13%	0%	4%	9%	6%	11%	9%	7%	10%	7%
26% - 30%	6%	6%	8%	6%	5%	7%	6%	5%	18%	5%	8%	6%	9%	9%	4%	8%	5%
31% - 35%	4%	5%	5%	4%	2%	4%	4%	5%	14%	3%	6%	4%	5%	5%	3%	6%	4%
36% - 40%	5%	4%	4%	4%	6%	6%	6%	4%	5%	4%	5%	6%	7%	6%	3%	6%	4%
41% - 45%	1%	2%	2%	0%	1%	2%	1%	0%	4%	1%	1%	2%	1%	1%	2%	1%	2%
46% - 50%	7%	8%	6%	6%	6%	7%	4%	7%	9%	9%	9%	5%	9%	8%	6%	8%	6%
More than 50%	5%	5%	5%	3%	6%	5%	4%	4%	8%	5%	6%	5%	5%	4%	7%	3%	6%
Don't Know	37%	33%	35%	39%	42%	32%	39%	46%	13%	51%	26%	38%	24%	24%	53%	19%	48%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) Which do you think should be the key priorities for the new football regulator? Select up to three

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Combating racism, homophobia and other unpleasant attitudes in the game	29%	23%	35%	32%	35%	25%	25%	30%	29%	33%	30%	26%	28%	25%	33%	29%	24%	29%
Ensuring football clubs are run financially well to protect against bankruptcy	24%	27%	21%	13%	18%	23%	25%	28%	35%	20%	27%	21%	25%	19%	25%	28%	17%	29%
Ensuring the full football pyramid benefits financially from commercial success, not just the Premier League	24%	26%	22%	16%	19%	19%	27%	29%	31%	19%	22%	35%	24%	20%	15%	34%	21%	27%
Cracking down on football hooliganism and bad behaviour in football grounds	23%	19%	26%	27%	20%	26%	21%	19%	22%	21%	26%	23%	21%	18%	23%	23%	28%	21%
Making sure owners and directors meet the threshold of fit and proper governors of clubs	21%	24%	18%	8%	15%	15%	21%	27%	35%	18%	23%	20%	26%	20%	15%	22%	20%	23%
Promoting the women's game so it has similar status to the men's game	15%	11%	18%	19%	19%	12%	19%	15%	7%	17%	14%	13%	12%	22%	13%	17%	20%	11%
Stopping clubs from breaking away to set up alternative competitions such as the European Super League	14%	16%	11%	10%	14%	11%	14%	13%	19%	13%	11%	11%	19%	15%	8%	17%	22%	15%
Giving fans more say in how the game is run as a whole	13%	16%	10%	13%	13%	15%	10%	13%	11%	10%	15%	12%	13%	13%	15%	13%	7%	12%
Giving fans more say in how their own favourite teams are run	13%	17%	10%	14%	14%	16%	16%	11%	9%	13%	13%	11%	8%	14%	13%	13%	18%	18%
Protecting football clubs' history and culture from maverick owners who want to make changes such as the team's badge or kit colour	13%	14%	12%	16%	11%	11%	11%	16%	12%	14%	13%	11%	9%	17%	11%	16%	4%	14%
Looking after the mental and physical health of existing and former players	13%	13%	14%	15%	20%	14%	15%	10%	7%	15%	12%	15%	13%	10%	14%	10%	9%	18%
Working out how to improve the performance of the English national team	10%	10%	10%	16%	8%	9%	8%	12%	7%	6%	6%	12%	12%	10%	15%	7%	18%	8%
Ensuring greater representation from ethnic minorities at all levels of the game	7%	7%	7%	11%	11%	9%	6%	6%	1%	10%	9%	7%	5%	2%	7%	6%	10%	5%
Working out how to improve the noise and atmosphere in grounds	6%	6%	5%	8%	12%	9%	3%	2%	1%	11%	4%	4%	3%	8%	8%	3%	6%	2%
None of the above	3%	4%	2%	1%	2%	3%	5%	5%	3%	4%	3%	3%	4%	2%	5%	2%	0%	2%
Don't Know	13%	11%	16%	8%	11%	17%	13%	12%	17%	12%	13%	18%	14%	21%	12%	11%	19%	9%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) Which do you think should be the key priorities for the new football regulator? Select up to three

	Total	Social Grade				2019					Voting Intention			Football Follower		Frequent Watcher	
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	Yes	No39	Yes	No41
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Combating racism, homophobia and other unpleasant attitudes in the game	29%	33%	31%	22%	30%	24%	31%	41%	23%	27%	28%	31%	44%	25%	34%	23%	33%
Ensuring football clubs are run financially well to protect against bankruptcy	24%	25%	28%	23%	20%	34%	20%	12%	33%	16%	37%	20%	23%	30%	17%	30%	21%
Ensuring the full football pyramid benefits financially from commercial success, not just the Premier League	24%	23%	25%	25%	22%	28%	23%	25%	19%	15%	26%	24%	31%	31%	16%	27%	22%
Cracking down on football hooliganism and bad behaviour in football grounds	23%	25%	22%	20%	24%	22%	24%	19%	18%	20%	25%	26%	15%	19%	27%	16%	26%
Making sure owners and directors meet the threshold of fit and proper governors of clubs	21%	24%	22%	21%	16%	28%	18%	15%	26%	12%	25%	17%	23%	25%	16%	27%	17%
Promoting the women's game so it has similar status to the men's game	15%	12%	18%	15%	15%	13%	17%	17%	26%	12%	11%	15%	16%	11%	19%	11%	17%
Stopping clubs from breaking away to set up alternative competitions such as the European Super League	14%	14%	15%	14%	13%	19%	10%	6%	19%	13%	17%	12%	7%	19%	8%	18%	11%
Giving fans more say in how the game is run as a whole	13%	14%	15%	10%	12%	13%	12%	9%	18%	15%	12%	15%	11%	17%	7%	20%	8%
Giving fans more say in how their own favourite teams are run	13%	12%	13%	14%	14%	14%	15%	8%	9%	10%	12%	16%	7%	16%	10%	19%	10%
Protecting football clubs' history and culture from maverick owners who want to make changes such as the team's badge or kit colour	13%	11%	13%	15%	12%	12%	15%	10%	18%	11%	10%	14%	17%	16%	9%	16%	10%
Looking after the mental and physical health of existing and former players	13%	12%	16%	13%	12%	10%	16%	4%	14%	19%	12%	14%	8%	16%	11%	14%	13%
Working out how to improve the performance of the English national team	10%	13%	9%	9%	7%	11%	9%	9%	10%	9%	11%	11%	17%	13%	6%	14%	7%
Ensuring greater representation from ethnic minorities at all levels of the game	7%	8%	7%	6%	7%	5%	9%	5%	5%	5%	7%	9%	7%	7%	7%	8%	6%
Working out how to improve the noise and atmosphere in grounds	6%	5%	6%	5%	6%	4%	8%	4%	4%	5%	4%	7%	6%	7%	4%	8%	4%
None of the above	3%	4%	2%	2%	5%	3%	2%	6%	0%	3%	2%	1%	5%	2%	5%	2%	4%
Don't Know	13%	11%	12%	17%	13%	10%	13%	24%	13%	23%	9%	12%	10%	5%	23%	4%	19%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Fining clubs for any unpleasant chanting within their stadiums

