



BBC SPORT – YOUNG FOOTBALL FANS RESEARCH AUTUMN 2017

Methodology: ComRes surveyed 1,000 adults in Britain aged 18–24 online between 27th October and 6th November 2017. Respondents were surveyed to be national representative of 18–24 year olds by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

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Q1. Thinking about an average year, how often, if at all, do you go to a football match in person?

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
At least once a week	112	72	40	11	27	25	41	8	41	55	9	77	34	112	-	-
	11%	16%	7%	14%	10%	12%	10%	16%	10%	14%	6%	10%	14%	43%	-	-
		b								j				no		
2-3 times a month	151	67	84	19	49	31	47	5	50	83	15	117	34	151	-	-
	15%	15%	16%	23%	19%	14%	12%	10%	12%	21%	9%	16%	14%	57%	-	-
				f	f					hj				no		
5-10 times a season	142	69	73	15	30	31	59	7	53	67	20	111	31	-	142	-
	14%	15%	14%	19%	12%	14%	15%	14%	12%	17%	12%	15%	13%	-	25%	-
															mo	
2-4 times a season	188	89	99	14	45	39	79	11	75	67	42	146	40	-	188	-
	19%	19%	18%	17%	17%	18%	20%	22%	18%	17%	26%	20%	16%	-	33%	-
										hi					mo	
Less often than twice a season	248	101	147	16	58	56	109	9	117	85	46	190	56	-	248	-
	25%	22%	27%	20%	22%	26%	27%	18%	28%	22%	29%	26%	23%	-	43%	-
									i						mo	
Never	159	63	96	6	49	32	62	10	89	37	29	102	52	-	-	159
	16%	14%	18%	7%	19%	15%	16%	20%	21%	9%	18%	14%	21%	-	-	100%
				c				c	i		i	k			mn	

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q2. In which of the following ways, if any, do you access news about football?

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Social media, e.g. Twitter or Facebook	735	316	419	59	194	150	294	38	310	299	115	557	170	167	451	117
	74%	69%	78%	73%	75%	70%	74%	76%	73%	76%	71%	75%	69%	63%	78%	74%
		a												m	m	
Sport app/mobile site	588	302	286	50	148	127	236	27	250	239	92	448	133	161	357	70
	59%	66%	53%	62%	57%	59%	59%	54%	59%	61%	57%	60%	54%	61%	62%	44%
		b												o	o	
Via a TV results service (e.g. Final Score or Soccer Saturday)	531	248	283	48	134	107	212	30	225	219	77	400	123	138	318	75
	53%	54%	53%	59%	52%	50%	53%	60%	53%	56%	48%	54%	50%	52%	55%	47%
Via a website on my PC/laptop	477	250	227	40	109	101	199	28	182	201	88	348	123	129	278	70
	48%	54%	42%	49%	42%	47%	50%	56%	43%	51%	55%	47%	50%	49%	48%	44%
		b					d			h	h					
I rely on push alerts on my phone for football news	259	134	125	17	62	66	102	12	96	108	49	180	78	76	154	29
	26%	29%	23%	21%	24%	31%	26%	24%	23%	27%	30%	24%	32%	29%	27%	18%
		b								h			k	o	o	
Print newspapers	243	127	116	22	54	43	112	12	98	100	39	180	59	80	136	27
	24%	28%	22%	27%	21%	20%	28%	24%	23%	25%	24%	24%	24%	30%	24%	17%
		b					de							no		
None of the above	9	3	6	-	1	4	3	1	5	3	1	7	2	3	4	2
	1%	1%	1%	-	*	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q3_SUM. To what extent, if at all, do you agree or disagree that each of the following are obstacles to you attending more football matches?

SUMMARY TABLE

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree	Mean
The cost of tickets for football matches	1000	417	398	120	39	26	815	159	3.22
	100%	42%	40%	12%	4%	3%	82%	16%	
The cost of travel to football matches	1000	241	413	244	75	27	654	319	2.84
	100%	24%	41%	24%	8%	3%	65%	32%	
Tickets to football matches sell out too fast	1000	282	425	193	55	45	707	248	2.98
	100%	28%	43%	19%	6%	5%	71%	25%	
The time it takes to get to football matches	1000	176	418	260	96	50	594	356	2.71
	100%	18%	42%	26%	10%	5%	59%	36%	

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Q3_1. To what extent, if at all, do you agree or disagree that each of the following are obstacles to you attending more football matches?

