

# The Game Research

## Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 1

**Q.1 Please could you say which of the following statements best describes you?****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team	
																			Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
I am very interested in football and support a particular football team	397 39%	299 49%	98 24%	67 47%	80 46%	105 44%	58 35%	36 31%	51 29%	110 37%	115 43%	79 35%	94 41%	99 37%	95 38%	112 41%	44 35%	48 45%	397 100%	- -	- -	- -	- -
I am interested in football and support a particular team	210 21%	124 20%	86 21%	35 24%	32 18%	57 24%	31 19%	19 17%	37 21%	72 24%	53 20%	35 15%	50 22%	48 18%	57 23%	57 21%	29 23%	19 18%	- -	210 100%	- -	- -	- -
I am quite interested in football and support a particular team	273 27%	112 18%	161 39%	31 21%	42 24%	59 24%	51 30%	41 35%	50 28%	74 25%	67 25%	76 34%	57 24%	78 29%	61 24%	75 27%	33 26%	26 25%	- -	- -	273 100%	- -	- -
I am very interested in football but don't support a particular team	48 5%	29 5%	20 5%	5 4%	9 5%	6 3%	10 6%	9 8%	8 5%	11 4%	11 4%	18 8%	8 4%	15 6%	14 6%	8 3%	6 5%	5 4%	- -	- -	- -	48 100%	- -
I am interested in football but don't support a particular team	94 9%	50 8%	44 11%	6 4%	12 7%	14 6%	18 10%	12 10%	32 18%	31 10%	23 9%	16 7%	23 10%	25 10%	24 10%	24 9%	13 10%	7 7%	- -	- -	- -	- -	94 100%

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FILTER: Interested in football

Table 2

**Q.2 Agreement with statements: In recent years the number of foreign players, managers, and owners in British football has increased.****Some people argue that this hinders the development of home-grown talent, while others argue that this has enriched British football:-****SUMMARY TABLE****Base: All respondents with some interest in football**

		There are too many foreign players in the British game	Increased foreign ownership of British clubs is good for British football	Clubs are forced to buy foreign players because domestic players are overpriced	The government should intervene to stop foreign businessmen from buying British football clubs	There is not enough domestic homegrown talent, which is why clubs look to buy players abroad
Unweighted base		1066	1066	1066	1066	1066
Weighted base		1023	1023	1023	1023	1023
NET: Agree		713 70%	204 20%	378 37%	372 36%	599 59%
Strongly agree	(+2)	296 29%	29 3%	108 11%	122 12%	200 20%
Somewhat agree	(+1)	417 41%	175 17%	271 26%	250 24%	400 39%
Neither agree nor disagree	(0)	178 17%	294 29%	264 26%	274 27%	145 14%
Somewhat disagree	(-1)	88 9%	289 28%	228 22%	188 18%	151 15%
Strongly disagree	(-2)	38 4%	217 21%	131 13%	172 17%	119 12%
NET: Disagree		125 12%	506 49%	359 35%	360 35%	271 26%
Don't know		6 1%	18 2%	21 2%	16 2%	8 1%
Mean		0.83	-0.49	*	-0.04	0.40
Standard deviation		1.06	1.10	1.21	1.27	1.28
Standard error		0.03	0.03	0.04	0.04	0.04

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 3

**Q.2 Agreement with statements: In recent years the number of foreign players, managers, and owners in British football has increased.****Some people argue that this hinders the development of home-grown talent, while others argue that this has enriched British football:-****There are too many foreign players in the British game****Base: All respondents with some interest in football**

	Sex		Age							Social Class				Region						Football interest				
																				Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	713 70%	442 72%	271 66%	96 67%	126 72%	159 66%	119 71%	77 65%	136 77%	202 68%	184 68%	162 72%	165 71%	174 65%	187 75%	181 66%	89 72%	82 77%		278 70%	153 73%	175 64%	35 73%	71 76%
Strongly agree	(+2) 296 29%	200 33%	96 23%	29 20%	34 19%	56 23%	54 32%	40 34%	84 47%	81 27%	76 28%	57 26%	82 35%	66 25%	86 34%	76 28%	46 37%	23 22%		104 26%	76 36%	72 26%	16 32%	29 30%
Somewhat agree	(+1) 417 41%	242 39%	175 43%	68 47%	92 53%	103 43%	65 39%	37 31%	53 30%	121 41%	108 40%	105 47%	84 36%	109 41%	101 40%	105 38%	44 35%	59 56%		175 44%	76 36%	104 38%	20 41%	43 46%
Neither agree nor disagree	(0) 178 17%	91 15%	87 21%	24 16%	30 17%	43 18%	30 18%	23 20%	28 16%	58 19%	42 16%	39 18%	39 17%	48 18%	31 12%	62 23%	19 15%	19 18%		57 14%	28 13%	70 26%	7 15%	16 17%
Somewhat disagree	(-1) 88 9%	60 10%	27 7%	18 13%	10 6%	28 12%	11 6%	14 11%	8 4%	25 8%	27 10%	17 8%	18 8%	27 10%	26 10%	19 7%	12 10%	4 4%		44 11%	22 10%	17 6%	3 7%	2 3%
Strongly disagree	(-2) 38 4%	19 3%	18 5%	5 3%	8 4%	9 4%	8 4%	4 4%	5 3%	12 4%	14 5%	5 2%	6 3%	15 6%	6 3%	12 4%	3 3%	1 1%		15 4%	8 4%	9 3%	3 5%	3 3%
NET: Disagree	125 12%	80 13%	46 11%	23 16%	17 10%	37 15%	18 11%	18 15%	13 7%	37 13%	41 15%	23 10%	24 10%	42 16%	32 13%	31 11%	15 12%	5 5%		59 15%	29 14%	25 9%	6 12%	6 6%
Don't know	6 1%	1 *	4 1%	1 *	1 1%	1 1%	1 1%	- -	1 1%	- -	1 *	- -	5 2%	4 1%	* *	2 1%	- -	- -		2 1%	1 *	2 1%	- -	1 1%
Mean	0.83	0.89	0.75	0.68	0.78	0.71	0.88	0.80	1.15	0.79	0.76	0.85	0.95	0.70	0.93	0.78	0.94	0.93		0.78	0.92	0.79	0.89	0.98
Standard deviation	1.06	1.07	1.04	1.04	0.97	1.06	1.07	1.14	1.02	1.06	1.13	0.97	1.04	1.12	1.06	1.06	1.08	0.81		1.08	1.11	1.01	1.11	0.95
Standard error	0.03	0.04	0.05	0.09	0.07	0.07	0.08	0.10	0.08	0.05	0.08	0.07	0.07	0.07	0.07	0.06	0.10	0.08		0.05	0.07	0.06	0.16	0.10

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 4

**Q.2 Agreement with statements: In recent years the number of foreign players, managers, and owners in British football has increased.****Some people argue that this hinders the development of home-grown talent, while others argue that this has enriched British football:-****Increased foreign ownership of British clubs is good for British football****Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	204 20%	135 22%	69 17%	35 24%	37 21%	57 24%	26 15%	24 20%	26 14%	53 18%	58 22%	51 23%	42 18%	59 22%	58 23%	59 22%	16 13%	12 12%		108 27%	37 18%	36 13%	11 23%	11 12%
Strongly agree	(+2) 29 3%	20 3%	9 2%	7 5%	3 2%	8 3%	6 3%	3 3%	3 2%	4 1%	10 4%	6 3%	9 4%	8 3%	6 2%	10 4%	2 2%	3 3%		16 4%	5 2%	4 2%	1 3%	2 2%
Somewhat agree	(+1) 175 17%	115 19%	60 15%	28 20%	34 20%	49 20%	20 12%	21 18%	23 13%	49 17%	48 18%	45 20%	34 14%	51 19%	52 21%	49 18%	14 11%	10 9%		92 23%	32 15%	32 12%	10 20%	9 10%
Neither agree nor disagree	(0) 294 29%	162 26%	132 32%	46 32%	56 32%	66 27%	49 29%	34 29%	43 24%	72 24%	76 28%	70 31%	76 33%	73 27%	69 27%	84 30%	28 22%	41 39%		102 26%	60 28%	89 33%	18 37%	25 27%
Somewhat disagree	(-1) 289 28%	165 27%	123 30%	44 31%	54 31%	62 26%	55 33%	27 23%	47 26%	93 31%	88 33%	55 25%	52 22%	84 31%	57 23%	68 25%	51 41%	29 28%		102 26%	59 28%	90 33%	8 16%	31 33%
Strongly disagree	(-2) 217 21%	145 24%	72 18%	18 12%	25 15%	47 20%	37 22%	32 27%	58 33%	75 25%	43 16%	44 20%	55 24%	42 16%	66 26%	62 23%	27 22%	20 19%		81 20%	51 24%	48 17%	12 24%	26 28%
NET: Disagree	506 49%	311 51%	195 48%	62 43%	80 46%	109 45%	92 54%	58 50%	106 59%	168 56%	132 49%	100 45%	107 46%	126 47%	123 49%	130 47%	78 63%	50 47%		184 46%	110 52%	137 50%	19 39%	56 60%
Don't know	18 2%	7 1%	11 3%	1 1%	2 1%	9 4%	2 1%	1 1%	3 2%	4 1%	3 1%	3 2%	8 3%	10 4%	2 1%	2 1%	2 1%	3 2%		4 1%	4 2%	10 4%	- -	1 1%
Mean	-0.49	-0.49	-0.48	-0.27	-0.38	-0.39	-0.58	-0.54	-0.78	-0.63	-0.40	-0.39	-0.49	-0.39	-0.50	-0.45	-0.72	-0.53		-0.36	-0.57	-0.55	-0.37	-0.74
Standard deviation	1.10	1.14	1.03	1.06	1.01	1.13	1.07	1.15	1.10	1.08	1.08	1.11	1.13	1.07	1.16	1.14	1.00	1.00		1.17	1.10	0.98	1.15	1.04
Standard error	0.03	0.05	0.05	0.09	0.08	0.07	0.08	0.10	0.09	0.05	0.07	0.09	0.07	0.06	0.08	0.06	0.09	0.10		0.06	0.07	0.06	0.17	0.10