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	21%	20%	22%	17%	22%	23%	28%	21%	15%	28%	17%	26%	20%	17%	22%	19%	19%	18%
Support	32%	30%	35%	29%	32%	31%	34%	33%	35%	28%	35%	30%	34%	23%	33%	36%	37%	36%
Neither Support nor Oppose	24%	24%	24%	26%	20%	22%	19%	23%	30%	24%	24%	25%	24%	26%	24%	20%	15%	26%
Oppose	11%	14%	8%	12%	15%	10%	9%	15%	7%	9%	12%	7%	11%	15%	13%	17%	2%	11%
Strongly Oppose	4%	6%	3%	6%	7%	2%	5%	5%	3%	3%	4%	4%	3%	6%	5%	2%	11%	5%
Don't Know	8%	6%	9%	10%	5%	12%	6%	4%	10%	7%	8%	9%	8%	13%	4%	6%	16%	4%
Total Support:	53%	50%	57%	46%	54%	54%	62%	54%	50%	57%	52%	56%	54%	40%	55%	56%	56%	54%
Total Oppose:	15%	20%	10%	18%	21%	12%	14%	19%	10%	12%	15%	11%	14%	21%	17%	19%	13%	16%
Net:	38%	30%	46%	28%	33%	42%	48%	34%	41%	45%	37%	45%	40%	19%	37%	37%	43%	38%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Fining clubs for any unpleasant chanting within their stadiums

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	21%	23%	21%	18%	22%	19%	22%	28%	18%	13%	17%	25%	24%	20%	22%	21%	21%
Support	32%	35%	36%	27%	31%	35%	36%	29%	31%	30%	39%	34%	33%	34%	31%	34%	31%
Neither Support nor Oppose	24%	24%	20%	25%	26%	25%	21%	18%	10%	27%	26%	20%	20%	24%	23%	24%	23%
Oppose	11%	10%	11%	16%	8%	11%	11%	7%	22%	14%	9%	11%	9%	15%	7%	13%	10%
Strongly Oppose	4%	2%	6%	5%	4%	5%	3%	5%	15%	2%	4%	3%	7%	5%	4%	4%	4%
Don't Know	8%	6%	7%	9%	9%	5%	6%	13%	4%	15%	4%	6%	6%	3%	14%	3%	10%
Total Support:	53%	57%	57%	45%	53%	54%	59%	56%	49%	43%	56%	59%	57%	54%	53%	55%	53%
Total Oppose:	15%	12%	17%	21%	12%	15%	14%	12%	37%	16%	13%	14%	16%	19%	11%	18%	14%
Net:	38%	45%	40%	24%	41%	39%	45%	44%	12%	27%	43%	44%	41%	35%	42%	37%	39%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Forcing all clubs to put a coach / manager from an ethnic minority on the interview shortlist for head coach / managerial appointments

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	9%	10%	8%	14%	14%	10%	11%	5%	1%	12%	9%	10%	11%	7%	10%	6%	9%	6%
Support	18%	18%	17%	25%	24%	22%	14%	16%	8%	28%	17%	21%	9%	13%	20%	17%	16%	12%
Neither Support nor Oppose	33%	29%	38%	31%	30%	29%	41%	38%	32%	28%	29%	27%	43%	40%	33%	32%	35%	37%
Oppose	15%	16%	15%	13%	12%	12%	12%	16%	26%	15%	15%	15%	15%	9%	15%	20%	11%	19%
Strongly Oppose	15%	18%	11%	8%	13%	12%	14%	21%	21%	7%	19%	18%	14%	17%	17%	16%	12%	16%
Don't Know	10%	9%	11%	8%	8%	16%	9%	4%	12%	10%	11%	9%	9%	15%	5%	9%	16%	9%
Total Support:	27%	28%	25%	39%	38%	32%	25%	21%	9%	39%	26%	31%	20%	19%	30%	23%	25%	18%
Total Oppose:	30%	34%	26%	21%	24%	23%	26%	37%	47%	23%	34%	33%	29%	26%	32%	36%	23%	35%
Net:	-4%	-6%	-1%	18%	14%	9%	-1%	-17%	-37%	17%	-9%	-2%	-9%	-7%	-2%	-13%	2%	-17%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Forcing all clubs to put a coach / manager from an ethnic minority on the interview shortlist for head coach / managerial appointments

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	9%	7%	8%	10%	10%	7%	11%	2%	8%	8%	10%	12%	5%	11%	6%	14%	6%
Support	18%	22%	18%	16%	14%	12%	25%	11%	27%	20%	15%	22%	16%	20%	15%	24%	14%
Neither Support nor Oppose	33%	28%	31%	31%	44%	31%	38%	35%	18%	37%	32%	38%	37%	31%	35%	29%	36%
Oppose	15%	19%	19%	12%	10%	20%	12%	18%	10%	9%	22%	13%	16%	17%	13%	16%	15%
Strongly Oppose	15%	17%	15%	17%	10%	22%	6%	18%	28%	12%	15%	7%	18%	15%	15%	12%	17%
Don't Know	10%	7%	8%	13%	12%	7%	8%	16%	9%	15%	6%	8%	7%	5%	15%	5%	12%
Total Support:	27%	29%	27%	27%	24%	20%	36%	13%	36%	28%	25%	33%	21%	31%	21%	38%	20%
Total Oppose:	30%	36%	34%	30%	21%	43%	18%	36%	38%	20%	37%	20%	34%	32%	28%	27%	32%
Net:	-4%	-7%	-8%	-3%	3%	-23%	18%	-23%	-2%	8%	-13%	13%	-13%	-1%	-7%	11%	-12%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Equalising the pay for footballers in the men’s game and the women’s game