The cost of tickets for football matches

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000 100%	461 100%	539 100%	81 100%	258 100%	214 100%	397 100%	50 100%	425 100%	394 100%	161 100%	743 100%	247 100%	263 100%	578 100%	159 100%
Strongly agree (4)	417 42%	188 41%	229 42%	28 35%	117 45%	85 40%	164 41%	23 46%	173 41%	168 43%	69 43%	308 41%	106 43%	88 33%	245 42%	84 53%
Tend to agree (3)	398 40%	181 39%	217 40%	36 44%	90 35%	91 43%	159 40%	22 44%	170 40%	156 40%	68 42%	300 40%	93 38%	108 41%	243 42%	47 30%
Tend to disagree (2)	120 12%	53 11%	67 12%	11 14%	39 15%	19 9%	46 12%	5 10%	57 13%	44 11%	15 9%	91 12%	29 12%	47 18%	62 11%	11 7%
Strongly disagree (1)	39 4%	29 6%	10 2%	3 4%	5 2%	13 6%	18 5%	- -	12 3%	19 5%	6 4%	26 3%	12 5%	12 5%	21 4%	6 4%
Don't know	26 3%	10 2%	16 3%	3 4%	7 3%	6 3%	10 3%	- -	13 3%	7 2%	3 2%	18 2%	7 3%	8 3%	7 1%	11 7%
NETS																
Net: Agree	815 82%	369 80%	446 83%	64 79%	207 80%	176 82%	323 81%	45 90%	343 81%	324 82%	137 85%	608 82%	199 81%	196 75%	488 84%	131 82%
Net: Disagree	159 16%	82 18%	77 14%	14 17%	44 17%	32 15%	64 16%	5 10%	69 16%	63 16%	21 13%	117 16%	41 17%	59 22%	83 14%	17 11%
Mean score	3.22	3.17	3.27	3.14	3.27	3.19	3.21	3.36	3.22	3.22	3.27	3.23	3.22	3.07	3.25	3.41
Standard deviation	.81	.87	.75	.80	.79	.85	.83	.66	.79	.83	.79	.80	.85	.85	.79	.80
Standard error	.03	.04	.03	.09	.05	.06	.04	.09	.04	.04	.06	.03	.05	.05	.03	.07

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q3_2. To what extent, if at all, do you agree or disagree that each of the following are obstacles to you attending more football matches?

The cost of travel to football matches

Base: All respondents

	GENDER			REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE		
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 241	108	133	17	55	57	99	13	110	89	38	176	64	73	120	48
	24%	23%	25%	21%	21%	27%	25%	26%	26%	23%	24%	24%	26%	28% n	21%	30% n
Tend to agree	(3) 413	186	227	37	117	77	157	25	169	170	67	321	86	105	253	55
	41%	40%	42%	46%	45% e	36%	40%	50%	40%	43%	42%	43% l	35%	40%	44% o	35%
Tend to disagree	(2) 244	111	133	19	61	52	102	10	103	101	38	173	68	63	147	34
	24%	24%	25%	23%	24%	24%	26%	20%	24%	26%	24%	23%	28%	24%	25%	21%
Strongly disagree	(1) 75	42	33	5	17	23	28	2	28	30	14	55	20	17	51	7
	8%	9%	6%	6%	7%	11%	7%	4%	7%	8%	9%	7%	8%	6%	9%	4%
Don't know	27	14	13	3	8	5	11	-	15	4	4	18	9	5	7	15
	3%	3%	2%	4%	3%	2%	3%	-	4% i	1%	2%	2%	4%	2%	1%	9% mn
NETS																
Net: Agree	654	294	360	54	172	134	256	38	279	259	105	497	150	178	373	103
	65%	64%	67%	67%	67%	63%	64%	76%	66%	66%	65%	67%	61%	68%	65%	65%
Net: Disagree	319	153	166	24	78	75	130	12	131	131	52	228	88	80	198	41
	32%	33%	31%	30%	30%	35%	33%	24%	31%	33%	32%	31%	36%	30%	34% o	26%
Mean score	2.84	2.81	2.87	2.85	2.84	2.80	2.85	2.98	2.88	2.82	2.82	2.85	2.82	2.91 n	2.77	3.00 n
Standard deviation	.88	.91	.86	.84	.84	.96	.89	.80	.88	.87	.90	.87	.93	.89 n	.88	.88
Standard error	.03	.04	.04	.09	.05	.07	.05	.11	.04	.04	.07	.03	.06	.06	.04	.07

