

Standing research

Conducted by Populus on behalf of the Premier League.

Wave 1: Populus interviewed 1,301 match attending Premier League fans online between 14 December 2016 and 8 January 2017.

Wave 2: Populus interviewed 1,003 match attending Premier League fans online between 8 and 12 September 2017.

Wave 3: Populus interviewed 510 match attending Premier League fans online between 16 and 21 March 2018.

In each wave of polling, quotas were set and data post weighted to make the sample of supporters interviewed representative of match attending Premier League fans by gender, age and socio-economic grade. These quotas and weights were derived from large scale, nationally representative telephone polling used to benchmark engagement with football among the adult British population.

In each poll, Populus asked whether or not, in principle, match attending Premier League fans supported or opposed the introduction of areas in football stadiums where standing would be permitted. In the first poll (Wave 1), Populus then asked whether, if they had the chance, fans would want to mainly sit, mainly stand, or whether they had no preference. In this poll, 29% of fans said they would rather mainly stand.

In order to reflect the fact that fans in standing areas would be required to stand throughout the match, and see what proportion of that 29% would opt to attend in a standing area, Populus then changed this question for the following two waves so that fans could choose between only sitting, mainly sitting, mainly standing, and only standing. Both these polls found that 5% of match attending fans wanted to only stand.

Summary tables below.

Q. To what extent would you support or oppose the introduction of areas in football stadiums where standing would be permitted?

Base: Match attending Premier League fans

	Wave 1 14 Dec '16 – 8 Jan '17	Wave 2 8-12 Sep '17	Wave 3 16-21 Mar '18
Unweighted base	1301	1003	510
Weighted base	1017	1003	367
SUM: Support	69%	62%	72%
Strongly support	30%	31%	30%
Somewhat support	38%	31%	42%
Neither support nor oppose	17%	18%	13%
Somewhat oppose	6%	11%	8%
Strongly oppose	6%	7%	5%
SUM: Oppose	13%	19%	14%
Don't know	2%	1%	1%

Q. If you had the choice, would you rather mainly sit or mainly stand at a Premier League match?

Base: Match attending Premier League fans

	Wave 1 14 Dec '16 – 8 Jan '17
Unweighted base	1301
Weighted base	1017
Mainly sit	61%
Mainly stand	29%
No preference	10%

Q. If you had the choice, would you rather sit or stand at a Premier League match?

Base: Match attending Premier League fans

	Wave 2 8-12 Sep '17	Wave 3 16-21 Mar '18
Unweighted base	1003	510
Weighted base	1003	367
SUM: Sit	74%	73%
Only sit	27%	25%
Mainly sit	47%	48%
Mainly stand	21%	22%
Only stand	5%	5%
SUM: Stand	26%	27%

Standing Research

ONLINE Fieldwork : 14th December 2016 - 8th January 2017 (Wave 1)

Absolutes/col percents

To what extent would you support or oppose the introduction of dedicated areas in football stadiums where standing would be permitted?
Base: All respondents