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	24%	18%	30%	32%	29%	24%	28%	24%	12%	25%	18%	34%	23%	26%	18%	28%	25%	23%
Support	27%	23%	32%	26%	30%	30%	32%	22%	24%	26%	33%	24%	28%	29%	23%	25%	21%	31%
Neither Support nor Oppose	24%	28%	20%	20%	23%	20%	18%	29%	33%	23%	22%	21%	27%	20%	35%	22%	24%	22%
Oppose	9%	12%	5%	10%	5%	7%	8%	10%	11%	8%	9%	5%	10%	5%	13%	9%	8%	10%
Strongly Oppose	8%	12%	3%	6%	7%	8%	6%	9%	10%	7%	11%	5%	3%	8%	7%	8%	12%	11%
Don't Know	8%	7%	9%	6%	6%	11%	8%	5%	10%	11%	8%	10%	8%	12%	4%	8%	10%	3%
Total Support:	51%	41%	62%	58%	59%	55%	59%	46%	35%	52%	51%	58%	52%	55%	41%	53%	46%	54%
Total Oppose:	17%	25%	9%	17%	12%	15%	14%	20%	22%	15%	20%	11%	13%	13%	20%	17%	21%	21%
Net:	35%	16%	53%	41%	47%	40%	45%	26%	13%	37%	31%	47%	39%	42%	21%	36%	25%	33%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Equalising the pay for footballers in the men’s game and the women’s game

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	24%	23%	26%	22%	24%	19%	30%	24%	27%	22%	15%	29%	24%	20%	29%	21%	26%
Support	27%	26%	24%	29%	31%	25%	28%	37%	13%	33%	27%	28%	34%	26%	29%	26%	28%
Neither Support nor Oppose	24%	26%	23%	24%	24%	30%	22%	15%	23%	21%	32%	24%	20%	27%	21%	24%	24%
Oppose	9%	10%	10%	8%	7%	11%	6%	8%	22%	8%	11%	7%	6%	13%	4%	12%	7%
Strongly Oppose	8%	10%	9%	7%	5%	10%	7%	7%	14%	2%	9%	7%	9%	11%	4%	12%	5%
Don't Know	8%	4%	8%	9%	10%	6%	7%	10%	0%	13%	5%	6%	8%	3%	13%	4%	10%
Total Support:	51%	50%	50%	52%	54%	44%	58%	60%	40%	55%	42%	57%	57%	45%	58%	47%	54%
Total Oppose:	17%	20%	19%	15%	12%	21%	13%	15%	36%	11%	21%	13%	15%	24%	8%	24%	12%
Net:	35%	30%	31%	37%	43%	22%	45%	46%	4%	44%	21%	44%	43%	22%	50%	23%	42%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Introducing a law requiring professional teams to field a minimum number of English players in every game

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	16%	19%	14%	12%	15%	15%	23%	18%	16%	14%	14%	22%	17%	16%	16%	18%	16%	17%
Support	27%	27%	28%	21%	25%	29%	29%	29%	30%	25%	30%	24%	28%	19%	32%	28%	29%	29%
Neither Support nor Oppose	27%	26%	29%	29%	31%	27%	27%	32%	22%	30%	26%	23%	33%	26%	30%	26%	28%	25%
Oppose	11%	11%	10%	15%	11%	9%	8%	8%	13%	13%	9%	9%	8%	12%	10%	9%	5%	16%
Strongly Oppose	7%	8%	6%	12%	8%	6%	3%	7%	7%	5%	9%	10%	4%	9%	6%	8%	6%	6%
Don't Know	11%	9%	13%	11%	11%	15%	10%	5%	13%	13%	12%	12%	9%	18%	6%	11%	16%	8%
Total Support:	44%	46%	42%	32%	40%	44%	52%	47%	46%	40%	44%	46%	46%	35%	48%	46%	45%	46%
Total Oppose:	18%	18%	17%	27%	19%	14%	11%	16%	19%	18%	19%	19%	13%	22%	16%	17%	11%	22%
Net:	26%	28%	25%	5%	21%	29%	41%	32%	27%	22%	26%	27%	33%	13%	32%	30%	34%	24%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Introducing a law requiring professional teams to field a minimum number of English players in every game

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	16%	16%	15%	19%	16%	22%	15%	9%	22%	7%	19%	15%	21%	20%	13%	26%	11%
Support	27%	27%	29%	26%	27%	31%	26%	23%	38%	26%	31%	27%	20%	31%	23%	29%	26%
Neither Support nor Oppose	27%	26%	26%	26%	31%	27%	28%	24%	19%	31%	29%	28%	24%	27%	28%	24%	29%
Oppose	11%	12%	13%	9%	8%	9%	13%	7%	8%	8%	9%	13%	8%	11%	10%	11%	10%
Strongly Oppose	7%	8%	7%	6%	6%	5%	6%	19%	4%	9%	5%	6%	17%	7%	7%	5%	8%
Don't Know	11%	11%	9%	14%	11%	7%	12%	18%	8%	19%	6%	11%	9%	4%	20%	4%	16%
Total Support:	44%	43%	44%	45%	43%	53%	41%	32%	60%	33%	50%	42%	42%	51%	35%	55%	37%
Total Oppose:	18%	20%	20%	15%	14%	13%	19%	26%	13%	16%	14%	19%	25%	18%	17%	17%	18%
Net:	26%	23%	24%	30%	29%	39%	22%	6%	48%	17%	37%	23%	16%	33%	19%	39%	19%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Capping the wages of top players