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 5

**Q.2 Agreement with statements: In recent years the number of foreign players, managers, and owners in British football has increased.****Some people argue that this hinders the development of home-grown talent, while others argue that this has enriched British football:-****Clubs are forced to buy foreign players because domestic players are overpriced****Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	378 37%	256 42%	122 30%	61 43%	72 41%	103 43%	62 37%	32 27%	49 27%	110 37%	96 36%	84 38%	89 38%	121 45%	88 35%	94 34%	46 38%	29 27%		205 52%	75 35%	67 24%	13 27%	18 20%
Strongly agree	(+2) 108 11%	86 14%	22 5%	19 13%	20 12%	30 12%	14 8%	3 3%	21 12%	29 10%	30 11%	21 9%	28 12%	35 13%	31 12%	28 10%	10 8%	4 4%		71 18%	19 9%	13 5%	3 7%	1 1%
Somewhat agree	(+1) 271 26%	171 28%	100 25%	42 29%	51 29%	73 30%	48 29%	29 24%	28 16%	81 27%	66 24%	64 28%	61 26%	86 32%	57 23%	66 24%	36 29%	25 24%		134 34%	56 27%	54 20%	10 20%	17 18%
Neither agree nor disagree	(0) 264 26%	116 19%	148 36%	41 29%	50 28%	49 21%	45 27%	39 33%	39 22%	61 21%	75 28%	71 32%	57 25%	65 25%	69 27%	71 26%	34 27%	24 23%		65 16%	44 21%	95 35%	20 42%	39 42%
Somewhat disagree	(-1) 228 22%	143 23%	85 21%	30 21%	36 21%	61 25%	38 23%	25 21%	37 21%	77 26%	67 25%	41 18%	42 18%	48 18%	61 24%	73 27%	16 13%	30 28%		80 20%	55 26%	58 21%	12 24%	23 24%
Strongly disagree	(-2) 131 13%	91 15%	40 10%	8 5%	15 9%	23 10%	20 12%	20 17%	45 25%	47 16%	26 10%	24 11%	34 15%	20 8%	30 12%	35 13%	24 20%	22 21%		41 10%	36 17%	41 15%	2 5%	10 11%
NET: Disagree	359 35%	234 38%	125 31%	38 27%	52 30%	84 35%	59 35%	45 38%	82 46%	124 42%	93 35%	65 29%	77 33%	68 25%	91 36%	108 39%	40 33%	52 50%		122 31%	91 43%	99 36%	14 29%	33 35%
Don't know	21 2%	9 1%	13 3%	3 2%	2 1%	5 2%	2 1%	2 2%	8 4%	3 1%	4 2%	4 2%	10 4%	13 5%	4 2%	2 1%	3 2%	-		5 1%	1 *	12 4%	1 2%	3 3%
Mean	*	0.03	-0.06	0.24	0.14	0.11	-0.02	-0.25	-0.34	-0.11	0.03	0.07	0.03	0.27	-0.01	-0.08	-0.07	-0.40		0.29	-0.16	-0.23	*	-0.26
Standard deviation	1.21	1.30	1.05	1.11	1.15	1.21	1.16	1.10	1.36	1.25	1.17	1.13	1.26	1.15	1.21	1.20	1.26	1.17		1.27	1.25	1.10	0.97	0.94
Standard error	0.04	0.05	0.05	0.09	0.08	0.08	0.08	0.10	0.11	0.06	0.08	0.09	0.08	0.07	0.08	0.07	0.12	0.12		0.06	0.08	0.07	0.14	0.10

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football  
Table 6

**Q.2 Agreement with statements: In recent years the number of foreign players, managers, and owners in British football has increased.**

**Some people argue that this hinders the development of home-grown talent, while others argue that this has enriched British football:-**

**The government should intervene to stop foreign businessmen from buying British football clubs**

**Base: All respondents with some interest in football**

		Sex			Age						Social Class				Region					Football interest				
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team	
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base		1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base		1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
NET: Agree		372 36%	204 33%	168 41%	58 40%	59 34%	78 33%	66 39%	41 35%	71 40%	103 35%	85 32%	83 37%	102 44%	87 32%	102 41%	100 36%	50 41%	33 31%	148 37%	73 35%	88 32%	27 56%	37 39%
Strongly agree	(+2)	122 12%	63 10%	59 15%	12 8%	14 8%	17 7%	28 16%	18 15%	34 19%	31 10%	25 9%	27 12%	39 17%	31 12%	34 14%	33 12%	16 13%	8 7%	45 11%	25 12%	28 10%	8 17%	16 17%
Somewhat agree	(+1)	250 24%	141 23%	109 27%	46 32%	45 26%	61 25%	38 23%	23 20%	37 21%	72 24%	60 22%	56 25%	63 27%	56 21%	68 27%	67 24%	34 27%	25 24%	103 26%	48 23%	60 22%	19 39%	21 22%
Neither agree nor disagree	(0)	274 27%	151 25%	123 30%	31 22%	55 31%	72 30%	43 25%	35 29%	39 22%	78 26%	76 28%	63 28%	58 25%	74 28%	51 20%	85 31%	31 25%	33 31%	94 24%	57 27%	88 32%	10 21%	24 26%
Somewhat disagree	(-1)	188 18%	127 21%	61 15%	29 20%	42 24%	46 19%	35 21%	13 11%	24 14%	59 20%	63 23%	33 15%	33 14%	59 22%	44 17%	47 17%	16 13%	23 21%	83 21%	46 22%	39 14%	2 4%	17 18%
Strongly disagree	(-2)	172 17%	125 20%	47 11%	25 18%	15 9%	39 16%	24 14%	27 23%	41 23%	55 18%	44 16%	42 19%	31 13%	40 15%	50 20%	42 15%	23 19%	16 15%	64 16%	33 16%	52 19%	10 20%	14 15%
NET: Disagree		360 35%	252 41%	108 26%	54 38%	57 33%	85 35%	59 35%	40 34%	66 37%	114 38%	107 40%	75 33%	64 28%	99 37%	94 37%	89 32%	39 31%	39 37%	147 37%	80 38%	91 33%	11 24%	31 33%
Don't know		16 2%	7 1%	9 2%	1 1%	4 2%	5 2%	1 1%	2 2%	2 1%	2 1%	1 *	4 2%	9 4%	7 3%	3 1%	1 *	3 3%	1 1%	8 2%	1 *	5 2%	- -	2 2%
Mean		-0.04	-0.18	0.18	-0.07	*	-0.12	0.06	-0.07	-0.01	-0.12	-0.15	-0.03	0.20	-0.08	-0.03	0.01	0.04	-0.14	-0.04	-0.07	-0.10	0.29	0.10
Standard deviation		1.27	1.28	1.21	1.25	1.10	1.18	1.29	1.37	1.44	1.26	1.22	1.29	1.29	1.24	1.35	1.23	1.32	1.17	1.26	1.25	1.25	1.36	1.31
Standard error		0.04	0.05	0.06	0.11	0.08	0.08	0.09	0.12	0.11	0.06	0.08	0.10	0.08	0.07	0.09	0.07	0.12	0.12	0.06	0.08	0.08	0.20	0.13

## The Game Research

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Absolutes/col percents

FILTER: Interested in football  
Table 7

**Q.2 Agreement with statements: In recent years the number of foreign players, managers, and owners in British football has increased.**

**Some people argue that this hinders the development of home-grown talent, while others argue that this has enriched British football:-**

**There is not enough domestic homegrown talent, which is why clubs look to buy players abroad**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
																				Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	599 59%	357 58%	243 60%	102 71%	102 58%	141 59%	95 57%	61 52%	99 56%	183 62%	155 58%	126 56%	135 58%	167 62%	148 59%	157 57%	68 55%	61 57%		261 66%	132 63%	141 52%	16 33%	49 52%
Strongly agree	(+2) 200 20%	128 21%	72 18%	30 21%	34 19%	42 18%	36 22%	18 15%	40 22%	56 19%	51 19%	48 22%	44 19%	58 22%	52 21%	53 19%	17 14%	20 19%		87 22%	47 22%	47 17%	3 6%	16 17%
Somewhat agree	(+1) 400 39%	229 37%	171 42%	72 50%	68 39%	99 41%	59 35%	43 37%	59 33%	127 43%	104 39%	78 35%	91 39%	109 41%	96 38%	104 38%	51 41%	40 38%		175 44%	85 40%	94 35%	13 27%	33 35%
Neither agree nor disagree	(0) 145 14%	86 14%	59 14%	19 13%	33 19%	34 14%	23 14%	19 16%	17 10%	32 11%	37 14%	42 19%	34 15%	40 15%	35 14%	42 15%	15 12%	14 13%		41 10%	26 12%	50 18%	13 27%	15 16%
Somewhat disagree	(-1) 151 15%	89 15%	62 15%	15 11%	25 14%	38 16%	30 18%	21 18%	23 13%	54 18%	45 17%	21 10%	31 13%	34 13%	37 15%	42 15%	20 16%	18 17%		59 15%	26 13%	46 17%	5 10%	16 17%
Strongly disagree	(-2) 119 12%	79 13%	40 10%	7 5%	14 8%	27 11%	17 10%	17 15%	36 20%	27 9%	30 11%	33 15%	29 12%	24 9%	29 12%	33 12%	20 16%	14 13%		36 9%	24 12%	32 12%	14 28%	13 14%
NET: Disagree	271 26%	169 27%	102 25%	22 16%	39 22%	65 27%	48 28%	38 32%	59 33%	81 27%	75 28%	55 24%	60 26%	58 22%	67 26%	75 27%	40 32%	31 30%		95 24%	51 24%	78 29%	18 38%	28 30%
Don't know	8 1%	3 1%	4 1%	1 *	1 *	1 *	3 2%	- -	3 1%	1 *	1 *	1 1%	5 2%	3 1%	2 1%	1 *	1 1%	- -		1 *	1 1%	3 1%	1 2%	1 1%
Mean	0.40	0.39	0.43	0.71	0.47	0.38	0.40	0.20	0.25	0.44	0.38	0.39	0.40	0.54	0.42	0.37	0.20	0.34		0.55	0.50	0.29	-0.27	0.26
Standard deviation	1.28	1.31	1.23	1.07	1.19	1.26	1.30	1.31	1.47	1.24	1.28	1.33	1.29	1.22	1.29	1.29	1.32	1.32		1.24	1.29	1.27	1.32	1.32
Standard error	0.04	0.05	0.06	0.09	0.09	0.08	0.09	0.11	0.12	0.06	0.09	0.10	0.08	0.07	0.08	0.07	0.12	0.13		0.06	0.09	0.08	0.19	0.13