	Gender			Age							SEG							Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	AB	C1	C2	DE	NET: ABC1	NET: C2DE	London	South	South West	Wales	East Mid- lands	East- ern	York- shire & Humb- erside	North West	North East	West Mid- lands	Scot- land	North- ern Ire- land
Unweighted base	1301	903	398	107	260	278	241	246	169	367	519	415	430	515	219	125	945	344	253	167	85	59	73	76	82	231	95	110	50	20
Weighted base	1017	783	234	193	244	183	193	122	81	437	376	203	342	301	231	131	643	362	215	124	62	45	59	63	68	170	67	89	43	12
Strongly support	(+2) 310 30%	247 32%	62 27%	63 32%	73 30%	52 29%	62 32%	39 32%	22 27%	135 31%	114 30%	60 30%	96 28%	84 28%	82 35%	45 34%	180 28%	126 35%	72 34%	33 27%	17 28%	17 38%	12 20%	16 25%	20 29%	48 28%	25 38%	27 31%	14 33%	7 57%
Somewhat support	(+1) 390 38%	311 40%	79 34%	83 43%	100 41%	70 38%	69 36%	37 30%	32 39%	183 42%	139 37%	69 34%	139 41%	127 42%	76 33%	43 33%	266 41%	118 33%	92 43%	47 38%	23 37%	17 37%	25 43%	28 45%	28 41%	58 34%	19 28%	37 42%	14 33%	2 19%
Neither support nor oppose	(0) 168 17%	122 16%	47 20%	27 14%	43 17%	35 19%	32 17%	24 20%	7 9%	70 16%	68 18%	31 15%	52 15%	47 16%	43 18%	26 20%	99 15%	68 19%	28 13%	21 17%	14 22%	8 17%	10 17%	8 13%	10 15%	35 20%	12 17%	14 16%	7 16%	2 17%
Somewhat oppose	(-1) 66 6%	47 6%	19 8%	6 3%	14 6%	13 7%	13 7%	10 8%	10 12%	20 5%	26 7%	20 10%	25 7%	20 7%	13 6%	6 5%	45 7%	19 5%	12 5%	12 10%	3 4%	2 4%	7 12%	2 3%	4 5%	10 6%	6 9%	5 6%	3 7%	1 6%
Strongly oppose	(-2) 61 6%	43 5%	19 8%	6 3%	9 4%	10 6%	13 7%	12 10%	11 13%	16 4%	23 6%	23 11%	23 7%	17 6%	12 5%	9 7%	41 6%	21 6%	5 2%	9 7%	3 5%	2 4%	2 3%	5 8%	7 10%	17 10%	5 7%	3 4%	4 10%	-
NET: Support	700 69%	558 71%	141 60%	146 75%	172 71%	122 67%	131 68%	76 62%	53 66%	318 73%	253 67%	129 64%	235 69%	210 70%	158 68%	87 67%	445 69%	245 68%	164 76%	80 65%	40 65%	34 75%	37 63%	44 71%	48 70%	106 62%	44 66%	65 73%	28 66%	9 77%
NET: Oppose	128 13%	90 11%	38 16%	12 6%	24 10%	23 13%	26 13%	22 18%	21 25%	36 8%	49 13%	42 21%	48 14%	37 12%	25 11%	15 11%	85 13%	40 11%	16 8%	21 17%	6 10%	3 7%	9 15%	7 12%	11 16%	27 16%	11 16%	8 10%	7 16%	1 6%
NET: Support - Oppose	572 56%	468 60%	104 44%	134 69%	148 61%	99 54%	105 54%	54 44%	33 41%	282 64%	204 54%	87 43%	187 55%	173 57%	132 57%	73 56%	360 56%	205 57%	148 69%	59 48%	34 55%	30 68%	28 48%	37 59%	54 54%	79 46%	33 50%	56 63%	21 49%	8 71%
Don't know	21 2%	13 2%	8 4%	8 4%	5 2%	2 1%	4 2%	* *	* *	14 3%	7 2%	1 *	7 2%	6 2%	6 2%	3 2%	13 2%	8 2%	7 3%	2 1%	2 3%	- -	3 4%	3 5%	- -	2 1%	1 1%	2 2%	1 2%	-
Mean	0.82	0.87	0.65	1.03	0.89	0.78	0.81	0.66	0.54	0.95	0.80	0.61	0.77	0.81	0.90	0.85	0.79	0.88	1.04	0.68	0.80	1.02	0.68	0.80	0.74	0.66	0.81	0.92	0.74	1.28
Standard deviation	1.13	1.10	1.21	0.96	1.03	1.12	1.17	1.28	1.36	1.00	1.14	1.31	1.15	1.10	1.13	1.16	1.13	1.14	0.95	1.19	1.09	1.03	1.05	1.14	1.23	1.24	1.24	1.03	1.28	1.00
Standard error	0.03	0.04	0.06	0.09	0.07	0.07	0.08	0.08	0.10	0.05	0.05	0.06	0.06	0.05	0.08	0.10	0.04	0.06	0.06	0.09	0.12	0.13	0.13	0.13	0.14	0.08	0.13	0.10	0.18	0.22

Standing Research

ONLINE Fieldwork : 14th December 2016 - 8th January 2017 (Wave 1)

Absolutes/col percents

If you had the choice, would you rather mainly sit or mainly stand at a Premier League match?