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	39%	32%	46%	32%	33%	31%	46%	44%	45%	29%	39%	46%	41%	35%	41%	48%	43%	37%
Support	28%	28%	27%	22%	29%	31%	26%	27%	29%	31%	28%	22%	26%	33%	31%	25%	19%	27%
Neither Support nor Oppose	17%	22%	13%	31%	20%	13%	16%	18%	9%	20%	17%	18%	16%	17%	13%	14%	11%	22%
Oppose	5%	7%	3%	5%	5%	5%	4%	4%	6%	5%	7%	3%	5%	4%	4%	5%	8%	5%
Strongly Oppose	4%	7%	2%	4%	6%	8%	1%	5%	2%	4%	3%	6%	3%	3%	8%	2%	10%	5%
Don't Know	7%	5%	9%	5%	6%	11%	7%	2%	9%	10%	7%	5%	9%	9%	4%	6%	10%	4%
Total Support:	66%	59%	73%	54%	62%	62%	72%	71%	74%	60%	67%	68%	68%	67%	71%	73%	61%	64%
Total Oppose:	9%	14%	5%	9%	11%	13%	5%	9%	8%	9%	10%	9%	8%	7%	11%	7%	18%	10%
Net:	57%	46%	68%	44%	51%	49%	67%	62%	66%	51%	57%	59%	60%	60%	60%	66%	44%	55%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Capping the wages of top players

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	39%	36%	40%	37%	43%	42%	36%	30%	50%	36%	39%	37%	40%	35%	44%	35%	41%
Support	28%	32%	26%	25%	26%	27%	31%	30%	28%	27%	29%	30%	25%	30%	25%	27%	28%
Neither Support nor Oppose	17%	16%	16%	19%	17%	15%	19%	19%	8%	19%	18%	20%	10%	18%	16%	19%	16%
Oppose	5%	6%	6%	5%	3%	7%	3%	7%	0%	6%	6%	3%	13%	8%	2%	9%	3%
Strongly Oppose	4%	4%	5%	6%	3%	4%	5%	4%	14%	3%	3%	4%	7%	6%	3%	7%	3%
Don't Know	7%	6%	7%	8%	8%	5%	6%	10%	0%	10%	4%	6%	4%	4%	11%	3%	9%
Total Support:	66%	68%	66%	62%	70%	68%	67%	60%	78%	63%	68%	67%	65%	65%	68%	62%	69%
Total Oppose:	9%	10%	11%	11%	6%	11%	8%	11%	14%	9%	9%	7%	20%	13%	5%	15%	6%
Net:	57%	58%	55%	51%	64%	57%	58%	48%	65%	54%	59%	60%	45%	51%	63%	47%	63%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Forcing clubs to have 50% female representation on corporate management boards

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	10%	9%	11%	20%	13%	11%	10%	6%	2%	15%	9%	10%	9%	8%	9%	6%	9%	9%
Support	21%	19%	24%	29%	35%	28%	20%	11%	8%	27%	23%	23%	20%	16%	22%	15%	21%	20%
Neither Support nor Oppose	34%	33%	35%	30%	25%	27%	41%	39%	39%	23%	35%	34%	38%	38%	36%	39%	30%	34%
Oppose	16%	19%	13%	11%	14%	13%	11%	24%	24%	20%	11%	16%	15%	14%	18%	17%	13%	17%
Strongly Oppose	11%	14%	9%	5%	7%	10%	11%	15%	18%	7%	12%	10%	8%	11%	12%	15%	13%	16%
Don't Know	8%	7%	9%	7%	7%	11%	7%	5%	9%	8%	9%	8%	9%	13%	3%	8%	14%	4%
Total Support:	31%	27%	35%	49%	47%	39%	30%	17%	10%	42%	32%	33%	30%	24%	31%	21%	31%	29%
Total Oppose:	27%	33%	22%	15%	21%	23%	22%	39%	41%	27%	24%	26%	23%	25%	30%	32%	26%	33%
Net:	4%	-6%	13%	33%	26%	16%	8%	-22%	-31%	15%	9%	7%	6%	-1%	1%	-11%	5%	-4%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Forcing clubs to have 50% female representation on corporate management boards

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	10%	8%	9%	10%	12%	7%	13%	4%	13%	10%	7%	14%	8%	12%	8%	14%	8%
Support	21%	22%	23%	21%	21%	17%	26%	24%	22%	19%	19%	24%	23%	20%	23%	21%	22%
Neither Support nor Oppose	34%	30%	34%	34%	38%	34%	34%	36%	24%	36%	37%	35%	39%	33%	34%	32%	35%
Oppose	16%	19%	16%	14%	14%	19%	13%	14%	23%	18%	19%	14%	16%	20%	12%	19%	15%
Strongly Oppose	11%	13%	13%	11%	8%	17%	7%	13%	18%	4%	13%	7%	12%	12%	10%	11%	11%
Don't Know	8%	8%	5%	10%	8%	6%	7%	9%	0%	12%	5%	7%	2%	3%	13%	3%	10%
Total Support:	31%	30%	32%	31%	32%	24%	39%	27%	35%	29%	26%	38%	30%	31%	31%	35%	29%
Total Oppose:	27%	33%	29%	25%	21%	36%	20%	27%	41%	22%	32%	20%	28%	32%	22%	30%	26%
Net:	4%	-3%	3%	6%	11%	-12%	20%	0%	-5%	7%	-6%	18%	2%	-1%	10%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Promoting safe standing in all grounds

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	32%	25%	39%	32%	37%	26%	33%	33%	31%	31%	22%	41%	31%	29%	38%	31%	38%	34%
Support	39%	42%	35%	38%	35%	41%	39%	39%	40%	36%	42%	34%	38%	42%	40%	42%	31%	39%
Neither Support nor Oppose	17%	19%	14%	14%	19%	19%	15%	19%	15%	20%	19%	13%	18%	11%	10%	16%	13%	22%
Oppose	3%	5%	2%	4%	2%	2%	3%	6%	2%	5%	3%	2%	3%	3%	4%	1%	4%	1%
Strongly Oppose	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	3%	0%	1%	2%	3%	4%	2%	1%
Don't Know	8%	6%	9%	7%	6%	10%	8%	2%	11%	6%	10%	9%	9%	13%	5%	7%	12%	2%
Total Support:	71%	67%	74%	71%	72%	67%	72%	71%	71%	67%	64%	76%	69%	70%	78%	72%	69%	73%
Total Oppose:	5%	7%	3%	8%	3%	5%	5%	8%	4%	7%	7%	2%	4%	5%	7%	5%	6%	2%
Net:	65%	60%	70%	63%	69%	62%	67%	63%	67%	60%	58%	73%	65%	65%	72%	68%	63%	71%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Promoting safe standing in all grounds