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 8

**Q.3 At the end of last season, West Ham United narrowly avoided relegation at the expense of Sheffield United. Sheffield United have subsequently appealed against a decision by the FA not to deduct points from West Ham United for their conduct during the transfers of Javier Mascherano and Carlos Tevez. Regardless of whether or not you think that the appeal by Sheffield United should be successful, do you think that the FA should have deducted points from West Ham United at the original hearing in May?**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Yes - they should have had points deducted	668 65%	435 71%	233 57%	95 66%	116 66%	156 65%	109 65%	74 63%	117 66%	205 69%	168 63%	158 71%	136 59%	151 56%	162 65%	207 75%	84 68%	64 61%	289 73%	158 75%	143 52%	30 62%	48 52%
No - they should not have had points deducted	203 20%	127 21%	75 18%	21 15%	30 17%	56 23%	35 21%	22 18%	38 22%	52 18%	58 22%	33 15%	60 26%	67 25%	46 18%	44 16%	23 19%	22 20%	81 20%	38 18%	49 18%	10 21%	25 27%
Don't know	152 15%	52 8%	100 24%	27 19%	29 16%	29 12%	24 14%	22 19%	22 12%	40 13%	42 16%	33 15%	37 16%	49 18%	43 17%	24 9%	16 13%	20 19%	28 7%	15 7%	81 30%	8 17%	20 21%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football  
Table 9

**Q.4 Steve McLaren has received criticism from fans and the media since taking over as England manager from Sven Goran Eriksson after the 2006 World Cup. While some people believe that this criticism is hasty and unfair, others have branded McLaren “the worst England manager ever” . Which of the following comes closest to your view on this matter?**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team			Don't support particular team	
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
Steve McLaren is the worst England manager ever	66 6%	46 7%	20 5%	19 13%	18 10%	10 4%	10 6%	3 3%	5 3%	10 3%	17 6%	21 9%	17 7%	15 6%	22 9%	17 6%	7 5%	5 5%		39 10%	8 4%	17 6%	-	2 2%
Steve McLaren is a poor England manger, but not the worst ever	466 46%	303 49%	163 40%	70 49%	71 41%	125 52%	69 41%	55 47%	76 43%	159 53%	122 46%	88 39%	97 42%	136 51%	120 48%	119 43%	53 43%	40 38%		223 56%	97 46%	96 35%	10 21%	39 42%
Steve McLaren is a decent manager, but not the greatest ever	401 39%	226 37%	175 43%	47 32%	72 41%	80 33%	73 43%	46 39%	84 47%	113 38%	111 41%	86 39%	90 39%	96 36%	88 35%	123 45%	59 48%	35 33%		122 31%	92 44%	117 43%	28 58%	42 45%
Steve McLaren is the greatest England manger ever	2 *	2 *	-	-	-	*	1 1%	-	-	-	1 1%	-	1 *	-	-	1 *	-	1 1%		*	1 *	-	-	1 1%
Don't know	87 9%	37 6%	50 12%	7 5%	14 8%	25 10%	15 9%	13 11%	13 7%	16 5%	16 6%	28 13%	28 12%	20 8%	22 9%	16 6%	5 4%	24 23%		13 3%	12 6%	42 16%	10 21%	10 11%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 10

**Q.5 Out of the players listed below, who would you most like to see playing in the English Premier Division or Scottish Premier League?****Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
David Beckham	394 39%	188 31%	206 50%	50 35%	69 40%	88 36%	70 42%	53 45%	63 36%	95 32%	110 41%	103 46%	86 37%	112 42%	112 45%	94 34%	50 40%	26 24%	112 28%	84 40%	122 45%	24 50%	52 56%
Ronaldinho	268 26%	161 26%	107 26%	49 34%	41 24%	63 26%	40 24%	25 21%	51 28%	82 28%	74 28%	57 25%	56 24%	70 26%	64 25%	65 23%	32 26%	38 36%	122 31%	52 25%	68 25%	11 22%	15 16%
Kaka	177 17%	138 23%	38 9%	21 15%	31 18%	51 21%	32 19%	18 15%	24 13%	60 20%	40 15%	40 18%	37 16%	33 12%	37 15%	68 25%	17 14%	22 21%	89 22%	38 18%	31 11%	9 18%	9 10%
Lionel Messi	60 6%	52 9%	8 2%	10 7%	13 7%	12 5%	11 6%	5 5%	10 6%	23 8%	18 7%	5 2%	14 6%	20 8%	10 4%	15 5%	8 6%	6 6%	48 12%	7 3%	3 1%	1 2%	1 2%
Samuel Eto'o	41 4%	27 4%	15 4%	5 3%	12 7%	10 4%	5 3%	5 5%	4 2%	15 5%	10 4%	10 5%	6 3%	16 6%	9 4%	9 3%	5 4%	2 2%	17 4%	16 8%	7 3%	2 3%	- -
Don't know	82 8%	47 8%	35 9%	9 6%	8 5%	17 7%	11 6%	11 10%	26 15%	24 8%	16 6%	8 4%	34 15%	15 5%	19 8%	25 9%	12 10%	12 11%	9 2%	13 6%	42 15%	2 5%	16 17%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 11

**Q.6 Agreement: There is currently a debate about the role of technology in football. In other sports such as Tennis and Cricket new technology plays a vital role in key decision-making, however at present technology is not used in any aspect of decision making in football:-**

**SUMMARY TABLE****Base: All respondents with some interest in football**

		Hawk-eye goal-line technology should be introduced to determine whether the ball has crossed the line for a goal	Controversial or close offside decisions should be resolved using video-replays	Where a referee is unsure, video-replays should be used to determine whether a penalty should be awarded
Unweighted base		1066	1066	1066
Weighted base		1023	1023	1023
NET: Agree		921 90%	754 74%	858 84%
Strongly agree	(+2)	642 63%	426 42%	553 54%
Somewhat agree	(+1)	279 27%	328 32%	305 30%
Neither agree nor disagree	(0)	37 4%	87 8%	45 4%
Somewhat disagree	(-1)	31 3%	87 9%	54 5%
Strongly disagree	(-2)	30 3%	90 9%	61 6%
NET: Disagree		60 6%	177 17%	115 11%
Don't know		4 *	4 *	4 *
Mean		1.45	0.90	1.21
Standard deviation		0.92	1.28	1.14
Standard error		0.03	0.04	0.04

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 12

**Q.6 Agreement: There is currently a debate about the role of technology in football. In other sports such as Tennis and Cricket new technology plays a vital role in key decision-making, however at present technology is not used in any aspect of decision making in football:-**

**Hawk-eye goal-line technology should be introduced to determine whether the ball has crossed the line for a goal**

**Base: All respondents with some interest in football**

		Sex		Age						Social Class				Region					Football interest					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team	
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100	
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94	
NET: Agree	921 90%	557 91%	364 89%	131 92%	158 90%	215 90%	151 90%	105 89%	160 90%	275 93%	240 89%	208 93%	198 85%	241 90%	225 90%	250 91%	115 93%	90 85%	369 93%	195 93%	231 85%	46 95%	81 86%	
Strongly agree	(+2)	642 63%	408 66%	234 57%	91 63%	110 63%	145 60%	103 61%	73 62%	119 67%	199 67%	161 60%	137 61%	145 62%	167 63%	159 63%	173 63%	77 63%	65 62%	283 71%	137 65%	140 51%	30 62%	51 55%
Somewhat agree	(+1)	279 27%	149 24%	130 32%	41 28%	48 28%	70 29%	47 28%	31 27%	41 23%	76 26%	78 29%	71 32%	54 23%	74 28%	66 26%	77 28%	37 30%	25 24%	85 21%	58 27%	91 33%	16 33%	29 31%
Neither agree nor disagree	(0)	37 4%	21 3%	16 4%	6 4%	6 4%	6 2%	7 4%	5 4%	7 4%	7 2%	8 3%	7 3%	15 6%	9 3%	8 3%	14 5%	2 2%	4 4%	12 3%	6 3%	12 4%	2 5%	6 6%
Somewhat disagree	(-1)	31 3%	15 2%	16 4%	2 1%	5 3%	16 7%	3 2%	2 2%	2 1%	9 3%	12 5%	4 2%	6 3%	6 2%	10 4%	6 2%	3 2%	6 5%	8 2%	5 3%	14 5%	- -	3 4%
Strongly disagree	(-2)	30 3%	19 3%	10 2%	3 2%	5 3%	3 1%	7 4%	5 4%	8 5%	5 2%	8 3%	6 2%	11 5%	9 4%	7 3%	3 1%	4 3%	6 6%	7 2%	5 2%	15 6%	- -	2 2%
NET: Disagree		60 6%	34 6%	26 6%	5 4%	10 6%	19 8%	9 6%	7 6%	11 6%	15 5%	20 7%	9 4%	17 7%	16 6%	17 7%	9 3%	7 6%	12 11%	16 4%	10 5%	29 11%	- -	6 6%
Don't know		4 *	2 *	2 *	1 *	1 *	1 *	1 1%	1 1%	- *	1 *	1 *	- -	3 1%	1 *	1 *	2 1%	- -	- -	1 *	- -	1 *	- -	2 2%
Mean	1.45	1.49	1.38	1.50	1.46	1.41	1.42	1.43	1.47	1.53	1.39	1.48	1.37	1.44	1.44	1.50	1.47	1.30	1.59	1.51	1.20	1.57	1.35	
Standard deviation	0.92	0.92	0.92	0.82	0.91	0.91	0.95	0.96	0.98	0.83	0.96	0.84	1.05	0.94	0.95	0.79	0.90	1.13	0.81	0.85	1.11	0.59	0.93	
Standard error	0.03	0.04	0.04	0.07	0.07	0.06	0.07	0.08	0.08	0.04	0.06	0.06	0.07	0.06	0.06	0.04	0.08	0.11	0.04	0.06	0.07	0.09	0.09	