Base: All respondents who are club supporters

	Gender			Age							SEG							Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	AB	C1	C2	DE	NET: ABC1	NET: C2DE	London	South	South West	Wales	East Mid- lands	East- ern	York- shire & Humb- erside	North West	North East	West Mid- lands	Scot- land	North- ern Ire- land
Unweighted base	1301	903	398	107	260	278	241	246	169	367	519	415	430	515	219	125	945	344	253	167	85	59	73	76	82	231	95	110	50	20
Weighted base	1017	783	234	193	244	183	193	122	81	437	376	203	342	301	231	131	643	362	215	124	62	45	59	63	68	170	67	89	43	12
Mainly sit	617 61%	442 56%	175 75%	114 59%	144 59%	100 55%	117 61%	75 62%	66 81%	258 59%	217 58%	142 70%	216 63%	179 59%	140 61%	74 57%	395 61%	214 59%	129 60%	81 65%	42 68%	29 65%	43 72%	30 48%	48 70%	94 55%	36 54%	55 62%	24 56%	7 56%
Mainly stand	300 29%	261 33%	39 16%	61 32%	75 31%	58 32%	57 29%	37 30%	12 14%	136 31%	115 31%	49 24%	98 29%	96 32%	64 28%	37 28%	194 30%	101 28%	62 29%	31 25%	14 22%	15 33%	13 21%	23 37%	17 25%	60 35%	23 34%	23 26%	15 36%	4 36%
No preference	100 10%	80 10%	20 9%	18 10%	25 10%	25 14%	19 10%	10 8%	4 4%	43 10%	44 12%	13 6%	27 8%	27 9%	27 12%	19 15%	54 8%	46 13%	25 11%	12 10%	6 10%	1 2%	4 7%	9 15%	4 5%	17 10%	8 12%	11 12%	4 8%	1 8%

Standing Research
ONLINE Fieldwork dates:- 8th-12th September 2017 (Wave 2)

Absolutes/col percents

To what extent would you support or oppose the introduction of areas in football stadiums where standing would be permitted?

Base: All respondents

	Gender			Age						SEG				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted Base	1003	833	170	152	179	233	210	117	112	471	272	157	103	18	57	178	68	86	58	49	60	209	136	69	15
Weighted Base	1003	772	231	191	241	181	191	120	80	341	301	231	130	18	60	177	65	88	57	52	60	208	136	67	14
NET: Support	622	506	116	126	151	114	114	76	42	209	190	140	84	10	35	117	37	53	38	34	35	135	84	37	9
	62%	66%	50%	66%	63%	63%	60%	63%	52%	61%	63%	61%	65%	55%	59%	66%	57%	60%	67%	65%	58%	65%	61%	55%	62%
Strongly support	(+2)	311	263	47	73	70	50	58	40	20	97	96	73	45	5	22	64	16	28	17	17	59	46	13	5
		31%	34%	21%	38%	29%	28%	31%	33%	24%	28%	32%	32%	34%	29%	37%	36%	24%	31%	31%	32%	29%	34%	19%	33%
Somewhat support	(+1)	312	243	69	53	81	64	55	36	22	112	94	67	39	5	13	52	21	26	21	17	76	38	24	4
		31%	31%	30%	28%	34%	35%	29%	30%	28%	33%	31%	29%	30%	26%	22%	29%	32%	29%	36%	33%	26%	36%	28%	36%
Neither support nor oppose	(0)	182	134	47	35	48	34	38	15	12	54	44	48	36	5	8	23	13	18	12	7	11	38	26	17
		18%	17%	20%	19%	20%	19%	20%	12%	15%	16%	15%	21%	27%	29%	14%	13%	20%	21%	14%	19%	18%	19%	26%	19%
Somewhat oppose	(-1)	114	79	35	20	24	18	22	14	14	49	37	23	6	1	7	19	8	14	5	8	8	23	12	7
		11%	10%	15%	11%	10%	10%	12%	12%	18%	14%	12%	10%	4%	5%	11%	11%	12%	16%	9%	16%	14%	11%	9%	10%
Strongly oppose	(-2)	74	46	28	5	16	10	15	12	27	25	17	5	2	8	19	7	1	1	3	4	11	11	6	-
		7%	6%	12%	3%	7%	5%	8%	13%	15%	8%	8%	7%	4%	11%	13%	11%	11%	2%	1%	6%	7%	5%	8%	8%
NET: Oppose		187	125	63	26	40	28	38	30	26	75	62	40	10	3	15	38	15	16	6	11	13	33	23	12
		19%	16%	27%	13%	17%	16%	20%	25%	33%	22%	20%	17%	8%	16%	25%	21%	24%	18%	10%	22%	21%	16%	17%	18%
Don't know		11	7	5	3	2	5	2	-	3	6	3	-	-	1	-	-	1	1	-	1	2	4	1	-
		1%	1%	2%	2%	1%	3%	1%	-	1%	2%	1%	-	-	2%	-	-	1%	2%	-	2%	1%	3%	1%	-
Mean		0.68	0.78	0.32	0.90	0.69	0.71	0.63	0.59	0.29	0.60	0.67	0.68	0.87	0.57	0.59	0.70	0.46	0.73	0.89	0.69	0.62	0.73	0.72	0.48
Standard deviation		1.23	1.19	1.30	1.12	1.19	1.15	1.26	1.39	1.41	1.26	1.28	1.23	1.06	1.29	1.45	1.35	1.30	1.13	0.99	1.25	1.28	1.14	1.26	1.17
Standard error		0.04	0.04	0.10	0.09	0.09	0.08	0.09	0.13	0.13	0.06	0.08	0.10	0.10	0.30	0.19	0.10	0.16	0.12	0.13	0.18	0.17	0.08	0.11	0.14