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	32%	32%	32%	32%	32%	32%	35%	27%	32%	28%	28%	33%	31%	31%	33%	31%	32%
Support	39%	39%	43%	35%	38%	43%	36%	29%	44%	41%	44%	38%	31%	43%	33%	43%	36%
Neither Support nor Oppose	17%	17%	14%	18%	17%	16%	18%	23%	9%	19%	20%	18%	25%	17%	16%	16%	17%
Oppose	3%	5%	2%	1%	4%	2%	3%	4%	5%	3%	2%	3%	0%	4%	2%	4%	3%
Strongly Oppose	2%	2%	2%	3%	2%	1%	2%	4%	10%	1%	0%	1%	9%	2%	2%	3%	2%
Don't Know	8%	6%	7%	11%	7%	5%	7%	13%	0%	8%	5%	7%	5%	3%	13%	3%	10%
Total Support:	71%	71%	75%	67%	69%	75%	70%	56%	76%	69%	73%	71%	62%	74%	67%	74%	68%
Total Oppose:	5%	6%	4%	4%	6%	4%	5%	8%	15%	4%	3%	5%	9%	6%	4%	6%	4%
Net:	65%	64%	71%	63%	63%	71%	65%	48%	61%	65%	70%	66%	53%	68%	63%	68%	64%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Forcing all players, management and staff to attend courses on diversity, equality and inclusion

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	20%	15%	24%	28%	23%	19%	26%	17%	9%	26%	15%	19%	19%	22%	17%	20%	19%	19%
Support	31%	30%	33%	34%	37%	33%	29%	25%	29%	28%	28%	32%	31%	25%	38%	30%	38%	35%
Neither Support nor Oppose	25%	29%	22%	21%	20%	21%	24%	30%	34%	22%	30%	24%	27%	28%	20%	27%	18%	26%
Oppose	8%	9%	7%	9%	7%	7%	5%	11%	10%	11%	9%	7%	10%	6%	11%	9%	3%	5%
Strongly Oppose	8%	10%	5%	5%	8%	6%	9%	11%	8%	4%	9%	9%	6%	6%	11%	5%	10%	11%
Don't Know	8%	7%	9%	4%	5%	13%	8%	6%	9%	8%	9%	9%	7%	13%	3%	9%	11%	5%
Total Support:	51%	45%	56%	61%	60%	52%	55%	42%	38%	55%	43%	51%	50%	47%	55%	50%	57%	53%
Total Oppose:	16%	20%	12%	14%	15%	13%	14%	22%	19%	16%	17%	15%	16%	11%	22%	14%	13%	16%
Net:	35%	25%	44%	48%	46%	39%	41%	20%	19%	39%	26%	36%	34%	36%	34%	36%	44%	37%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Forcing all players, management and staff to attend courses on diversity, equality and inclusion

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	20%	21%	21%	18%	19%	16%	29%	14%	18%	16%	16%	27%	23%	19%	20%	20%	20%
Support	31%	35%	29%	29%	32%	27%	31%	42%	27%	30%	30%	33%	32%	32%	31%	32%	31%
Neither Support nor Oppose	25%	23%	23%	26%	28%	28%	24%	22%	25%	28%	30%	23%	29%	28%	22%	27%	24%
Oppose	8%	9%	11%	6%	6%	11%	5%	6%	13%	9%	11%	5%	6%	10%	7%	10%	7%
Strongly Oppose	8%	7%	9%	11%	5%	12%	3%	2%	18%	6%	7%	4%	4%	8%	7%	7%	8%
Don't Know	8%	5%	7%	10%	10%	6%	8%	14%	0%	11%	5%	7%	6%	3%	13%	4%	10%
Total Support:	51%	56%	50%	47%	51%	43%	60%	56%	45%	46%	47%	61%	55%	51%	51%	51%	51%
Total Oppose:	16%	16%	20%	17%	11%	23%	9%	8%	31%	15%	18%	9%	10%	18%	14%	17%	15%
Net:	35%	39%	30%	29%	40%	20%	51%	48%	14%	31%	28%	51%	45%	33%	37%	34%	35%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Banning the sale of unhealthy foods in grounds

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	10%	10%	11%	13%	10%	12%	9%	9%	9%	14%	9%	14%	10%	6%	11%	11%	11%	7%
Support	19%	21%	18%	14%	25%	20%	21%	19%	16%	30%	17%	15%	21%	20%	19%	11%	21%	15%
Neither Support nor Oppose	32%	33%	32%	29%	29%	23%	32%	35%	44%	26%	35%	31%	35%	38%	34%	35%	22%	34%
Oppose	19%	18%	21%	25%	17%	20%	21%	20%	14%	16%	20%	17%	24%	13%	17%	22%	14%	27%
Strongly Oppose	11%	13%	10%	11%	14%	12%	11%	14%	7%	7%	12%	15%	3%	10%	14%	16%	19%	14%
Don't Know	7%	5%	9%	7%	4%	12%	6%	3%	9%	7%	8%	9%	7%	12%	5%	6%	13%	3%
Total Support:	30%	31%	28%	28%	35%	32%	30%	28%	25%	44%	25%	29%	31%	27%	29%	21%	32%	22%
Total Oppose:	31%	31%	31%	37%	31%	32%	32%	34%	22%	23%	32%	32%	27%	23%	31%	38%	33%	41%
Net:	-1%	0%	-2%	-9%	4%	0%	-2%	-6%	3%	21%	-6%	-2%	4%	4%	-2%	-17%	-2%	-19%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Banning the sale of unhealthy foods in grounds