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q3_3. To what extent, if at all, do you agree or disagree that each of the following are obstacles to you attending more football matches?

Tickets to football matches sell out too fast

Base: All respondents

	GENDER			REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE		
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Total	1000 100%	461 100%	539 100%	81 100%	258 100%	214 100%	397 100%	50 100%	425 100%	394 100%	161 100%	743 100%	247 100%	263 100%	578 100%	159 100%
Strongly agree (4)	282 28%	129 28%	153 28%	21 26%	63 24%	58 27%	124 31%	16 32%	117 28%	117 30%	37 23%	185 25%	95 38% k	81 31%	165 29%	36 23%
Tend to agree (3)	425 43%	176 38%	249 46% a	38 47%	114 44%	90 42%	161 41%	22 44%	184 43%	168 43%	69 43%	314 42%	106 43%	108 41%	247 43%	70 44%
Tend to disagree (2)	193 19%	107 23% b	86 16%	16 20%	45 17%	48 22%	75 19%	9 18%	82 19%	69 18%	40 25% i	162 22% l	29 12%	51 19%	119 21%	23 14%
Strongly disagree (1)	55 6%	30 7%	25 5%	4 5%	19 7%	11 5%	19 5%	2 4%	21 5%	24 6%	10 6%	45 6%	10 4%	19 7%	31 5%	5 3%
Don't know	45 5%	19 4%	26 5%	2 2%	17 7%	7 3%	18 5%	1 2%	21 5%	16 4%	5 3%	37 5%	7 3%	4 2%	16 3%	25 16% mn
NETS																
Net: Agree	707 71%	305 66%	402 75% a	59 73%	177 69%	148 69%	285 72%	38 76%	301 71%	285 72%	106 66%	499 67%	201 81% k	189 72%	412 71%	106 67%
Net: Disagree	248 25%	137 30% b	111 21%	20 25%	64 25%	59 28%	94 24%	11 22%	103 24%	93 24%	50 31%	207 28% l	39 16%	70 27% o	150 26% o	28 18%
Mean score	2.98	2.91	3.03 a	2.96	2.92	2.94	3.03	3.06	2.98	3.00	2.85	2.91	3.19 k	2.97	2.97	3.02
Standard deviation	.85	.89	.81	.82	.87	.85	.85	.83	.84	.86	.86	.86	.81	.90	.85	.77
Standard error	.03	.04	.04	.09	.06	.06	.04	.12	.04	.04	.07	.03	.05	.06	.04	.07

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q3_4. To what extent, if at all, do you agree or disagree that each of the following are obstacles to you attending more football matches?