Standing Research
ONLINE Fieldwork dates:- 8th-12th September 2017 (Wave 2)

Absolutes/col percents

If you had the choice, would you rather sit or stand at a Premier League match?

Base: All respondents

	Gender			Age						SEG				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted Base	1003	833	170	152	179	233	210	117	112	471	272	157	103	18	57	178	68	86	58	49	60	209	136	69	15
Weighted Base	1003	772	231	191	241	181	191	120	80	341	301	231	130	18	60	177	65	88	57	52	60	208	136	67	14
Only sit	269 27%	187 24%	82 36%	40 21%	49 21%	50 27%	56 29%	38 32%	36 45%	110 32%	77 26%	56 24%	26 20%	4 23%	15 25%	48 27%	15 24%	27 30%	13 23%	12 22%	18 30%	55 27%	37 27%	20 30%	5 35%
Mainly sit	469 47%	356 46%	114 49%	100 52%	135 56%	84 46%	73 38%	45 38%	33 41%	151 44%	146 49%	106 46%	66 51%	8 45%	26 44%	74 42%	34 53%	43 48%	27 48%	27 52%	22 37%	115 55%	58 42%	32 48%	4 28%
Mainly stand	213 21%	179 23%	34 15%	41 22%	52 22%	36 20%	47 24%	27 23%	10 13%	64 19%	65 22%	54 23%	31 24%	3 19%	17 28%	44 25%	13 19%	14 16%	12 21%	7 14%	17 29%	34 16%	35 26%	13 20%	4 26%
Only stand	51 5%	50 6%	1 *	9 5%	4 1%	11 6%	15 8%	10 8%	2 2%	17 5%	12 4%	14 6%	8 6%	2 13%	2 3%	12 7%	3 4%	5 6%	5 8%	6 12%	2 4%	4 2%	7 5%	1 2%	2 11%

Standing Research

ONLINE Fieldwork : 16th - 21st March 2018 (Wave 3)

Absolutes/col percents

To what extent would you support or oppose the introduction of areas in football stadiums where standing would be permitted?