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	10%	10%	11%	9%	11%	10%	12%	10%	9%	5%	12%	10%	11%	11%	9%	12%	10%
Support	19%	23%	21%	16%	17%	18%	23%	14%	36%	18%	18%	22%	24%	21%	17%	24%	16%
Neither Support nor Oppose	32%	32%	30%	32%	34%	35%	31%	24%	22%	38%	38%	32%	19%	33%	32%	29%	34%
Oppose	19%	22%	19%	17%	20%	19%	19%	28%	10%	18%	18%	19%	30%	19%	19%	19%	19%
Strongly Oppose	11%	9%	13%	16%	9%	13%	10%	11%	22%	8%	10%	10%	10%	13%	10%	13%	11%
Don't Know	7%	5%	6%	10%	9%	5%	7%	13%	0%	12%	4%	6%	6%	3%	12%	3%	10%
Total Support:	30%	33%	32%	25%	29%	28%	34%	24%	45%	23%	30%	33%	35%	33%	26%	36%	26%
Total Oppose:	31%	30%	32%	33%	28%	32%	28%	39%	32%	26%	28%	29%	40%	32%	29%	32%	30%
Net:	-1%	2%	0%	-8%	0%	-4%	6%	-15%	13%	-3%	3%	3%	-5%	0%	-3%	4%	-4%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Setting targets for clubs to reduce greenhouse gas emissions from their stadiums

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	21%	19%	23%	29%	24%	18%	26%	18%	13%	26%	16%	28%	25%	18%	21%	18%	20%	16%
Support	34%	32%	36%	30%	43%	39%	33%	30%	28%	36%	38%	32%	26%	32%	33%	29%	35%	39%
Neither Support nor Oppose	28%	31%	24%	29%	20%	23%	25%	31%	37%	23%	26%	25%	33%	26%	31%	38%	21%	28%
Oppose	6%	6%	5%	3%	3%	6%	3%	11%	7%	8%	6%	1%	4%	7%	4%	4%	6%	8%
Strongly Oppose	4%	5%	3%	4%	3%	1%	6%	6%	4%	1%	5%	3%	4%	2%	7%	4%	6%	5%
Don't Know	8%	7%	9%	5%	7%	12%	7%	4%	10%	7%	8%	11%	8%	16%	4%	7%	12%	3%
Total Support:	55%	50%	59%	59%	67%	57%	59%	48%	41%	61%	54%	60%	51%	50%	54%	47%	55%	55%
Total Oppose:	10%	11%	8%	7%	6%	7%	9%	17%	11%	9%	11%	4%	8%	9%	11%	9%	12%	13%
Net:	45%	39%	51%	51%	60%	50%	50%	32%	30%	52%	43%	56%	43%	41%	43%	38%	43%	42%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Setting targets for clubs to reduce greenhouse gas emissions from their stadiums

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	21%	24%	18%	20%	21%	17%	23%	21%	10%	20%	14%	23%	26%	20%	22%	20%	22%
Support	34%	33%	36%	34%	32%	33%	38%	37%	36%	27%	37%	39%	32%	37%	30%	38%	31%
Neither Support nor Oppose	28%	30%	28%	25%	28%	31%	25%	24%	23%	33%	34%	27%	30%	30%	25%	30%	26%
Oppose	6%	5%	5%	7%	6%	7%	5%	3%	13%	6%	7%	3%	3%	6%	5%	7%	5%
Strongly Oppose	4%	3%	6%	3%	4%	6%	1%	5%	12%	2%	2%	2%	4%	3%	5%	2%	5%
Don't Know	8%	5%	6%	11%	10%	6%	8%	10%	6%	13%	5%	7%	5%	4%	13%	4%	10%
Total Support:	55%	57%	55%	54%	53%	51%	61%	58%	46%	46%	52%	62%	57%	57%	53%	58%	53%
Total Oppose:	10%	8%	11%	10%	10%	12%	6%	7%	25%	8%	9%	5%	8%	9%	10%	9%	10%
Net:	45%	49%	44%	44%	43%	39%	55%	51%	20%	38%	42%	57%	50%	47%	43%	49%	43%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Ending the ban on alcohol being drunk in stadiums while fans watch the game

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	14%	15%	12%	17%	16%	18%	14%	12%	6%	18%	13%	9%	11%	10%	18%	11%	14%	13%
Support	18%	17%	19%	22%	20%	21%	13%	19%	12%	23%	16%	19%	17%	15%	11%	18%	22%	19%
Neither Support nor Oppose	24%	26%	23%	28%	24%	20%	30%	23%	23%	28%	22%	26%	18%	21%	25%	29%	16%	28%
Oppose	20%	21%	18%	14%	18%	17%	21%	17%	28%	12%	22%	20%	25%	19%	26%	17%	17%	22%
Strongly Oppose	17%	14%	19%	12%	16%	13%	14%	26%	20%	11%	17%	18%	21%	20%	17%	17%	19%	16%
Don't Know	8%	6%	9%	7%	6%	11%	7%	4%	10%	8%	10%	7%	7%	15%	3%	8%	13%	2%
Total Support:	31%	32%	31%	39%	37%	39%	27%	31%	19%	41%	29%	28%	28%	25%	30%	29%	36%	32%
Total Oppose:	37%	35%	37%	26%	34%	30%	36%	43%	48%	23%	39%	39%	46%	40%	42%	34%	35%	38%
Net:	-5%	-4%	-6%	13%	3%	9%	-9%	-12%	-29%	18%	-10%	-11%	-18%	-15%	-13%	-5%	1%	-6%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Ending the ban on alcohol being drunk in stadiums while fans watch the game

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	14%	14%	11%	14%	15%	11%	18%	4%	26%	11%	10%	16%	4%	18%	9%	20%	10%
Support	18%	18%	19%	18%	16%	18%	17%	10%	21%	23%	19%	17%	12%	20%	15%	22%	15%
Neither Support nor Oppose	24%	24%	23%	26%	25%	24%	26%	25%	22%	25%	27%	27%	15%	25%	23%	22%	26%
Oppose	20%	18%	25%	20%	17%	21%	19%	26%	18%	15%	20%	20%	31%	21%	19%	20%	20%
Strongly Oppose	17%	19%	17%	12%	18%	20%	13%	20%	13%	16%	19%	14%	30%	13%	21%	12%	20%
Don't Know	8%	6%	5%	11%	9%	6%	7%	14%	0%	11%	5%	6%	8%	3%	13%	4%	10%
Total Support:	31%	32%	30%	32%	31%	29%	35%	15%	47%	33%	29%	33%	16%	38%	24%	42%	25%
Total Oppose:	37%	38%	42%	31%	35%	41%	32%	46%	31%	31%	39%	34%	61%	33%	40%	32%	39%
Net:	-5%	-6%	-12%	1%	-4%	-13%	2%	-31%	15%	2%	-10%	-1%	-45%	5%	-17%	11%	-14%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Banning all team and game sponsorship from anyone involved in fast food, alcohol or betting