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 13

**Q.6 Agreement: There is currently a debate about the role of technology in football. In other sports such as Tennis and Cricket new technology plays a vital role in key decision-making, however at present technology is not used in any aspect of decision making in football:-**  
**Controversial or close offside decisions should be resolved using video-replays**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	754 74%	412 67%	343 84%	103 72%	128 73%	189 79%	125 74%	82 70%	127 72%	214 72%	188 70%	177 79%	175 75%	202 76%	185 74%	193 70%	95 77%	79 75%		256 65%	162 77%	220 81%	42 87%	73 78%
Strongly agree	(+2) 42%	228 37%	198 49%	59 41%	75 43%	87 36%	80 47%	49 41%	77 43%	109 37%	102 38%	107 48%	108 46%	112 42%	105 42%	114 41%	59 48%	37 35%		152 38%	89 42%	115 42%	24 50%	45 48%
Somewhat agree	(+1) 32%	183 30%	145 35%	44 30%	54 31%	102 42%	45 27%	33 28%	50 28%	105 35%	86 32%	70 31%	67 29%	90 34%	81 32%	79 29%	36 30%	42 40%		104 26%	73 35%	105 38%	18 37%	28 30%
Neither agree nor disagree	(0) 8%	58 10%	28 7%	12 9%	15 9%	18 7%	14 9%	11 10%	16 9%	25 8%	20 7%	18 8%	24 10%	20 8%	22 9%	30 11%	7 5%	8 7%		43 11%	12 6%	19 7%	3 6%	10 10%
Somewhat disagree	(-1) 9%	69 11%	18 4%	10 7%	18 10%	20 8%	12 7%	11 9%	17 10%	31 10%	33 12%	12 5%	11 5%	21 8%	16 7%	32 11%	11 9%	7 7%		46 12%	25 12%	11 4%	- -	6 6%
Strongly disagree	(-2) 9%	73 12%	17 4%	18 12%	13 8%	13 5%	15 9%	13 11%	18 10%	28 9%	26 10%	16 7%	20 9%	23 9%	27 11%	19 7%	11 9%	10 10%		50 13%	11 5%	21 8%	3 7%	3 3%
NET: Disagree	177 17%	142 23%	35 9%	28 19%	31 18%	33 14%	27 16%	24 20%	35 20%	59 20%	59 22%	28 13%	31 13%	44 17%	43 17%	51 18%	21 17%	17 16%		96 24%	36 17%	32 12%	3 7%	9 10%
Don't know	4 *	2 *	2 *	1 *	- -	1 *	2 1%	1 1%	- -	- -	1 *	1 *	3 1%	1 *	* *	2 1%	- -	1 1%		2 *	- -	1 *	- -	2 2%
Mean	0.90	0.69	1.20	0.82	0.90	0.96	0.98	0.80	0.85	0.79	0.76	1.08	1.01	0.93	0.88	0.86	0.99	0.85		0.66	0.97	1.04	1.23	1.15
Standard deviation	1.28	1.38	1.03	1.37	1.27	1.12	1.29	1.36	1.34	1.29	1.34	1.19	1.25	1.26	1.31	1.27	1.29	1.25		1.41	1.20	1.17	1.08	1.08
Standard error	0.04	0.06	0.05	0.12	0.09	0.07	0.09	0.12	0.11	0.06	0.09	0.09	0.08	0.08	0.08	0.07	0.12	0.13		0.07	0.08	0.07	0.16	0.11

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 14

**Q.6 Agreement: There is currently a debate about the role of technology in football. In other sports such as Tennis and Cricket new technology plays a vital role in key decision-making, however at present technology is not used in any aspect of decision making in football:-**

**Where a referee is unsure, video-replays should be used to determine whether a penalty should be awarded**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	858 84%	491 80%	367 90%	114 79%	144 82%	206 85%	144 85%	97 83%	154 86%	250 84%	211 79%	201 90%	196 84%	227 85%	205 81%	227 82%	107 87%	93 88%		316 80%	184 88%	236 86%	45 94%	76 82%
Strongly agree	(+2) 553 54%	309 50%	244 60%	74 51%	96 55%	125 52%	89 53%	66 57%	103 58%	146 49%	130 49%	147 65%	130 56%	152 57%	129 51%	151 55%	68 55%	54 51%		201 51%	127 60%	142 52%	32 66%	50 53%
Somewhat agree	(+1) 305 30%	182 30%	122 30%	40 28%	48 27%	81 34%	55 33%	30 26%	51 29%	104 35%	81 30%	54 24%	66 28%	75 28%	76 30%	75 27%	40 32%	39 37%		115 29%	57 27%	93 34%	13 27%	26 28%
Neither agree nor disagree	(0) 45 4%	32 5%	13 3%	7 5%	5 3%	16 7%	6 3%	4 3%	8 5%	13 4%	12 4%	5 2%	16 7%	9 3%	15 6%	14 5%	2 2%	4 4%		16 4%	9 4%	12 4%	2 4%	7 8%
Somewhat disagree	(-1) 54 5%	38 6%	16 4%	11 7%	14 8%	11 5%	5 3%	4 4%	9 5%	18 6%	22 8%	7 3%	7 3%	9 3%	11 4%	22 8%	8 7%	4 3%		29 7%	8 4%	12 4%	- -	5 5%
Strongly disagree	(-2) 61 6%	52 8%	9 2%	11 8%	12 7%	7 3%	12 7%	12 10%	7 4%	16 5%	23 9%	11 5%	12 5%	21 8%	20 8%	10 4%	6 5%	5 5%		36 9%	9 4%	12 4%	1 3%	4 4%
NET: Disagree	115 11%	90 15%	25 6%	22 15%	26 15%	18 8%	17 10%	16 14%	16 9%	34 11%	45 17%	18 8%	18 8%	30 11%	31 12%	32 12%	14 11%	9 8%		65 16%	17 8%	24 9%	1 3%	9 9%
Don't know	4 *	1 *	2 1%	1 *	- -	1 *	2 1%	1 1%	- -	* *	1 *	- -	3 1%	1 *	* *	2 1%	- -	- -		1 *	- -	1 *	- -	2 2%
Mean	1.21	1.07	1.42	1.08	1.16	1.27	1.22	1.16	1.32	1.16	1.02	1.42	1.29	1.23	1.13	1.23	1.26	1.26		1.05	1.36	1.26	1.55	1.24
Standard deviation	1.14	1.25	0.91	1.26	1.22	0.99	1.14	1.29	1.04	1.11	1.28	1.03	1.06	1.18	1.20	1.11	1.09	1.03		1.28	1.03	1.04	0.80	1.08
Standard error	0.04	0.05	0.04	0.11	0.09	0.06	0.08	0.11	0.08	0.05	0.09	0.08	0.07	0.07	0.08	0.06	0.10	0.10		0.06	0.07	0.06	0.12	0.11

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 15

**Q.7 Certain players in the Premier League are particularly disliked by opposition fans, usually because of their behaviour or perceived attitude. Of the following players, who do you like the least?**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team			Don't support particular team	
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
Christiano Ronaldo	245 24%	128 21%	117 29%	52 36%	57 32%	54 22%	35 21%	24 20%	24 14%	70 23%	67 25%	52 23%	56 24%	54 20%	68 27%	75 27%	38 31%	10 9%		70 18%	60 29%	73 27%	16 33%	25 27%
El-Hadji Diouf	159 16%	109 18%	50 12%	19 13%	16 9%	47 19%	34 20%	12 10%	32 18%	41 14%	47 18%	34 15%	36 16%	49 18%	35 14%	37 13%	18 14%	20 19%		86 22%	33 16%	25 9%	8 16%	6 7%
Craig Bellamy	107 10%	79 13%	27 7%	13 9%	21 12%	21 9%	14 8%	17 15%	21 12%	37 12%	24 9%	25 11%	21 9%	23 9%	27 11%	32 12%	7 5%	17 16%		53 13%	15 7%	27 10%	6 13%	5 5%
Joey Barton	106 10%	79 13%	26 6%	10 7%	16 9%	19 8%	24 14%	11 9%	27 15%	36 12%	23 9%	25 11%	21 9%	28 11%	17 7%	35 13%	19 15%	8 7%		51 13%	29 14%	15 6%	3 6%	7 7%
Robbie Savage	96 9%	66 11%	29 7%	12 8%	22 13%	28 12%	11 6%	9 8%	13 8%	29 10%	24 9%	17 8%	25 11%	17 6%	24 10%	32 11%	11 9%	11 11%		42 11%	28 13%	18 7%	2 4%	6 6%
Frank Lampard	65 6%	24 4%	41 10%	10 7%	12 7%	21 9%	10 6%	5 5%	8 4%	15 5%	20 8%	14 6%	16 7%	22 8%	8 3%	18 6%	9 7%	9 9%		33 8%	13 6%	15 6%	1 1%	3 4%
Jens Lehmann	39 4%	28 5%	10 3%	10 7%	4 2%	11 5%	7 4%	5 4%	1 1%	11 4%	13 5%	5 2%	10 4%	10 4%	16 6%	9 3%	3 2%	1 1%		29 7%	5 2%	- -	2 4%	3 3%
Don't know/None of them	207 20%	100 16%	107 26%	18 12%	29 16%	41 17%	34 20%	34 29%	53 30%	59 20%	49 18%	50 22%	50 21%	63 24%	56 22%	39 14%	20 16%	30 28%		32 8%	27 13%	99 36%	11 23%	38 41%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 16

**Q.8 Footballer's wives and girlfriends, or WAGs as they are sometimes known, have received increased press attention in recent years. In your opinion, which of the following footballer's partners is the most attractive?**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
Cheryl Tweedy (wife of Ashley Cole)	212 21%	128 21%	84 21%	43 30%	40 23%	51 21%	29 17%	23 20%	25 14%	56 19%	61 23%	46 20%	49 21%	59 22%	45 18%	59 21%	27 22%	23 22%		83 21%	40 19%	51 19%	18 38%	19 21%
Melanie Slade (girlfriend of Theo Walcott)	190 19%	104 17%	86 21%	25 17%	38 22%	47 19%	38 23%	16 14%	25 14%	57 19%	48 18%	32 14%	53 23%	55 20%	49 19%	46 17%	24 20%	16 16%		74 19%	40 19%	54 20%	4 9%	17 18%
Gemma Atkinson (girlfriend of Cristiano Ronaldo)	181 18%	121 20%	61 15%	30 21%	36 21%	53 22%	26 16%	13 11%	23 13%	64 21%	43 16%	38 17%	37 16%	36 14%	49 20%	44 16%	26 21%	26 24%		74 19%	45 21%	42 15%	8 16%	13 14%
Alex Curran (wife of Steven Gerrard)	153 15%	96 16%	57 14%	14 10%	14 8%	23 10%	29 17%	26 22%	47 27%	37 12%	50 18%	31 14%	35 15%	28 11%	44 18%	44 16%	13 11%	23 22%		59 15%	27 13%	42 15%	4 7%	21 23%
Abigail Clancy (girlfriend of Peter Crouch)	87 8%	57 9%	30 7%	5 4%	17 10%	17 7%	11 6%	14 12%	23 13%	23 8%	24 9%	16 7%	24 10%	33 13%	17 7%	24 9%	10 8%	2 2%		25 6%	20 10%	22 8%	6 11%	14 15%
Victoria Beckham (wife of David Beckham)	68 7%	23 4%	44 11%	20 14%	11 6%	16 7%	10 6%	6 5%	5 3%	16 5%	18 7%	25 11%	9 4%	19 7%	26 10%	14 5%	5 4%	4 4%		25 6%	14 7%	22 8%	3 5%	4 4%
Colleen McLoughlin (girlfriend of Wayne Rooney)	67 7%	37 6%	30 7%	5 3%	7 4%	17 7%	10 6%	13 11%	15 9%	19 6%	13 5%	19 8%	17 7%	13 5%	10 4%	30 11%	9 7%	6 6%		21 5%	18 8%	23 9%	1 1%	4 4%
Noemie Lenoir (wife of Claude Makelele)	65 6%	50 8%	15 4%	1 1%	12 7%	16 7%	14 8%	7 6%	15 8%	26 9%	13 5%	16 7%	10 4%	24 9%	12 5%	15 5%	10 8%	5 4%		36 9%	7 3%	16 6%	5 11%	1 1%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 17

**Q.9 Agreement with statements: Lord Stevens' inquiry into corruption in football found no evidence of irregular payments to players or club officials, but it highlighted potential problems with 17 transfers:-**

#### SUMMARY TABLE

**Base: All respondents with some interest in football**

		The FA is not properly equipped to regulate transfer dealings and should be replaced by an independent body set up by the government	Backhand deals have always happened and there's not much that any regulatory authority can do about them	The information unearthed in Lord Stevens' inquiry casts so much doubt on the current state of British football that there should be a complete overhaul of the current governing bodies	The Football authorities do a good job in regulating the game and there is no need for a new body to regulate football
Unweighted base		1066	1066	1066	1066
Weighted base		1023	1023	1023	1023
NET: Agree		507 50%	413 40%	650 64%	221 22%
Strongly agree	(+2)	123 12%	77 7%	228 22%	28 3%
Somewhat agree	(+1)	383 37%	336 33%	422 41%	192 19%
Neither agree nor disagree	(0)	280 27%	202 20%	245 24%	275 27%
Somewhat disagree	(-1)	144 14%	219 21%	79 8%	340 33%
Strongly disagree	(-2)	62 6%	162 16%	21 2%	159 16%
NET: Disagree		206 20%	382 37%	99 10%	498 49%
Don't know		30 3%	26 3%	28 3%	29 3%
Mean		0.36	-0.05	0.76	-0.41
Standard deviation		1.07	1.23	0.96	1.06
Standard error		0.03	0.04	0.03	0.03

Prepared by Populus



## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 18

**Q.9 Agreement with statements: Lord Stevens' inquiry into corruption in football found no evidence of irregular payments to players or club officials, but it highlighted potential problems with 17 transfers:-**

**The FA is not properly equipped to regulate transfer dealings and should be replaced by an independent body set up by the government**

**Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	507 50%	338 55%	168 41%	67 47%	81 46%	114 47%	90 54%	55 47%	100 56%	155 52%	138 51%	110 49%	103 44%	118 44%	141 56%	143 52%	65 53%	40 38%		205 52%	117 55%	112 41%	27 55%	47 50%
Strongly agree	(+2) 123 12%	94 15%	30 7%	10 7%	17 10%	21 9%	19 11%	14 12%	42 24%	38 13%	22 8%	30 13%	33 14%	25 9%	39 16%	37 13%	17 14%	5 5%		61 15%	25 12%	22 8%	7 14%	8 9%
Somewhat agree	(+1) 383 37%	244 40%	139 34%	57 40%	64 37%	93 39%	71 42%	41 35%	58 32%	117 39%	116 43%	80 36%	70 30%	93 35%	102 41%	106 38%	48 39%	34 32%		143 36%	91 43%	90 33%	20 41%	38 41%
Neither agree nor disagree	(0) 280 27%	124 20%	156 38%	40 28%	56 32%	73 30%	45 27%	31 26%	34 19%	64 22%	74 28%	75 34%	66 28%	85 32%	53 21%	76 28%	28 22%	38 36%		91 23%	44 21%	103 38%	13 27%	28 30%
Somewhat disagree	(-1) 144 14%	95 15%	49 12%	20 14%	28 16%	32 13%	18 11%	19 16%	28 16%	48 16%	37 14%	25 11%	34 14%	37 14%	36 14%	31 11%	24 19%	16 15%		65 16%	30 14%	31 11%	6 12%	12 13%
Strongly disagree	(-2) 62 6%	46 7%	16 4%	8 6%	3 2%	16 7%	11 7%	11 9%	13 7%	23 8%	13 5%	10 4%	17 7%	15 6%	18 7%	18 6%	4 3%	8 7%		28 7%	13 6%	16 6%	2 4%	3 3%
NET: Disagree	206 20%	141 23%	65 16%	28 20%	31 18%	48 20%	29 17%	29 25%	40 23%	71 24%	50 19%	35 15%	50 22%	53 20%	54 21%	48 18%	28 23%	24 23%		94 24%	42 20%	47 17%	8 16%	15 17%
Don't know	30 3%	12 2%	19 5%	8 6%	7 4%	6 3%	3 2%	3 2%	3 2%	7 2%	6 2%	4 2%	13 6%	12 5%	4 1%	8 3%	2 2%	4 4%		8 2%	7 4%	10 4%	1 2%	4 4%
Mean	0.36	0.41	0.30	0.30	0.38	0.31	0.41	0.25	0.51	0.34	0.37	0.44	0.32	0.29	0.44	0.43	0.42	0.13		0.37	0.43	0.27	0.50	0.40
Standard deviation	1.07	1.15	0.93	1.02	0.94	1.04	1.05	1.15	1.22	1.14	0.99	1.01	1.13	1.03	1.13	1.07	1.06	1.00		1.15	1.08	0.99	1.02	0.96
Standard error	0.03	0.05	0.05	0.09	0.07	0.07	0.08	0.10	0.10	0.06	0.07	0.08	0.07	0.06	0.07	0.06	0.10	0.10		0.06	0.07	0.06	0.15	0.10

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 19

**Q.9 Agreement with statements: Lord Stevens' inquiry into corruption in football found no evidence of irregular payments to players or club officials, but it highlighted potential problems with 17 transfers:-****Backhand deals have always happened and there's not much that any regulatory authority can do about them****Base: All respondents with some interest in football**

	Sex			Age						Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	413 40%	267 44%	145 36%	57 40%	84 48%	98 41%	65 39%	49 42%	60 34%	129 44%	97 36%	100 45%	87 37%	111 41%	97 38%	112 41%	56 45%	38 36%		176 44%	83 40%	102 37%	20 41%	31 34%
Strongly agree	(+2) 7%	77 9%	56 5%	13 9%	11 6%	12 5%	15 9%	6 5%	20 11%	22 7%	16 6%	18 8%	21 9%	17 6%	20 8%	27 10%	9 7%	4 4%		32 8%	16 8%	16 6%	5 11%	7 8%
Somewhat agree	(+1) 33%	336 34%	211 31%	44 30%	73 42%	86 36%	50 30%	43 37%	40 23%	107 36%	81 30%	82 37%	66 28%	94 35%	77 31%	85 31%	47 38%	34 32%		144 36%	67 32%	86 32%	14 30%	24 26%
Neither agree nor disagree	(0) 20%	202 17%	107 23%	30 21%	50 29%	48 20%	31 19%	16 14%	26 15%	46 15%	49 18%	48 21%	59 25%	43 16%	50 20%	64 23%	20 16%	25 23%		71 18%	37 17%	66 24%	6 13%	22 24%
Somewhat disagree	(-1) 21%	219 21%	123 20%	97 24%	37 26%	25 14%	57 24%	41 21%	25 20%	67 23%	70 26%	39 17%	44 19%	60 23%	50 20%	58 21%	25 20%	26 25%		78 20%	57 27%	59 22%	10 21%	15 16%
Strongly disagree	(-2) 16%	162 18%	111 13%	9 6%	12 7%	33 14%	29 17%	26 22%	54 31%	48 16%	47 18%	33 15%	34 15%	41 16%	45 18%	38 14%	22 18%	16 16%		65 16%	30 14%	35 13%	9 19%	22 24%
NET: Disagree		382 37%	233 38%	148 36%	46 32%	36 21%	90 37%	69 41%	51 43%	115 39%	117 44%	71 32%	78 34%	102 38%	95 38%	96 35%	46 37%	43 41%		143 36%	87 41%	94 34%	19 40%	38 40%
Don't know		26 3%	7 1%	19 5%	11 8%	5 3%	5 2%	3 2%	1 1%	7 2%	6 2%	5 2%	9 4%	11 4%	10 4%	3 1%	1 1%	1 1%		6 2%	3 2%	11 4%	3 6%	3 3%
Mean	-0.05	-0.03	-0.09	0.12	0.27	-0.06	-0.11	-0.19	-0.36	-0.04	-0.20	0.06	-0.02	-0.06	-0.10	0.02	-0.03	-0.17	*	-0.09	-0.04	-0.08	-0.08	-0.23
Standard deviation	1.23	1.29	1.14	1.13	1.02	1.17	1.26	1.29	1.41	1.25	1.22	1.22	1.21	1.23	1.26	1.22	1.26	1.15		1.25	1.22	1.16	1.37	1.30
Standard error	0.04	0.05	0.06	0.10	0.08	0.08	0.09	0.11	0.11	0.06	0.08	0.09	0.08	0.07	0.08	0.07	0.12	0.12		0.06	0.08	0.07	0.21	0.13