The time it takes to get to football matches

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	176	86	90	15	34	44	77	6	61	82	26	119	56	50	96	30
	18%	19%	17%	19%	13%	21%	19%	12%	14%	21%	16%	16%	23%	19%	17%	19%
						d	d			h			k			
Tend to agree (3)	418	188	230	30	120	84	161	23	202	155	56	320	96	124	241	53
	42%	41%	43%	37%	47%	39%	41%	46%	48%	39%	35%	43%	39%	47%	42%	33%
									ij					o		
Tend to disagree (2)	260	122	138	27	74	48	95	16	97	105	54	194	60	53	166	41
	26%	26%	26%	33%	29%	22%	24%	32%	23%	27%	34%	26%	24%	20%	29%	26%
											h				m	
Strongly disagree (1)	96	50	46	4	22	25	42	3	41	37	18	77	19	23	60	13
	10%	11%	9%	5%	9%	12%	11%	6%	10%	9%	11%	10%	8%	9%	10%	8%
Don't know	50	15	35	5	8	13	22	2	24	15	7	33	16	13	15	22
	5%	3%	6%	6%	3%	6%	6%	4%	6%	4%	4%	4%	6%	5%	3%	14%
			a													mn
NETS																
Net: Agree	594	274	320	45	154	128	238	29	263	237	82	439	152	174	337	83
	59%	59%	59%	56%	60%	60%	60%	58%	62%	60%	51%	59%	62%	66%	58%	52%
									j	j				no		
Net: Disagree	356	172	184	31	96	73	137	19	138	142	72	271	79	76	226	54
	36%	37%	34%	38%	37%	34%	35%	38%	32%	36%	45%	36%	32%	29%	39%	34%
											h				m	
Mean score	2.71	2.70	2.72	2.74	2.66	2.73	2.73	2.67	2.71	2.74	2.58	2.68	2.82	2.80	2.66	2.73
													k	n		
Standard deviation	.88	.91	.86	.84	.82	.94	.91	.78	.85	.91	.91	.88	.90	.86	.88	.91
Standard error	.03	.04	.04	.10	.05	.07	.05	.11	.04	.05	.07	.03	.06	.05	.04	.08

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q4. Which of the following activities, if any, are ways in which you engage with football?

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Playing football games on a games console/PC	608	332	276	48	149	126	248	37	261	238	98	430	174	156	368	84
	61%	72%	51%	59%	58%	59%	62%	74%	61%	60%	61%	58%	70%	59%	64%	53%
		b					de					k			o	
Betting on football	444	212	232	43	114	83	183	21	172	213	54	375	67	148	263	33
	44%	46%	43%	53%	44%	39%	46%	42%	40%	54%	34%	50%	27%	56%	46%	21%
				e						hj		l		no	o	
Playing in a football team	372	216	156	24	91	82	153	22	148	151	63	257	109	131	208	33
	37%	47%	29%	30%	35%	38%	39%	44%	35%	38%	39%	35%	44%	50%	36%	21%
		b										k		no	o	
Fantasy football	333	181	152	23	82	78	134	16	124	144	57	253	78	102	204	27
	33%	39%	28%	28%	32%	36%	34%	32%	29%	37%	35%	34%	32%	39%	35%	17%
		b								h				o	o	
Coaching/helping to run a football team	106	58	48	8	22	24	47	5	28	59	18	81	23	50	52	4
	11%	13%	9%	10%	9%	11%	12%	10%	7%	15%	11%	11%	9%	19%	9%	3%
										h				no	o	
None of the above	102	17	85	8	37	19	32	6	45	33	20	84	17	13	42	47
	10%	4%	16%	10%	14%	9%	8%	12%	11%	8%	12%	11%	7%	5%	7%	30%
		a					f					l			mn	

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

BBC Sport Young football fans research Autumn 2017

Q5_SUM. To what extent, if at all, do you agree or disagree with each of the following statements?

SUMMARY TABLE

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree	Mean
I used to go to football matches but have stopped going because it is getting too expensive	1000 100%	165 17%	387 39%	246 25%	151 15%	51 5%	552 55%	397 40%	2.60
Professional football today is not run with people like me in mind	1000 100%	156 16%	407 41%	277 28%	69 7%	91 9%	563 56%	346 35%	2.72
Football clubs value their fans	1000 100%	223 22%	473 47%	223 22%	45 5%	36 4%	696 70%	268 27%	2.91
The cost of tickets for my age group represents good value for money	1000 100%	112 11%	304 30%	348 35%	157 16%	79 8%	416 42%	505 51%	2.40

BBC Sport Young football fans research Autumn 2017

Q5_1. To what extent, if at all, do you agree or disagree with each of the following statements?