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	15%	15%	15%	15%	17%	13%	20%	15%	12%	23%	14%	17%	20%	14%	12%	5%	8%	14%
Support	21%	21%	21%	23%	25%	21%	15%	24%	20%	24%	24%	19%	25%	22%	22%	16%	25%	14%
Neither Support nor Oppose	31%	30%	33%	32%	29%	26%	32%	32%	36%	28%	30%	32%	33%	22%	37%	38%	22%	35%
Oppose	15%	16%	14%	11%	14%	21%	16%	13%	13%	12%	15%	17%	10%	16%	13%	15%	12%	23%
Strongly Oppose	9%	10%	7%	11%	8%	7%	8%	12%	8%	5%	9%	6%	2%	9%	12%	15%	17%	10%
Don't Know	9%	8%	10%	7%	7%	13%	10%	4%	11%	8%	9%	10%	10%	17%	4%	11%	16%	4%
Total Support:	36%	37%	36%	39%	41%	34%	35%	39%	32%	47%	38%	36%	45%	36%	34%	21%	33%	28%
Total Oppose:	24%	26%	21%	22%	23%	28%	23%	25%	21%	18%	24%	22%	13%	25%	25%	30%	29%	33%
Net:	13%	11%	15%	16%	19%	6%	11%	14%	10%	29%	15%	14%	32%	12%	8%	-9%	4%	-5%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Banning all team and game sponsorship from anyone involved in fast food, alcohol or betting

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	15%	19%	16%	10%	14%	15%	17%	13%	14%	6%	16%	18%	17%	16%	14%	20%	12%
Support	21%	27%	20%	18%	19%	19%	24%	22%	30%	22%	20%	23%	22%	23%	20%	24%	20%
Neither Support nor Oppose	31%	29%	32%	31%	33%	34%	30%	32%	23%	31%	36%	29%	30%	30%	33%	28%	33%
Oppose	15%	12%	16%	19%	13%	16%	13%	9%	10%	20%	17%	14%	11%	18%	11%	17%	14%
Strongly Oppose	9%	8%	9%	10%	9%	9%	7%	11%	14%	7%	5%	7%	15%	10%	8%	8%	9%
Don't Know	9%	6%	8%	12%	11%	6%	9%	12%	9%	13%	5%	8%	5%	4%	15%	3%	12%
Total Support:	36%	46%	36%	29%	34%	34%	41%	35%	44%	28%	36%	41%	38%	39%	33%	44%	32%
Total Oppose:	24%	19%	25%	29%	23%	26%	20%	21%	24%	27%	22%	22%	26%	27%	19%	25%	23%
Net:	13%	27%	11%	-1%	11%	9%	21%	14%	20%	1%	14%	20%	12%	11%	14%	20%	9%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Banning all political commentary and activism from stadiums and the wider game

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Strongly Support	21%	21%	20%	15%	21%	16%	25%	23%	23%	19%	16%	22%	20%	19%	23%	24%	23%	23%
Support	27%	26%	29%	14%	28%	26%	28%	26%	37%	28%	30%	28%	28%	31%	23%	27%	21%	27%
Neither Support nor Oppose	26%	27%	26%	30%	21%	26%	29%	32%	22%	26%	27%	26%	28%	21%	26%	26%	24%	29%
Oppose	10%	12%	8%	21%	12%	11%	6%	8%	4%	11%	9%	9%	12%	11%	17%	1%	9%	10%
Strongly Oppose	6%	7%	5%	9%	11%	4%	4%	6%	3%	5%	8%	5%	4%	4%	3%	10%	8%	9%
Don't Know	10%	7%	12%	10%	7%	16%	8%	5%	11%	11%	10%	10%	8%	13%	7%	13%	15%	3%
Total Support:	48%	47%	49%	30%	49%	42%	53%	49%	60%	47%	46%	50%	48%	50%	47%	51%	43%	50%
Total Oppose:	16%	19%	13%	30%	24%	16%	10%	14%	8%	16%	18%	13%	16%	15%	20%	11%	17%	18%
Net:	32%	28%	36%	0%	25%	26%	43%	35%	52%	31%	28%	37%	32%	35%	27%	40%	26%	31%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Imagine the new football regulator decided to pursue the following objectives, listed below. Would you support or oppose the regulator following these objectives?: Banning all political commentary and activism from stadiums and the wider game

	Total	Social Grade				2019					Voting Intention		Football Follower		Frequent Watcher		
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No ³⁹	Yes	No ⁴¹		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Strongly Support	21%	21%	22%	20%	19%	26%	18%	12%	35%	12%	22%	19%	18%	22%	19%	24%	19%
Support	27%	29%	30%	24%	26%	35%	24%	16%	27%	28%	38%	24%	25%	29%	25%	30%	26%
Neither Support nor Oppose	26%	21%	26%	29%	29%	24%	28%	24%	33%	33%	24%	28%	26%	27%	25%	24%	28%
Oppose	10%	13%	8%	7%	11%	7%	14%	13%	4%	6%	8%	12%	11%	12%	8%	12%	9%
Strongly Oppose	6%	8%	6%	9%	3%	3%	8%	15%	0%	5%	3%	9%	11%	6%	7%	5%	7%
Don't Know	10%	8%	8%	11%	12%	6%	8%	21%	0%	16%	5%	8%	8%	4%	16%	5%	12%
Total Support:	48%	50%	52%	44%	46%	60%	41%	27%	63%	39%	60%	44%	44%	51%	45%	54%	44%
Total Oppose:	16%	21%	14%	16%	13%	10%	22%	28%	4%	12%	11%	21%	22%	18%	15%	17%	15%
Net:	32%	29%	38%	28%	32%	50%	19%	-1%	58%	27%	49%	23%	22%	33%	30%	37%	29%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Should it be the role of the regulator to improve equality, diversity and inclusion in football?