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 20

**Q.9 Agreement with statements: Lord Stevens' inquiry into corruption in football found no evidence of irregular payments to players or club****officials, but it highlighted potential problems with 17 transfers:-****The information unearthed in Lord Stevens' inquiry casts so much doubt on the current state of British football that there should be a complete overhaul ...****Base: All respondents with some interest in football**

	Sex		Age							Social Class				Region						Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Support particular team		Don't support particular team		
																				Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	650 64%	422 69%	228 56%	58 41%	92 52%	150 62%	123 73%	85 72%	143 81%	208 70%	167 62%	129 58%	145 62%	150 56%	156 62%	186 67%	89 73%	68 64%		257 65%	144 68%	153 56%	33 69%	63 68%
Strongly agree	(+2) 228 22%	173 28%	56 14%	9 6%	20 12%	43 18%	44 26%	33 28%	79 44%	68 23%	43 16%	56 25%	62 27%	58 22%	52 21%	65 24%	29 23%	25 23%		99 25%	47 22%	48 18%	8 16%	27 29%
Somewhat agree	(+1) 422 41%	249 41%	173 42%	49 34%	71 41%	106 44%	79 47%	52 44%	65 36%	141 47%	124 46%	73 33%	83 36%	92 34%	105 42%	121 44%	61 49%	43 41%		157 40%	97 46%	105 38%	26 53%	37 39%
Neither agree nor disagree	(0) 245 24%	118 19%	127 31%	52 36%	53 31%	70 29%	30 18%	19 16%	20 11%	49 17%	71 26%	67 30%	57 25%	75 28%	59 23%	68 25%	17 14%	26 25%		89 22%	40 19%	86 32%	9 18%	21 22%
Somewhat disagree	(-1) 79 8%	52 8%	27 7%	21 15%	18 10%	13 5%	8 5%	10 9%	9 5%	30 10%	22 8%	14 6%	12 5%	22 8%	23 9%	15 6%	11 9%	7 6%		36 9%	14 7%	19 7%	4 8%	6 6%
Strongly disagree	(-2) 21 2%	18 3%	3 1%	5 3%	4 2%	3 1%	5 3%	2 2%	3 1%	3 1%	1 *	6 3%	10 4%	8 3%	5 2%	3 1%	3 3%	2 2%		10 2%	7 3%	2 1%	1 3%	1 1%
NET: Disagree	99 10%	69 11%	30 7%	26 18%	22 12%	15 6%	13 8%	12 10%	12 7%	34 11%	23 9%	20 9%	23 10%	30 11%	28 11%	18 7%	14 12%	9 9%		46 12%	21 10%	21 8%	5 11%	6 7%
Don't know	28 3%	6 1%	23 6%	8 5%	8 5%	5 2%	3 2%	2 2%	3 1%	6 2%	6 2%	8 4%	8 3%	12 4%	8 3%	4 1%	2 2%	2 2%		5 1%	6 3%	12 5%	1 3%	3 4%
Mean	0.76	0.83	0.65	0.27	0.52	0.75	0.90	0.90	1.19	0.82	0.71	0.74	0.77	0.67	0.72	0.85	0.83	0.78		0.77	0.80	0.68	0.73	0.92
Standard deviation	0.96	1.02	0.84	0.93	0.92	0.86	0.95	0.97	0.94	0.95	0.86	1.00	1.06	1.02	0.97	0.89	0.98	0.96		1.01	0.98	0.88	0.94	0.92
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.07	0.08	0.07	0.05	0.06	0.08	0.07	0.06	0.06	0.05	0.09	0.10		0.05	0.07	0.05	0.14	0.09

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 21

**Q.9 Agreement with statements: Lord Stevens' inquiry into corruption in football found no evidence of irregular payments to players or club officials, but it highlighted potential problems with 17 transfers:-****The Football authorities do a good job in regulating the game and there is no need for a new body to regulate football****Base: All respondents with some interest in football**

	Sex		Age							Social Class				Region						Football interest				
																				Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101		416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106		397	210	273	48	94
NET: Agree	221 22%	119 19%	101 25%	50 35%	52 30%	50 21%	23 14%	21 18%	24 14%	60 20%	49 18%	54 24%	57 24%	53 20%	59 24%	47 17%	29 23%	32 31%		92 23%	38 18%	66 24%	12 25%	13 14%
Strongly agree	(+2) 28 3%	19 3%	9 2%	9 6%	6 3%	3 1%	4 2%	5 5%	1 1%	4 1%	8 3%	6 3%	10 4%	11 4%	9 4%	4 1%	4 3%	1 1%		15 4%	5 2%	5 2%	2 3%	2 2%
Somewhat agree	(+1) 192 19%	100 16%	92 23%	41 29%	46 26%	47 20%	19 11%	16 14%	23 13%	57 19%	41 15%	48 21%	47 20%	42 16%	50 20%	43 16%	25 20%	31 30%		77 19%	32 15%	61 22%	10 22%	12 12%
Neither agree nor disagree	(0) 275 27%	150 24%	124 30%	44 30%	57 33%	65 27%	49 29%	21 18%	38 22%	69 23%	73 27%	63 28%	69 30%	77 29%	66 26%	76 28%	30 25%	24 23%		94 24%	57 27%	88 32%	12 25%	22 24%
Somewhat disagree	(-1) 340 33%	201 33%	138 34%	40 28%	42 24%	82 34%	67 40%	45 38%	64 36%	107 36%	106 40%	65 29%	62 27%	90 34%	72 29%	101 37%	46 38%	30 29%		141 35%	71 34%	70 26%	13 28%	45 48%
Strongly disagree	(-2) 159 16%	131 21%	28 7%	5 3%	19 11%	37 15%	28 16%	25 21%	46 26%	55 18%	36 13%	33 15%	36 15%	36 14%	43 17%	46 17%	18 15%	15 15%		66 17%	38 18%	39 14%	6 12%	10 11%
NET: Disagree	498 49%	332 54%	166 41%	45 32%	61 35%	119 49%	94 56%	69 59%	110 62%	161 54%	142 53%	98 44%	98 42%	126 47%	116 46%	147 53%	64 52%	46 43%		207 52%	108 52%	108 40%	19 40%	56 59%
Don't know	29 3%	13 2%	16 4%	5 3%	5 3%	7 3%	2 1%	6 5%	5 3%	6 2%	4 2%	10 4%	9 4%	11 4%	10 4%	5 2%	- -	3 3%		4 1%	7 3%	11 4%	5 11%	2 3%
Mean	-0.41	-0.54	-0.21	0.06	-0.13	-0.44	-0.57	-0.60	-0.76	-0.52	-0.45	-0.33	-0.30	-0.38	-0.37	-0.52	-0.41	-0.27		-0.42	-0.51	-0.29	-0.26	-0.56
Standard deviation	1.06	1.10	0.96	0.99	1.04	1.02	0.98	1.13	1.02	1.05	1.01	1.08	1.10	1.05	1.12	1.00	1.06	1.09		1.10	1.05	1.04	1.10	0.92
Standard error	0.03	0.04	0.05	0.09	0.08	0.07	0.07	0.10	0.08	0.05	0.07	0.08	0.07	0.06	0.07	0.06	0.10	0.11		0.05	0.07	0.06	0.16	0.09

**The Game Research**  
**Fieldwork : July 20th-22nd/27th-30th 2007**

Absolutes/col percents

FILTER: Interested in football

Table 22

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Yes	662	401	261	103	118	140	97	81	123	220	186	151	105	188	160	179	82	53	270	139	163	32	58
	65%	65%	64%	72%	68%	58%	58%	69%	69%	74%	69%	67%	45%	71%	64%	65%	66%	50%	68%	66%	60%	66%	62%
No	361	214	147	41	56	101	71	37	55	78	83	73	128	79	92	97	41	52	127	72	110	17	36
	35%	35%	36%	28%	32%	42%	42%	31%	31%	26%	31%	33%	55%	29%	36%	35%	34%	50%	32%	34%	40%	34%	38%

**The Game Research**  
**Fieldwork : July 20th-22nd/27th-30th 2007**

Absolutes/col percents

FILTER: Interested in football

Table 23

**Marital Status****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Single	248 24%	145 24%	103 25%	101 70%	47 27%	58 24%	25 15%	7 6%	11 6%	66 22%	74 28%	36 16%	72 31%	81 30%	60 24%	63 23%	27 22%	16 15%	109 27%	64 30%	62 23%	4 9%	9 10%
Married	670 66%	418 68%	252 62%	40 28%	121 69%	164 68%	120 71%	92 78%	134 76%	211 71%	169 63%	170 76%	120 52%	157 59%	169 67%	181 66%	86 69%	78 74%	261 66%	126 60%	178 65%	36 75%	70 75%
Living with partner	101 10%	49 8%	52 13%	2 1%	7 4%	18 7%	23 14%	19 16%	33 18%	20 7%	24 9%	18 8%	39 17%	28 11%	20 8%	31 11%	11 9%	11 10%	27 7%	21 10%	32 12%	8 16%	14 15%
Widowed/ Separated/ Divorced	4 *	2 *	2 *	1 1%	- -	1 1%	1 1%	- -	- -	1 *	1 1%	- -	2 1%	1 *	2 1%	- -	- -	1 1%	1 *	- -	2 1%	- -	1 1%