I used to go to football matches but have stopped going because it is getting too expensive

Base: All respondents

	GENDER			REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE		
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Total	1000 100%	461 100%	539 100%	81 100%	258 100%	214 100%	397 100%	50 100%	425 100%	394 100%	161 100%	743 100%	247 100%	263 100%	578 100%	159 100%
Strongly agree (4)	165 17%	79 17%	86 16%	13 16%	35 14%	36 17%	71 18%	10 20%	69 16%	65 16%	28 17%	124 17%	40 16%	47 18%	96 17%	22 14%
Tend to agree (3)	387 39%	161 35%	226 42%	30 37%	99 38%	81 38%	160 40%	17 34%	153 36%	164 42%	61 38%	288 39%	96 39%	103 39%	249 43%	35 22%
Tend to disagree (2)	246 25%	113 25%	133 25%	25 31%	64 25%	57 27%	89 22%	11 22%	105 25%	100 25%	39 24%	178 24%	66 27%	64 24%	146 25%	36 23%
Strongly disagree (1)	151 15%	88 19%	63 12%	12 15%	45 17%	29 14%	53 13%	12 24%	70 16%	53 13%	24 15%	121 16%	28 11%	43 16%	70 12%	38 24%
Don't know	51 5%	20 4%	31 6%	1 1%	15 6%	11 5%	24 6%	- -	28 7%	12 3%	9 6%	32 4%	17 7%	6 2%	17 3%	28 18%
NETS																
Net: Agree	552 55%	240 52%	312 58%	43 53%	134 52%	117 55%	231 58%	27 54%	222 52%	229 58%	89 55%	412 55%	136 55%	150 57%	345 60%	57 36%
Net: Disagree	397 40%	201 44%	196 36%	37 46%	109 42%	86 40%	142 36%	23 46%	175 41%	153 39%	63 39%	299 40%	94 38%	107 41%	216 37%	74 47%
Mean score	2.60	2.52	2.66	2.55	2.51	2.61	2.67	2.50	2.56	2.63	2.61	2.58	2.64	2.60	2.66	2.31
Standard deviation	.95	1.00	.90	.94	.96	.94	.94	1.07	.97	.92	.96	.97	.91	.97	.90	1.07
Standard error	.03	.05	.04	.11	.06	.07	.05	.15	.05	.05	.08	.04	.06	.06	.04	.09

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

BBC Sport Young football fans research Autumn 2017

Q5_2. To what extent, if at all, do you agree or disagree with each of the following statements?

Professional football today is not run with people like me in mind

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	156	83	73	15	38	36	63	4	59	66	26	123	33	45	96	15
	16%	18%	14%	19%	15%	17%	16%	8%	14%	17%	16%	17%	13%	17%	17%	9%
														o	o	
Tend to agree (3)	407	187	220	26	108	97	155	21	172	168	62	303	99	115	234	58
	41%	41%	41%	32%	42%	45%	39%	42%	40%	43%	39%	41%	40%	44%	40%	36%
						c										
Tend to disagree (2)	277	120	157	26	70	46	119	16	122	103	48	203	70	73	167	37
	28%	26%	29%	32%	27%	21%	30%	32%	29%	26%	30%	27%	28%	28%	29%	23%
							e									
Strongly disagree (1)	69	42	27	7	16	17	25	4	27	32	9	50	19	17	39	13
	7%	9%	5%	9%	6%	8%	6%	8%	6%	8%	6%	7%	8%	6%	7%	8%
		b														
Don't know	91	29	62	7	26	18	35	5	45	25	16	64	26	13	42	36
	9%	6%	12%	9%	10%	8%	9%	10%	11%	6%	10%	9%	11%	5%	7%	23%
		a							i							mn
NETS																
Net: Agree	563	270	293	41	146	133	218	25	231	234	88	426	132	160	330	73
	56%	59%	54%	51%	57%	62%	55%	50%	54%	59%	55%	57%	53%	61%	57%	46%
														o	o	
Net: Disagree	346	162	184	33	86	63	144	20	149	135	57	253	89	90	206	50
	35%	35%	34%	41%	33%	29%	36%	40%	35%	34%	35%	34%	36%	34%	36%	31%
Mean score	2.72	2.72	2.71	2.66	2.72	2.78	2.71	2.56	2.69	2.73	2.72	2.73	2.66	2.75	2.72	2.61
Standard deviation	.84	.88	.79	.91	.82	.85	.83	.78	.82	.86	.83	.84	.84	.83	.84	.84
Standard error	.03	.04	.04	.11	.05	.06	.04	.12	.04	.04	.07	.03	.06	.05	.04	.08

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q5_3. To what extent, if at all, do you agree or disagree with each of the following statements?

Football clubs value their fans

Base: All respondents

	GENDER			REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE		
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Total	1000 100%	461 100%	539 100%	81 100%	258 100%	214 100%	397 100%	50 100%	425 100%	394 100%	161 100%	743 100%	247 100%	263 100%	578 100%	159 100%
Strongly agree (4)	223 22%	104 23%	119 22%	26 32% fg	59 23%	46 21%	84 21%	8 16%	96 23%	83 21%	34 21%	156 21%	67 27% k	76 29% no	116 20%	31 19%
Tend to agree (3)	473 47%	196 43%	277 51% a	36 44%	116 45%	105 49%	191 48%	25 50%	213 50%	177 45%	77 48%	359 48%	107 43%	99 38%	302 52% m	72 45%
Tend to disagree (2)	223 22%	116 25% b	107 20%	14 17%	63 24%	45 21%	87 22%	14 28%	79 19%	107 27% h	35 22%	168 23%	52 21%	73 28% n	115 20%	35 22%
Strongly disagree (1)	45 5%	28 6% b	17 3%	1 1%	10 4%	10 5%	24 6%	- -	18 4%	16 4%	9 6%	35 5%	10 4%	8 3%	30 5%	7 4%
Don't know	36 4%	17 4%	19 4%	4 5%	10 4%	8 4%	11 3%	3 6%	19 4%	11 3%	6 4%	25 3%	11 4%	7 3%	15 3%	14 9% mn
NETS																
Net: Agree	696 70%	300 65%	396 73% a	62 77%	175 68%	151 71%	275 69%	33 66%	309 73% i	260 66%	111 69%	515 69%	174 70%	175 67%	418 72%	103 65%
Net: Disagree	268 27%	144 31% b	124 23%	15 19%	73 28%	55 26%	111 28%	14 28%	97 23%	123 31% h	44 27%	203 27%	62 25%	81 31%	145 25%	42 26%
Mean score	2.91	2.85	2.96 a	3.13 def	2.90	2.91	2.87	2.87	2.95	2.85	2.88	2.89	2.98	2.95	2.90	2.88
Standard deviation	.80	.85	.75 a	.75 def	.80	.79	.82	.68	.78	.80	.82	.80	.82	.84	.78	.80
Standard error	.03	.04	.03	.09	.05	.06	.04	.10	.04	.04	.07	.03	.05	.05	.03	.07

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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Q5_4. To what extent, if at all, do you agree or disagree with each of the following statements?

The cost of tickets for my age group represents good value for money

Base: All respondents

	GENDER			REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE		
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Total	1000 100%	461 100%	539 100%	81 100%	258 100%	214 100%	397 100%	50 100%	425 100%	394 100%	161 100%	743 100%	247 100%	263 100%	578 100%	159 100%
Strongly agree (4)	112 11%	70 15% b	42 8%	10 12%	26 10%	24 11%	45 11%	7 14%	38 9%	54 14% h	15 9%	83 11%	26 11%	47 18% no	61 11% o	4 3%
Tend to agree (3)	304 30%	139 30%	165 31%	24 30%	73 28%	75 35%	117 29%	15 30%	137 32%	117 30%	45 28%	220 30%	83 34%	113 43% no	166 29% o	25 16%
Tend to disagree (2)	348 35%	144 31%	204 38% a	32 40%	85 33%	77 36%	139 35%	15 30%	157 37%	133 34%	55 34%	266 36%	78 32%	70 27%	218 38% m	60 38% m
Strongly disagree (1)	157 16%	80 17%	77 14%	8 10%	52 20% ce	25 12%	65 16%	7 14%	53 12%	68 17%	32 20% h	118 16%	37 15%	18 7%	104 18% m	35 22% m
Don't know	79 8%	28 6%	51 9% a	7 9%	22 9%	13 6%	31 8%	6 12%	40 9% i	22 6%	14 9%	56 8%	23 9%	15 6%	29 5%	35 22% mn
NETS																
Net: Agree	416 42% b	209 45% b	207 38%	34 42%	99 38%	99 46%	162 41%	22 44%	175 41%	171 43%	60 37%	303 41%	109 44%	160 61% no	227 39% o	29 18%
Net: Disagree	505 51%	224 49%	281 52%	40 49%	137 53%	102 48%	204 51%	22 44%	210 49%	201 51%	87 54%	384 52%	115 47%	88 33%	322 56% m	95 60% m
Mean score	2.40	2.46	2.35	2.49	2.31	2.49 d	2.39	2.50	2.42	2.42	2.29	2.39	2.44	2.76 no	2.34 o	1.98
Standard deviation	.91	.97	.85	.86	.94	.86	.92	.95	.85	.95	.92	.91	.90	.84	.91	.79
Standard error	.03	.05	.04	.10	.06	.06	.05	.14	.04	.05	.08	.03	.06	.05	.04	.07

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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D2. Please select your gender.

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	461	461	-	44	104	95	196	22	195	173	79	314	141	139	259	63
	46%	100%	-	54%	40%	44%	49%	44%	46%	44%	49%	42%	57%	53%	45%	40%
		b		d			d						k	no		
Female	539	-	539	37	154	119	201	28	230	221	82	429	106	124	319	96
	54%	-	100%	46%	60%	56%	51%	56%	54%	56%	51%	58%	43%	47%	55%	60%
			a		cf							l			m	m
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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D3. Which one of these regions do you live in?

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Scotland	81	44	37	81	-	-	-	-	40	28	10	71	10	30	45	6
	8%	10%	7%	100%	-	-	-	-	9%	7%	6%	10%	4%	11%	8%	4%
				defg										o		
North East	46	17	29	-	46	-	-	-	19	19	7	37	8	12	24	10
	5%	4%	5%	-	18%	-	-	-	4%	5%	4%	5%	3%	5%	4%	6%
					cefg											
North West	119	47	72	-	119	-	-	-	62	42	13	101	16	34	59	26
	12%	10%	13%	-	46%	-	-	-	15%	11%	8%	14%	6%	13%	10%	16%
					cefg											n
Yorkshire & Humberside	93	40	53	-	93	-	-	-	40	37	12	70	22	30	50	13
	9%	9%	10%	-	36%	-	-	-	9%	9%	7%	9%	9%	11%	9%	8%
					cefg											
West Midlands	102	44	58	-	-	102	-	-	42	38	20	62	40	23	62	17
	10%	10%	11%	-	-	48%	-	-	10%	10%	12%	8%	16%	9%	11%	11%
						cdfg							k			
East Midlands	85	40	45	-	-	85	-	-	41	21	22	58	27	27	46	12
	9%	9%	8%	-	-	40%	-	-	10%	5%	14%	8%	11%	10%	8%	8%
						cdfg					i					
Wales	50	22	28	-	-	-	-	50	22	17	9	44	5	13	27	10
	5%	5%	5%	-	-	-	-	100%	5%	4%	6%	6%	2%	5%	5%	6%
								cdef								
Eastern	27	11	16	-	-	27	-	-	9	17	1	25	2	6	18	3
	3%	2%	3%	-	-	13%	-	-	2%	4%	1%	3%	1%	2%	3%	2%
						cdfg										
London	206	114	92	-	-	-	206	-	69	103	31	113	89	54	118	34
	21%	25%	17%	-	-	-	52%	-	16%	26%	19%	15%	36%	21%	20%	21%
							cdeg						k			
South East	112	57	55	-	-	-	112	-	52	39	19	90	21	18	77	17
	11%	12%	10%	-	-	-	28%	-	12%	10%	12%	12%	9%	7%	13%	11%
							cdeg								m	
South West	79	25	54	-	-	-	79	-	29	33	17	72	7	16	52	11
	8%	5%	10%	-	-	-	20%	-	7%	8%	11%	10%	3%	6%	9%	7%
							cdeg									
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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D4. What is the highest educational level that you have achieved to date?

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No formal education	4	2	2	-	1	-	3	-	4	-	-	4	-	2	1	1
	*	*	*	-	*	-	1%	-	1%	-	-	1%	-	1%	*	1%
Primary	11	8	3	1	2	5	3	-	11	-	-	7	4	4	4	3
	1%	2%	1%	1%	1%	2%	1%	-	3%	-	-	1%	2%	2%	1%	2%
									ij							
Secondary school, high school, NVQ levels 1 to 3, etc.	410	185	225	39	118	87	144	22	410	-	-	330	72	85	240	85
	41%	40%	42%	48%	46%	41%	36%	44%	96%	-	-	44%	29%	32%	42%	53%
				f	f				ij			l			m	mn
University degree or equivalent professional qualification, NVQ level 4, etc.	297	122	175	24	72	58	129	14	-	297	-	226	71	93	170	34
	30%	26%	32%	30%	28%	27%	32%	28%	-	75%	-	30%	29%	35%	29%	21%
			a							hj				o	o	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	97	51	46	4	26	18	46	3	-	97	-	72	25	45	49	3
	10%	11%	9%	5%	10%	8%	12%	6%	-	25%	-	10%	10%	17%	8%	2%
										hj				no	o	
Still in full time education	161	79	82	10	32	43	67	9	-	-	161	91	69	24	108	29
	16%	17%	15%	12%	12%	20%	17%	18%	-	-	100%	12%	28%	9%	19%	18%
					d						hi		k		m	m
Don't know	5	3	2	1	-	1	1	2	-	-	-	4	1	2	3	-
	1%	1%	*	1%	-	*	*	4%	-	-	-	1%	*	1%	1%	-
								def								
Prefer not to say	15	11	4	2	7	2	4	-	-	-	-	9	5	8	3	4
	2%	2%	1%	2%	3%	1%	1%	-	-	-	-	1%	2%	3%	1%	3%
		b												n	n	

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

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D5. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White	743	314	429	71	208	145	275	44	341	298	91	743	-	194	447	102
	74%	68%	80%	88%	81%	68%	69%	88%	80%	76%	57%	100%	-	74%	77%	64%
		a	a	ef	ef			ef	j	j		l		o	o	
Mixed	58	33	25	3	13	14	27	1	25	22	9	-	58	19	33	6
	6%	7%	5%	4%	5%	7%	7%	2%	6%	6%	6%	-	23%	7%	6%	4%
													k			
Asian	101	54	47	4	24	29	41	3	26	45	27	-	101	33	48	20
	10%	12%	9%	5%	9%	14%	10%	6%	6%	11%	17%	-	41%	13%	8%	13%
						c				h	h		k			
Black	65	39	26	2	4	17	42	-	20	25	20	-	65	13	36	16
	7%	8%	5%	2%	2%	8%	11%	-	5%	6%	12%	-	26%	5%	6%	10%
		b				dg	cdg				hi		k			m
Chinese	10	6	4	1	3	4	1	1	1	3	6	-	10	1	6	3
	1%	1%	1%	1%	1%	2%	*	2%	*	1%	4%	-	4%	*	1%	2%
						f					hi		k			
Other ethnic group	13	9	4	-	2	5	6	-	4	1	7	-	13	2	4	7
	1%	2%	1%	-	1%	2%	2%	-	1%	*	4%	-	5%	1%	1%	4%
											hi		k			mn
Prefer not to answer	10	6	4	-	4	-	5	1	8	-	1	-	-	1	4	5
	1%	1%	1%	-	2%	-	1%	2%	2%	-	1%	-	-	*	1%	3%
								e	i							mn

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o

BBC Sport Young football fans research Autumn 2017

D6. Would you consider yourself a football fan, or not?

Base: All respondents

	GENDER		REGION					EDUCATION			ETHNICITY		MATCH ATTENDANCE			
	Total	Male	Female	Scotland	North England	Midlands	South England	Wales	Up to secondary school	University and above	Currently studying	White	Non-white	At least once a month	Less than once a month	Never
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Total	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes – I would consider myself a football fan	1000	461	539	81	258	214	397	50	425	394	161	743	247	263	578	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No – I would not consider myself a football fan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i,j - k,l - m,n,o