Base: All respondents

	Gender		Age			Region								Social Grade						
	Total	Male	Female	18-34	35-54	55+	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	ABC1	C2DE	
Unweighted base	510	385	125	212	198	100	32	24	60	47	40	33	24	50	97	65	38	323	187	
Weighted base	367	289	78	145	142	80	25	17	42	34	28	24	18	36	69	47	28	236	131	
NET: Support	264	218	46	106	102	55	21	12	30	23	20	17	13	25	52	32	20	174	90	
	72%	75%	59%	73%	72%	68%	81%	71%	72%	68%	70%	70%	72%	71%	75%	68%	73%	74%	68%	
Strongly support	(+2)	111	99	12	45	44	22	11	6	14	6	9	5	7	13	16	14	10	66	45
		30%	34%	15%	31%	31%	27%	45%	38%	34%	19%	30%	23%	41%	35%	23%	29%	34%	28%	34%
Somewhat support	(+1)	152	118	34	61	58	33	9	6	16	17	11	11	5	13	36	18	11	108	45
		42%	41%	43%	42%	41%	41%	36%	33%	38%	49%	39%	47%	30%	35%	52%	38%	39%	46%	34%
Neither support nor oppose	(0)	49	37	12	20	17	11	3	1	6	7	4	5	2	6	7	5	1	26	23
		13%	13%	15%	14%	12%	14%	12%	8%	15%	22%	15%	22%	12%	16%	11%	11%	4%	11%	18%
Somewhat oppose	(-1)	31	22	9	10	11	9	1	2	3	1	1	2	2	2	6	7	3	22	9
		8%	8%	11%	7%	8%	12%	5%	15%	7%	2%	5%	8%	9%	4%	9%	16%	12%	9%	7%
Strongly oppose	(-2)	20	11	9	6	9	5	1	1	3	3	3	-	1	3	2	1	2	11	9
		5%	4%	11%	4%	7%	6%	2%	6%	7%	8%	10%	-	7%	9%	3%	3%	7%	5%	7%
NET: Oppose		51	33	18	16	21	14	2	4	6	3	4	2	3	5	9	9	5	33	18
		14%	11%	23%	11%	15%	18%	7%	21%	13%	9%	15%	8%	16%	14%	12%	18%	19%	14%	14%
Don't know		4	1	3	2	1	-	-	-	-	-	-	-	-	1	1	1	3	1	
		1%	*	3%	2%	1%	-	-	-	-	-	-	-	-	2%	3%	4%	1%	1%	
Mean		0.84	0.95	0.41	0.91	0.83	0.72	1.16	0.81	0.86	0.70	0.75	0.84	0.90	0.83	0.84	0.78	0.85	0.85	0.82
Standard deviation		1.12	1.06	1.23	1.05	1.16	1.16	0.98	1.30	1.17	1.06	1.25	0.89	1.27	1.24	1.00	1.14	1.25	1.08	1.18
Standard error		0.05	0.05	0.11	0.07	0.08	0.12	0.17	0.27	0.15	0.15	0.20	0.15	0.26	0.18	0.10	0.14	0.21	0.06	0.09

Standing Research

ONLINE Fieldwork : 16th - 21st March 2018 (Wave 3)

Absolutes/col percents

If you had the choice, would you rather sit or stand at a Premier League match?

Base: All respondents

	Gender		Age			Region											Social Grade		
	Total	Male	Female	18-34	35-54	55+	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	ABC1	C2DE
Unweighted base	510	385	125	212	198	100	32	24	60	47	40	33	24	50	97	65	38	323	187
Weighted base	367	289	78	145	142	80	25	17	42	34	28	24	18	36	69	47	28	236	131
NET: Sit	268	200	69	107	102	59	18	11	27	29	17	19	12	26	55	34	20	181	87
	73%	69%	88%	74%	72%	74%	73%	65%	64%	87%	60%	78%	70%	72%	80%	72%	72%	77%	66%
Only sit	92	63	29	27	32	33	7	5	10	12	5	4	6	10	14	13	8	62	29
	25%	22%	37%	18%	23%	41%	27%	29%	23%	35%	18%	15%	34%	29%	20%	27%	27%	26%	22%
Mainly sit	176	136	40	80	70	27	12	6	17	17	12	15	6	16	42	21	12	119	58
	48%	47%	51%	56%	49%	33%	46%	37%	41%	51%	42%	63%	36%	43%	60%	45%	44%	50%	44%
Mainly stand	81	72	9	27	36	18	5	4	11	4	10	5	3	9	11	10	8	42	39
	22%	25%	11%	19%	25%	23%	19%	26%	28%	13%	34%	22%	19%	26%	16%	21%	28%	18%	30%
Only stand	18	17	1	10	5	3	2	1	3	-	2	-	2	1	3	3	-	13	5
	5%	6%	1%	7%	3%	3%	8%	9%	8%	-	6%	-	12%	2%	4%	7%	-	5%	4%
NET: Stand	99	89	10	38	40	21	7	6	15	4	11	5	5	10	14	13	8	54	44
	27%	31%	12%	26%	28%	26%	27%	35%	36%	13%	40%	22%	30%	28%	20%	28%	28%	23%	34%