# The Game Research

## Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 24

**Tenure****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team	
																			Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Owned outright (without mortgage)	287 28%	199 32%	88 22%	23 16%	15 8%	31 13%	41 24%	45 39%	132 74%	102 34%	79 30%	57 26%	49 21%	74 28%	56 22%	82 30%	40 32%	36 34%	99 25%	54 26%	85 31%	8 17%	42 45%
Owned with a mortgage or loan	408 40%	250 41%	157 39%	57 39%	87 50%	128 53%	72 43%	44 38%	19 11%	153 52%	115 43%	90 40%	49 21%	95 36%	114 46%	107 39%	52 42%	40 38%	169 43%	95 45%	94 34%	20 42%	29 31%
Rented from Council	154 15%	78 13%	76 19%	27 19%	33 19%	37 15%	21 12%	19 16%	17 9%	9 3%	29 11%	38 17%	78 33%	43 16%	41 17%	46 17%	12 10%	11 11%	63 16%	30 14%	45 17%	8 16%	8 9%
Rented from housing association	52 5%	24 4%	28 7%	8 5%	11 6%	14 6%	9 6%	3 3%	6 4%	3 1%	9 4%	12 5%	28 12%	13 5%	14 6%	11 4%	3 3%	10 10%	22 6%	10 5%	14 5%	3 6%	2 3%
Rented from someone else	107 10%	56 9%	51 13%	20 14%	25 14%	29 12%	23 14%	6 5%	4 2%	25 9%	32 12%	24 11%	25 11%	41 15%	18 7%	25 9%	14 12%	9 8%	38 9%	18 8%	33 12%	8 17%	10 11%
Rent free	15 1%	7 1%	8 2%	8 6%	4 2%	1 *	2 1%	* *	- -	4 1%	3 1%	3 2%	4 2%	1 1%	7 3%	5 2%	2 2%	- -	7 2%	4 2%	2 1%	1 2%	1 1%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 25

**Thinking of grocery shopping which, if any, of the following applies to you?****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team	
																			Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
I am the main grocery shopper in the household	546 53%	241 39%	305 75%	49 34%	105 60%	145 60%	108 64%	58 49%	81 46%	142 48%	151 56%	113 51%	139 60%	152 57%	127 50%	155 56%	59 48%	54 51%	193 49%	122 58%	154 56%	23 48%	54 57%
I regularly do the main grocery shop	300 29%	208 34%	92 23%	40 28%	58 33%	66 28%	43 26%	39 33%	54 30%	103 35%	69 26%	85 38%	44 19%	72 27%	84 33%	73 26%	44 36%	28 26%	119 30%	53 25%	80 29%	23 48%	25 27%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	204 20%	154 25%	50 12%	39 27%	32 18%	41 17%	22 13%	27 23%	41 23%	71 24%	42 16%	53 24%	38 16%	48 18%	57 23%	50 18%	26 21%	23 22%	78 20%	52 25%	52 19%	8 16%	13 14%
I do not do grocery shopping	70 7%	59 10%	11 3%	26 18%	7 4%	10 4%	7 4%	8 7%	12 7%	18 6%	22 8%	14 6%	17 7%	21 8%	16 6%	19 7%	10 8%	5 5%	38 9%	9 4%	15 5%	3 5%	6 6%
Refused	4 *	3 1%	1 *	2 1%	- -	- -	* *	1 1%	1 1%	- -	1 1%	- -	3 1%	2 1%	2 1%	* *	- -	- -	2 *	1 *	1 *	- -	- -

**The Game Research**  
**Fieldwork : July 20th-22nd/27th-30th 2007**

Absolutes/col percents

FILTER: Interested in football

Table 26

**How many cars are there in your household?****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team			Don't support particular team	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
None	209	120	89	30	40	59	34	11	34	36	41	42	90	61	48	56	16	28	75	42	66	10	15
	20%	20%	22%	21%	23%	25%	20%	10%	19%	12%	15%	19%	39%	23%	19%	20%	13%	26%	19%	20%	24%	21%	16%
1	409	258	151	32	64	94	66	57	96	117	108	82	102	100	98	115	51	45	156	82	114	13	44
	40%	42%	37%	22%	37%	39%	39%	49%	54%	39%	40%	37%	44%	37%	39%	42%	41%	43%	39%	39%	42%	27%	47%
2	309	182	127	41	63	79	52	35	39	105	95	75	35	83	73	80	46	27	122	70	72	19	25
	30%	30%	31%	29%	36%	33%	31%	29%	22%	35%	35%	33%	15%	31%	29%	29%	37%	25%	31%	33%	26%	40%	27%
3+	95	54	41	40	7	8	16	15	8	40	24	25	6	23	32	24	10	6	44	16	21	6	9
	9%	9%	10%	28%	4%	3%	10%	12%	5%	14%	9%	11%	3%	9%	13%	9%	8%	5%	11%	8%	8%	12%	10%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 27

**Which of the following best describes your current working status?****Base: All respondents**

	Sex			Age							Social Class				Region					Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team		
																			Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested	
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100	
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94	
Working full time (30+ hrs a week)	531 52%	364 59%	167 41%	69 48%	126 72%	166 69%	113 67%	48 41%	10 5%	176 59%	166 62%	124 56%	66 28%	147 55%	132 52%	141 51%	50 41%	62 58%	239 60%	108 51%	117 43%	30 62%	37 39%	
Working part time (8-29 hrs a week)	119 12%	37 6%	82 20%	19 13%	18 10%	31 13%	17 10%	15 13%	19 11%	27 9%	32 12%	31 14%	30 13%	36 13%	29 12%	29 10%	18 15%	7 7%	33 8%	21 10%	46 17%	5 11%	13 14%	
Not working but seeking work or temporarily unemployed/sick	39 4%	23 4%	16 4%	9 6%	3 2%	10 4%	12 7%	5 4%	- -	2 1%	5 2%	6 3%	25 11%	12 4%	8 3%	13 5%	3 3%	3 3%	13 3%	9 4%	12 4%	* 1%	4 4%	
Not working/Not seeking work	30 3%	16 3%	13 3%	1 1%	2 1%	9 4%	9 5%	8 7%	- -	2 1%	- -	9 4%	19 8%	6 2%	7 3%	12 4%	1 1%	4 4%	13 3%	4 2%	10 4%	- -	3 3%	
Retired on state pension ONLY	46 4%	30 5%	16 4%	- -	- -	- -	1 *	7 6%	38 22%	1 *	1 *	1 *	42 18%	7 3%	13 5%	12 4%	4 3%	9 8%	13 3%	14 7%	13 5%	1 3%	5 5%	
Retired with a private pension	143 14%	116 19%	27 7%	- -	- -	1 *	4 3%	27 23%	111 62%	69 23%	36 14%	27 12%	11 5%	31 12%	31 13%	36 13%	30 24%	14 13%	46 12%	23 11%	41 15%	9 19%	24 25%	
Student	44 4%	20 3%	23 6%	38 26%	3 2%	3 1%	- -	- -	- -	8 3%	18 7%	7 3%	11 5%	9 3%	17 7%	8 3%	8 6%	1 1%	16 4%	16 8%	8 3%	* 1%	3 3%	
House person/Housewife/Househusband	72 7%	7 1%	65 16%	8 5%	22 13%	21 9%	13 8%	8 7%	- -	13 4%	11 4%	19 9%	29 13%	19 7%	13 5%	24 9%	9 7%	6 6%	24 6%	15 7%	25 9%	2 4%	6 7%	

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 28

**Do you have any children aged 18 or under?****Base: All respondents**

	Total	Sex		Age						Social Class				Region						Football interest				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team		
																			Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested	
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100	
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94	
No	640 63%	416 68%	224 55%	115 80%	75 43%	82 34%	97 57%	100 85%	171 96%	194 65%	179 67%	112 50%	154 66%	165 62%	165 66%	167 61%	79 64%	63 60%	247 62%	133 63%	166 61%	27 56%	67 71%	
NET: Yes	382 37%	198 32%	184 45%	28 20%	100 57%	158 66%	72 43%	17 15%	7 4%	103 35%	89 33%	112 50%	78 34%	102 38%	86 34%	108 39%	44 36%	42 40%	150 38%	77 37%	107 39%	21 44%	27 29%	
Yes: Aged under 5	161 16%	82 13%	80 20%	24 17%	75 43%	51 21%	10 6%	- -	1 1%	42 14%	40 15%	48 22%	32 14%	45 17%	30 12%	47 17%	20 16%	19 18%	72 18%	34 16%	33 12%	11 23%	11 11%	
Yes: Aged 5-10	158 15%	76 12%	82 20%	9 6%	39 23%	76 32%	28 17%	4 3%	1 1%	41 14%	28 10%	54 24%	35 15%	34 13%	43 17%	41 15%	28 22%	12 12%	53 13%	35 16%	48 18%	8 16%	13 14%	
Yes: Aged 11-15	139 14%	76 12%	62 15%	1 1%	16 9%	74 31%	38 23%	7 6%	2 1%	37 12%	29 11%	46 20%	28 12%	30 11%	32 13%	38 14%	15 12%	24 23%	59 15%	27 13%	32 12%	13 27%	8 8%	
Yes: Aged 16-18	82 8%	47 8%	35 9%	- -	3 2%	38 16%	28 16%	8 7%	5 3%	21 7%	21 8%	21 9%	18 8%	27 10%	16 6%	24 9%	10 8%	5 5%	27 7%	18 9%	29 11%	5 10%	4 4%	
Refused	* *	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	

**The Game Research**  
**Fieldwork : July 20th-22nd/27th-30th 2007**

Absolutes/col percents

FILTER: Interested in football

Table 29

**What was your age on your last birthday?****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
18-24	144 14%	61 10%	82 20%	144 100%	-	-	-	-	-	31 10%	51 19%	29 13%	33 14%	36 13%	46 18%	34 12%	17 14%	10 9%	67 17%	35 16%	31 11%	5 11%	6 6%
25-34	175 17%	93 15%	82 20%	-	175 100%	-	-	-	-	59 20%	49 18%	42 19%	25 11%	53 20%	40 16%	44 16%	19 16%	19 18%	80 20%	32 15%	42 15%	9 19%	12 13%
35-44	241 24%	144 24%	96 24%	-	-	241 100%	-	-	-	61 21%	60 22%	69 31%	51 22%	58 22%	51 20%	76 28%	25 21%	31 29%	105 26%	57 27%	59 22%	6 12%	14 15%
45-54	168 16%	91 15%	77 19%	-	-	-	168 100%	-	-	45 15%	51 19%	27 12%	46 20%	42 16%	39 16%	50 18%	19 15%	19 18%	58 15%	31 15%	51 19%	10 21%	18 19%
55-64	118 11%	83 13%	35 9%	-	-	-	-	118 100%	-	39 13%	14 5%	35 16%	30 13%	34 13%	37 15%	29 10%	13 10%	5 5%	36 9%	19 9%	41 15%	9 19%	12 13%
65+	178 17%	142 23%	36 9%	-	-	-	-	-	178 100%	62 21%	43 16%	23 10%	49 21%	44 16%	39 15%	43 16%	30 24%	22 20%	51 13%	37 17%	50 18%	8 18%	32 34%

**The Game Research**  
**Fieldwork : July 20th-22nd/27th-30th 2007**

Absolutes/col percents

FILTER: Interested in football

Table 30

**Gender****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Male	614	614	-	61	93	144	91	83	142	200	161	126	127	145	155	163	85	66	299	124	112	29	50
	60%	100%	-	43%	53%	60%	54%	70%	80%	67%	60%	56%	55%	54%	62%	59%	69%	62%	75%	59%	41%	60%	53%
Female	408	-	408	82	82	96	77	35	36	97	107	98	106	122	96	112	38	40	98	86	161	20	44
	40%	-	100%	57%	47%	40%	46%	30%	20%	33%	40%	44%	45%	46%	38%	41%	31%	38%	25%	41%	59%	40%	47%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 31

**Which of the following ITV regions do you live in?****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team	
																			Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Anglia	60 6%	37 6%	24 6%	13 9%	8 5%	11 5%	8 5%	6 5%	15 8%	18 6%	20 7%	6 3%	16 7%	1 *	59 24%	-	-	-	27 7%	14 7%	9 3%	2 3%	9 9%
Border	16 2%	8 1%	9 2%	2 2%	3 2%	5 2%	3 2%	3 3%	-	6 2%	3 1%	2 1%	5 2%	-	-	11 4%	-	6 6%	5 1%	* *	5 2%	* 1%	5 6%
Central	178 17%	103 17%	74 18%	35 24%	32 18%	40 17%	30 18%	21 18%	20 11%	51 17%	42 16%	45 20%	39 17%	13 5%	155 62%	2 1%	8 6%	* *	61 15%	38 18%	49 18%	17 35%	13 14%
Grampian	39 4%	25 4%	14 3%	1 1%	7 4%	13 6%	10 6%	3 2%	5 3%	11 4%	12 4%	5 2%	11 5%	-	-	-	-	39 37%	19 5%	7 4%	6 2%	1 2%	5 6%
Granada	128 13%	64 10%	64 16%	18 13%	24 14%	27 11%	28 17%	12 10%	19 11%	35 12%	34 13%	27 12%	33 14%	-	4 1%	124 45%	1 1%	-	59 15%	22 11%	38 14%	4 8%	6 6%
London (Carlton/LWT)	177 17%	87 14%	90 22%	24 17%	31 18%	33 14%	34 20%	27 23%	28 16%	54 18%	53 20%	31 14%	39 17%	160 60%	15 6%	1 *	1 1%	-	68 17%	37 18%	49 18%	6 12%	17 18%
Meridian	101 10%	66 11%	36 9%	13 9%	23 13%	26 11%	8 5%	10 9%	21 12%	29 10%	28 10%	26 12%	18 8%	93 35%	1 *	-	7 6%	-	33 8%	19 9%	30 11%	8 16%	12 13%
Scottish (STV)	60 6%	39 6%	21 5%	7 5%	10 6%	17 7%	8 5%	2 2%	15 9%	14 5%	13 5%	17 8%	16 7%	-	-	-	-	60 57%	28 7%	12 6%	17 6%	2 5%	1 1%
Tyne Tees	55 5%	39 6%	16 4%	7 5%	8 4%	17 7%	7 4%	2 2%	13 8%	18 6%	12 4%	6 3%	19 8%	-	-	53 19%	-	1 1%	22 6%	11 5%	15 6%	5 9%	2 2%
Wales (HTV)	52 5%	36 6%	16 4%	10 7%	8 4%	12 5%	7 4%	2 2%	14 8%	12 4%	10 4%	19 8%	11 5%	-	-	1 *	51 41%	-	23 6%	12 6%	13 5%	-	4 4%
West (HTV)	31 3%	25 4%	6 1%	-	6 3%	4 2%	5 3%	5 4%	11 6%	13 4%	8 3%	5 2%	4 2%	-	*	2 1%	28 23%	-	10 2%	8 4%	8 3%	2 5%	2 2%
Westcountry	27 3%	14 2%	12 3%	6 4%	3 2%	7 3%	4 2%	4 3%	4 2%	9 3%	7 3%	7 3%	3 1%	-	-	-	27 22%	-	9 2%	6 3%	8 3%	1 1%	4 4%

Prepared by Populus



**The Game Research**  
**Fieldwork : July 20th-22nd/27th-30th 2007**

Absolutes/col percents

FILTER: Interested in football

Table 31

**Which of the following ITV regions do you live in?****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Yorkshire	99	72	28	7	14	29	16	21	13	29	26	25	19	-	17	82	-	-	35	24	25	1	14
	10%	12%	7%	5%	8%	12%	9%	18%	7%	10%	10%	11%	8%	-	7%	30%	-	-	9%	12%	9%	3%	15%

**The Game Research**  
**Fieldwork : July 20th-22nd/27th-30th 2007**

Absolutes/col percents

FILTER: Interested in football

Table 32

**Social class****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
																			Support particular team		Don't support particular team		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
AB	297	200	97	31	59	61	45	39	62	297	-	-	-	79	71	82	38	27	110	72	74	11	31
	29%	33%	24%	22%	34%	25%	27%	33%	35%	100%	-	-	-	30%	28%	30%	30%	26%	28%	34%	27%	22%	33%
C1	268	161	107	51	49	60	51	14	43	-	268	-	-	79	63	70	31	26	115	53	67	11	23
	26%	26%	26%	36%	28%	25%	30%	12%	24%	-	100%	-	-	29%	25%	25%	25%	25%	29%	25%	25%	22%	24%
C2	224	126	98	29	42	69	27	35	23	-	-	224	-	53	58	55	35	23	79	35	76	18	16
	22%	20%	24%	20%	24%	28%	16%	30%	13%	-	-	100%	-	20%	23%	20%	29%	22%	20%	16%	28%	38%	17%
DE	233	127	106	33	25	51	46	30	49	-	-	-	233	56	58	69	20	29	94	50	57	8	23
	23%	21%	26%	23%	14%	21%	27%	25%	28%	-	-	-	100%	21%	23%	25%	16%	28%	24%	24%	21%	17%	25%

## The Game Research

### Fieldwork : July 20th-22nd/27th-30th 2007

Absolutes/col percents

FILTER: Interested in football

Table 33

**Regions****Base: All respondents**

	Sex			Age						Social Class				Region					Football interest				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Support particular team			Don't support particular team	
																			Very inter-ested	Inter-ested	Quite inter-ested	Very inter-ested	Inter-ested
Unweighted base	1066	632	434	139	186	250	194	136	161	415	224	168	259	284	240	325	116	101	416	228	274	48	100
Weighted base	1023	614	408	144	175	241	168	118	178	297	268	224	233	267	251	276	123	106	397	210	273	48	94
Scotland	106 10%	66 11%	40 10%	10 7%	19 11%	31 13%	19 11%	5 5%	22 12%	27 9%	26 10%	23 10%	29 13%	-	-	-	-	106 100%	48 12%	19 9%	26 10%	5 10%	7 8%
North East	49 5%	33 5%	16 4%	7 5%	8 4%	17 7%	6 4%	2 2%	9 5%	15 5%	12 4%	6 3%	16 7%	-	-	49 18%	-	-	22 5%	7 3%	15 6%	3 7%	1 2%
North West	139 14%	68 11%	71 17%	20 14%	22 13%	33 14%	30 18%	14 12%	20 11%	39 13%	37 14%	30 13%	33 14%	-	-	139 51%	-	-	60 15%	24 11%	43 16%	4 7%	10 10%
Yorkshire & Humberside	87 9%	62 10%	26 6%	7 5%	14 8%	27 11%	13 8%	13 11%	14 8%	27 9%	21 8%	19 9%	20 9%	-	-	87 32%	-	-	31 8%	26 12%	16 6%	1 3%	13 13%
West Midlands	91 9%	55 9%	37 9%	18 12%	14 8%	13 5%	16 9%	16 14%	15 9%	26 9%	20 8%	25 11%	20 9%	-	91 36%	-	-	-	34 9%	15 7%	23 8%	11 23%	9 9%
Wales	54 5%	37 6%	17 4%	11 8%	8 4%	13 5%	7 4%	3 2%	13 7%	13 4%	11 4%	19 8%	12 5%	-	-	-	54 44%	-	24 6%	12 6%	14 5%	1 1%	4 4%
Eastern	79 8%	51 8%	28 7%	14 10%	9 5%	18 7%	14 9%	10 8%	14 8%	25 8%	27 10%	13 6%	15 6%	-	79 32%	-	-	-	35 9%	19 9%	14 5%	2 3%	9 9%
London	131 13%	65 11%	66 16%	21 14%	26 15%	27 11%	29 17%	12 10%	18 10%	39 13%	37 14%	26 12%	29 13%	131 49%	-	-	-	-	51 13%	25 12%	36 13%	8 16%	12 13%
South East	136 13%	80 13%	56 14%	15 11%	27 15%	31 13%	13 8%	22 19%	26 15%	41 14%	42 15%	27 12%	27 12%	136 51%	-	-	-	-	49 12%	23 11%	43 16%	8 16%	14 14%
South West	69 7%	48 8%	21 5%	6 4%	11 7%	12 5%	12 7%	10 8%	17 10%	25 8%	20 7%	17 7%	8 3%	-	-	-	69 56%	-	20 5%	17 8%	18 7%	5 11%	9 9%
East Midlands	80 8%	50 8%	31 8%	15 10%	17 10%	20 8%	9 5%	10 9%	9 5%	20 7%	16 6%	20 9%	24 10%	-	80 32%	-	-	-	25 6%	23 11%	23 9%	2 4%	7 8%