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
Yes, the regulator should be responsible for improving equality, diversity and inclusion in football	50%	47%	53%	58%	61%	51%	48%	53%	35%	62%	49%	47%	49%	45%	52%	47%	42%	48%
No, it is not the role of the regulator to improve equality, diversity and inclusion in football	28%	35%	22%	20%	22%	24%	27%	31%	42%	21%	31%	35%	27%	23%	31%	29%	25%	33%
Don't Know	21%	18%	25%	21%	18%	25%	25%	15%	22%	18%	20%	18%	24%	32%	17%	24%	33%	19%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Should it be the role of the regulator to improve equality, diversity and inclusion in football?

	Total	Social Grade				2019				Voting Intention		Football Follower		Frequent Watcher			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	Yes	No39	Yes	No41		
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
Yes, the regulator should be responsible for improving equality, diversity and inclusion in football	50%	54%	54%	45%	47%	44%	64%	53%	33%	39%	49%	60%	62%	54%	46%	59%	45%
No, it is not the role of the regulator to improve equality, diversity and inclusion in football	28%	31%	28%	29%	26%	41%	14%	22%	40%	25%	40%	17%	24%	31%	25%	28%	29%
Don't Know	21%	16%	18%	25%	27%	15%	22%	25%	28%	35%	11%	23%	13%	14%	29%	13%	26%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Make sure clubs are financially resilient; strengthen owners’ and directors’ “fit and proper person” tests; give fans a greater say in the running of their clubs; have powers to stop clubs joining breakaway leagues; and have powers over financial redistribution between leagues. Which of the following outcomes do you expect to follow? Select any which apply

	Total	Gender		Age						Region								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West
Unweighted	1002	488	510	121	158	189	183	162	189	158	165	98	110	85	107	95	51	133
Weighted	1002	499	499	142	171	171	170	140	208	171	156	95	110	85	110	95	50	130
The regulator will improve the financial sustainability of clubs	33%	33%	31%	28%	32%	28%	31%	36%	39%	36%	32%	32%	34%	23%	38%	32%	30%	31%
The regulator will improve the sorts of people who own and operate clubs	28%	30%	27%	23%	31%	23%	29%	29%	34%	26%	29%	25%	29%	27%	23%	34%	31%	34%
The regulator will make football a game which can be enjoyed by everyone	27%	26%	28%	28%	23%	30%	31%	29%	23%	31%	24%	19%	24%	34%	31%	26%	23%	29%
The regulator will drive out unpleasant fan and player attitudes from the game	22%	19%	25%	20%	21%	22%	23%	24%	22%	22%	25%	15%	22%	23%	21%	27%	32%	17%
The regulator will increase female and ethnic minority representation in the game	22%	19%	25%	24%	29%	26%	22%	23%	12%	27%	23%	21%	24%	21%	19%	24%	23%	17%
The regulator will focus too much on political and social issues, rather than the game itself	20%	23%	17%	18%	20%	19%	22%	22%	20%	15%	23%	22%	26%	16%	21%	20%	20%	20%
The regulator will deter foreign investors and players coming to the English game	16%	19%	13%	14%	17%	17%	15%	17%	15%	12%	21%	18%	16%	18%	11%	23%	12%	12%
The regulator will make stadiums too “sanitised” and remove the noise and edge from them	13%	16%	10%	19%	12%	13%	14%	13%	8%	11%	15%	12%	12%	8%	15%	14%	15%	13%
The regulator will take the game further and further from its working class roots	12%	16%	9%	18%	15%	11%	11%	12%	9%	17%	6%	15%	12%	14%	12%	14%	11%	11%
None of the above	7%	8%	6%	4%	5%	6%	7%	8%	10%	7%	7%	8%	8%	5%	6%	6%	6%	8%
Don't Know	21%	16%	26%	17%	18%	28%	19%	20%	24%	19%	21%	25%	20%	27%	16%	20%	23%	23%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Make sure clubs are financially resilient; strengthen owners’ and directors’ “fit and proper person” tests; give fans a greater say in the running of their clubs; have powers to stop clubs joining breakaway leagues; and have powers over financial redistribution between leagues. Which of the following outcomes do you expect to follow? Select any which apply

	Social Grade					2019					Voting Intention			Football Follower		Frequent Watcher	
	Total	AB	C1	C2	DE	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	Yes	No39	Yes	No41
Unweighted	1002	282	237	211	266	412	284	75	22	100	227	357	62	530	472	361	641
Weighted	1002	269	259	219	249	409	283	74	22	99	227	357	61	534	468	367	635
The regulator will improve the financial sustainability of clubs	33%	38%	38%	28%	25%	37%	32%	37%	16%	26%	38%	34%	48%	38%	26%	37%	30%
The regulator will improve the sorts of people who own and operate clubs	28%	32%	32%	22%	26%	28%	30%	30%	32%	29%	27%	30%	36%	32%	25%	30%	28%
The regulator will make football a game which can be enjoyed by everyone	27%	21%	29%	32%	27%	27%	29%	19%	33%	24%	29%	27%	36%	29%	26%	32%	25%
The regulator will drive out unpleasant fan and player attitudes from the game	22%	21%	28%	20%	18%	21%	25%	27%	32%	14%	25%	24%	29%	21%	23%	22%	22%
The regulator will increase female and ethnic minority representation in the game	22%	23%	27%	21%	17%	20%	23%	24%	37%	19%	23%	23%	33%	23%	21%	26%	20%
The regulator will focus too much on political and social issues, rather than the game itself	20%	21%	19%	18%	22%	22%	20%	13%	18%	15%	22%	20%	15%	26%	13%	27%	16%
The regulator will deter foreign investors and players coming to the English game	16%	18%	16%	15%	14%	18%	16%	11%	28%	9%	16%	19%	14%	18%	13%	20%	14%
The regulator will make stadiums too “sanitised” and remove the noise and edge from them	13%	12%	13%	14%	12%	15%	13%	4%	17%	7%	15%	15%	9%	18%	7%	20%	9%
The regulator will take the game further and further from its working class roots	12%	13%	13%	13%	11%	12%	14%	4%	10%	6%	12%	15%	10%	18%	6%	21%	8%
None of the above	7%	7%	7%	6%	7%	7%	7%	10%	4%	9%	7%	8%	6%	4%	10%	2%	10%
Don't Know	21%	17%	16%	23%	29%	19%	17%	28%	18%	30%	15%	18%	15%	11%	32%	10%	27%

Note:

BASE: All Respondents

Fieldwork: 22nd Mar - 28th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions