Table 1
Q1 - Would you describe yourself as a football fan, or not?

Base: All adults aged 18-75 in Great Britain

	TOTAL	Gender		Age					Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote					EU Ref Vote	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	1033	435	590	44	215	216	217	341	259	433	341	250	283	232	142	55	71	737	296	709	324	585	448	171	384	93	100	104	482	315
WEIGHTED BASE	1033	507	518	120*	194	185	188	345	315	373	345	245	269	232	148*	50*	89*	699	334	583	450	365	668	164	354	83*	113*	109*	428	311
	100%	49%	50%	12%*	19%	18%	18%	33%	30%	36%	33%	24%	26%	23%	14%*	5%*	9%*	68%	32%	56%	44%	35%	65%	16%	34%	8%*	11%*	11%*	41%	30%
I would describe myself as a football fan	524	350	171	57	114	98	90	166	170	188	166	129	132	107	94	20	42	368	156	308	216	201	323	92	190	39	62	46	222	154
	51%	69% b	33%	47%	58%	53%	48%	48%	54%	50%	48%	53%	49%	46%	64% lmo	40%	48%	53%	47%	53%	48%	55%	48%	56%	54%	47%	55%	43%	52%	49%
I would not describe myself as a football fan	418	129	284	46	65	70	80	157	111	150	157	98	111	104	37	28	39	270	148	231	187	135	283	58	136	39	41	54	169	137
	40%	25%	55% a	38%	34%	38%	43%	46% d	35%	40%	46%	40% n	41% n	45% n	25%	57% n	44% n	39%	44%	40%	41%	37%	42%	36%	38%	47%	36%	49%	39%	44%
Neither	88	27	61	18	16	16	17	21	33	34	21	18	25	21	15	2	7	59	30	43	45	28	61	13	28	5	10	9	35	20
	9%	5%	12% a	15%	8%	9%	9%	6%	11%	9%	6%	7%	9%	9%	10%	3%	8%	8%	9%	7%	10%	8%	9%	8%	8%	6%	9%	8%	8%	6%
Don't know	3	1	2	-	-	2	-	1	-	2	1	-	1	-	2	-	-	2	1	-	3	1	2	1	-	-	-	-	2	1
	*	*	*	-	-	1%	-	*	-	*	*	-	*	-	1%	-	-	*	*	-	1%	*	*	*	-	-	-	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base

Table 2

Q2 - As you may know, it was announced recently that Gary Lineker would not be returning as the host of Match of the Day next season following 25 years in the role. Who from the following list, if any, would you most like to see replace Gary Lineker as host of Match of the Day?

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender		Age					Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote					EU Ref Vote	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Alan Shearer	113	73	39	11	30	26	18	28	41	44	28	36	19	24	23	5	6	88	25	67	46	43	70	16	36	10	15	6	39	35
	22%	21%	23%	19%	26%	27%	20%	17%	24%	24%	17%	28% l	14%	23%	25%	24%	14%	24%	16%	22%	22%	22%	22%	18%	19%	27%	24%	13%	18%	23%
Mark Chapman	106	79	27	4	13	23	23	44	16	46	44	28	27	20	17	5	10	76	30	68	38	44	62	23	38	5	17	8	45	38
	20%	23%	16%	6%	11%	23%	26% d	26% d	9%	25% h	26% h	22%	20%	19%	18%	25%	24%	21%	19%	22%	18%	22%	19%	25%	20%	13%	27%	17%	20%	25%
Alex Scott	61	43	18	3	15	9	8	25	18	17	25	9	20	10	15	3	4	40	21	38	23	15	46	9	35	6	1	2	42	10
	12%	12%	11%	6%	13%	9%	9%	15%	11%	9%	15%	7%	15%	9%	16%	14%	9%	11%	13%	12%	11%	7%	14% u	10%	18% A	16%	1%	5%	19% D	7%
Gabby Logan	53	30	23	4	8	9	10	22	12	19	22	10	12	12	13	2	3	34	19	30	22	24	29	9	17	6	8	3	24	22
	10%	9%	13%	8%	7%	9%	11%	13%	7%	10%	13%	8%	9%	12%	14%	12%	7%	9%	12%	10%	10%	12%	9%	10%	9%	16%	13%	8%	11%	15%
Micah Richards	44	27	17	15	11	5	4	9	26	9	9	12	11	8	9	-	3	30	14	23	21	14	30	10	12	2	4	1	10	12
	8%	8%	10%	26%	10%	5%	5%	6%	15% ij	5%	6%	9%	8%	8%	9%	-	8%	8%	9%	8%	10%	7%	9%	11%	6%	5%	7%	2%	5%	8%
Dion Dublin	37	29	8	9	7	4	7	11	16	11	11	7	12	5	5	1	7	20	17	20	18	12	25	6	13	4	4	9	14	9
	7%	8%	5%	15%	6%	4%	7%	7%	9%	6%	7%	6%	9%	5%	5%	5%	16%	6%	11%	6%	8%	6%	8%	7%	7%	11%	7%	19%	6%	6%
Kelly Cates	15	11	3	-	3	4	6	2	3	10	2	8	4	1	2	-	3	13	2	10	5	8	7	2	4	2	4	1	9	5
	3%	3%	2%	-	3%	4%	7% g	1%	2%	5%	1%	6%	3%	1%	2%	-	2%	4%	1%	3%	2%	4%	2%	2%	2%	5%	6%	2%	4%	3%
Jason Mohammed	12	6	6	-	3	4	1	4	3	5	4	4	4	1	-	3	1	9	3	4	8	5	8	2	9	-	*	1	8	2
	2%	2%	4%	-	3%	4%	2%	2%	2%	3%	2%	3%	3%	1%	-	13%	1%	3%	2%	1%	4%	2%	2%	2%	5%	-	*	2%	3%	1%
Kate Abdo	10	9	1	2	4	2	2	-	6	5	-	1	3	2	1	-	3	10	-	7	3	6	4	1	5	1	-	2	2	4
	2%	3%	1%	4%	3% g	2%	3%	-	3%	2%	-	1%	2%	2%	1%	-	8%	3%	-	2%	2%	3%	1%	1%	3%	1%	-	4%	1%	2%
Kelly Somers	6	3	3	-	2	4	-	-	2	4	-	*	2	1	2	-	-	6	-	4	1	3	3	2	4	-	-	*	4	2
	1%	1%	2%	-	2%	4% g	-	-	1%	2%	-	*	1%	1%	3%	-	-	2%	-	1%	1%	2%	1%	2%	2%	-	-	1%	2%	1%
Someone else	22	15	8	5	6	3	1	7	10	5	7	3	10	7	2	-	-	12	10	10	12	11	12	4	2	1	5	5	6	4
	4%	4%	5%	8%	5%	4%	1%	4%	6%	3%	4%	3%	8%	6%	2%	-	-	3%	7%	3%	6%	5%	4%	4%	1%	3%	8% x	10%	3%	2%
Don't know	45	26	17	5	12	6	8	14	17	14	14	9	8	16	5	1	5	30	15	28	17	17	28	8	15	1	5	8	19	11
	9%	8%	10%	8%	11%	6%	9%	9%	10%	7%	9%	7%	6%	15%	5%	7%	13%	8%	9%	9%	8%	8%	9%	9%	8%	3%	8%	17%	9%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 3
Q3 - Would you prefer the next host of Match of the Day to be a man or woman, or do you have no preference?

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender		Age					Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote					EU Ref Vote	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Much prefer a man	164	126	36	19	22	35	28	59	41	63	59	53	35	27	31	2	16	114	50	95	68	60	103	41	47	4	30	9	56	60
	31%	36%	21% b	33%	20%	36% d	31%	36% d	24%	34%	36%	41% m	27%	25%	32%	10%	39%	31%	32%	31%	32%	30%	32%	45% x	25%	11%	48% x	19%	25%	39% C
Tend to prefer a man	90	56	34	11	23	22	12	22	34	34	22	17	20	26	16	2	9	73	17	57	33	37	54	12	36	12	9	3	41	26
	17%	16%	20%	19%	20%	22%	14%	14%	20%	18%	14%	13%	15%	24%	17%	10%	22%	20%	11%	18%	15%	18%	17%	13%	19%	31%	15%	6%	18%	17%
No preference	236	153	82	27	53	33	46	78	80	79	78	49	67	50	41	14	14	154	83	133	103	89	147	38	88	20	20	30	111	54
	45%	44%	48%	48%	46%	34%	51%	47%	47%	42%	47%	38%	51%	46%	44%	73%	34%	42%	53%	43%	48%	44%	46%	41%	46%	52%	32%	65%	50% D	35%
Tend to prefer a woman	22	11	11	-	10	3	3	6	10	5	6	6	4	4	5	-	2	18	4	15	7	15	7	1	10	2	2	4	9	9
	4%	3%	6%	-	9%	3%	3%	4%	6%	3%	4%	5%	3%	3%	5%	-	6%	5%	3%	5%	3%	6%	3%	1%	5%	4%	3%	9%	4%	6%
Much prefer a woman	9	4	5	-	2	5	1	*	2	6	*	2	5	1	1	-	-	7	2	6	3	6	5	-	5	1	1	1	3	4
	2%	1%	3%	-	2%	5% g	1%	*	1%	3%	*	2%	4%	1%	1%	-	-	2%	1%	2%	1%	2%	2%	-	3%	3%	1%	1%	1%	3%
Don't know	3	-	3	-	3	*	-	-	3	*	-	2	*	-	-	1	-	3	-	2	2	*	3	-	3	-	-	-	2	1
	1%	-	2% a	-	3%	*	-	-	3%	*	-	1%	*	-	-	7%	-	1%	-	2%	1%	*	1%	-	2%	-	-	-	1%	1%
Prefer a man (NET)	254	181	70	30	45	57	40	82	75	97	82	70	55	53	47	4	26	187	67	152	102	97	157	53	83	16	39	12	97	86
	48%	52%	41%	52%	40%	58% d	45%	49%	44%	52%	49%	54%	42%	49%	50%	20%	60%	51%	43%	49%	47%	48%	49%	58%	44%	42%	63% x	25%	44%	56%
Prefer a woman (NET)	31	16	15	-	12	7	4	6	12	12	6	8	9	5	6	-	2	25	6	21	10	15	15	1	16	3	3	5	12	13
	6%	4%	9%	-	11%	8%	5%	4%	7%	6%	4%	7%	7%	4%	7%	-	6%	7%	4%	7%	5%	8%	5%	1%	8%	7%	4%	10%	5%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 4

Q4_1 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits?

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	Gary Neville	Jamie Carragher	Jill Scott	Ian Wright	Roy Keane	Gary Lineker	Micah Richards	Alan Shearer
UNWEIGHTED BASE	515	515	515	515	515	515	515	515
WEIGHTED BASE	524	524	524	524	524	524	524	524
Very favourable	102	71	71	151	130	174	106	207
	19%	14%	13%	29%	25%	33%	20%	39%
Fairly favourable	184	128	142	189	166	127	176	165
	35%	24%	27%	36%	32%	24%	34%	31%
Neither favourable nor unfavourable	112	154	177	101	98	85	132	98
	21%	29%	34%	19%	19%	16%	25%	19%
Fairly unfavourable	57	94	62	49	59	43	41	26
	11%	18%	12%	9%	11%	8%	8%	5%
Very unfavourable	56	49	41	21	49	85	31	18
	11%	9%	8%	4%	9%	16%	6%	4%
Don't Know	12	28	31	13	22	8	37	10
	2%	5%	6%	3%	4%	2%	7%	2%
Very/fairly favourable (NET)	287	199	213	339	296	301	282	372
	55%	38%	41%	65%	56%	57%	54%	71%
Fairly/very unfavourable (NET)	114	144	103	70	108	129	72	45
	22%	27%	20%	13%	21%	25%	14%	9%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 5

Q4_1 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Gary Neville

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-75 (g)	Agg Age 18-34 (h)	Agg Age 35-54 (i)	Agg Age 55-75 (j)	Region North (k)	Region Midlands (l)	Region South (m)	Region Greater London (n)	Region Wales (o)	Region Scotland (p)	Emp Working (q)	Emp Not working (r)	SG ABC1 (s)	SG C2DE (t)	Edu Graduates (u)	Edu NonGraduates (v)	GE Cons (w)	GE Lab (x)	GE Lib Dems (y)	GE Reform UK (A)	GE Other party (B)	EU Remain (C)	EU Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	102	71	29	13	33	25	15	16	47	39	16	23	26	21	17	9	7	80	22	59	43	46	56	12	40	7	10	6	40	29
	19%	20%	17%	23%	29% g	25% g	16%	10%	27% j	21% i	10%	18%	19%	20%	18%	47%	16%	22%	14%	19%	20%	23%	17%	13%	21%	17%	16%	13%	18%	19%
Fairly favourable	184	123	61	21	39	41	31	52	61	71	52	57	44	32	34	3	15	133	52	118	67	68	116	28	68	17	22	22	84	51
	35%	35%	36%	38%	35%	42%	34%	32%	36%	38%	32%	44%	33%	30%	36%	14%	36%	36%	33%	38%	31%	34%	36%	31%	36%	44%	35%	48%	38%	33%
Neither favourable nor unfavourable	112	69	42	10	21	17	20	44	31	37	44	21	31	26	23	3	8	79	33	57	55	29	83	25	39	8	9	6	52	28
	21%	20%	25%	18%	18%	17%	23%	26%	18%	20%	26%	16%	24%	24%	25%	15%	18%	21%	21%	19%	25%	14%	26% u	27%	21%	21%	14%	13%	23%	18%
Fairly unfavourable	57	43	14	6	12	12	9	18	18	21	18	15	12	14	8	1	8	40	17	42	16	32	26	11	21	2	10	3	21	16
	11%	12%	8%	11%	11%	12%	10%	11%	11%	11%	11%	12%	9%	13%	8%	3%	18%	11%	11%	14%	7%	16% v	8%	11%	11%	4%	15%	7%	9%	10%
Very unfavourable	56	39	18	2	7	3	12	33	9	15	33	13	11	12	12	4	5	31	26	29	28	20	37	16	20	5	10	4	22	29
	11%	11%	10%	3%	6%	3%	13%	20% de	5%	8%	20% hi	10%	8%	11%	12%	21%	12%	8%	17% q	9%	13%	10%	11%	17%	10%	12%	16%	9%	10%	19% C
Don't Know	12	5	7	5	1	*	4	2	6	4	2	-	9	2	1	-	-	7	5	4	8	7	5	-	3	1	2	5	3	1
	2%	1%	4%	8%	1%	*	4%	1%	3%	2%	1%	-	7% k	2%	1%	-	-	2%	3%	1%	4%	3%	2%	-	1%	1%	4%	10%	1%	1%
Very/fairly favourable (NET)	287	194	89	35	73	65	45	69	107	111	69	80	69	53	50	12	22	213	74	177	110	114	173	40	108	24	32	28	124	80
	55%	55%	52%	61%	64% g	67% fg	50%	42%	63% j	59% j	42%	62%	53%	50%	53%	61%	52%	58%	48%	57%	51%	57%	53%	44%	57%	61%	51%	62%	56%	52%
Fairly/very unfavourable (NET)	114	82	32	8	19	15	21	51	27	36	51	28	23	26	20	5	13	71	43	70	44	51	62	27	40	6	20	7	43	45
	22%	23%	19%	13%	17%	16%	23%	31% de	16%	19%	31% hi	22%	17%	24%	21%	24%	30%	19%	28%	23%	20%	26%	19%	29%	21%	17%	31%	16%	19%	29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 6
Q4_2 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Jamie Carragher

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-75 (g)	Agg 18-34 (h)	Agg 35-54 (i)	Agg 55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	71	50	20	1	20	20	14	15	21	34	15	19	14	9	19	7	4	60	11	48	23	30	41	18	25	4	5	6	34	15
	14%	14%	12%	2%	18%	21% g	15%	9%	13%	18% i	9%	14%	11%	8%	20% m	35%	8%	16% r	7%	16%	11%	15%	13%	19%	13%	10%	8%	13%	15%	10%
Fairly favourable	128	82	44	13	28	22	23	41	42	46	41	34	35	27	23	3	6	89	39	73	55	55	73	23	59	9	11	7	61	37
	24%	23%	26% a	23%	25%	23%	26%	25%	24%	24%	25%	26%	27%	25%	24%	17%	13%	24%	25%	24%	25%	27%	23%	25%	31%	24%	17%	15%	27%	24%
Neither favourable nor unfavourable	154	102	52	16	27	31	27	53	43	58	53	34	37	33	30	6	15	106	48	83	71	49	104	30	52	7	22	10	69	40
	29%	29%	31%	28%	24%	32%	30%	32%	25%	31%	32%	26%	28%	31%	31%	31%	34%	29%	31%	27%	33%	25%	32%	33%	27%	17%	35%	23%	31%	26%
Fairly unfavourable	94	73	22	15	22	12	20	26	37	32	26	26	20	22	13	2	11	67	28	64	30	37	57	14	32	7	9	12	36	32
	18%	21%	13%	26%	19%	12%	22%	16%	21%	17%	16%	20%	15%	21%	14%	8%	26%	18%	18%	21%	14%	18%	18%	15%	17%	19%	15%	26%	16%	21%
Very unfavourable	49	33	17	4	10	9	3	24	14	12	24	14	14	9	6	1	6	36	13	34	15	17	32	4	18	7	9	3	16	23
	9%	9%	10%	6%	9%	9%	4%	14% f	8%	6%	14% i	11%	10%	8%	6%	7%	14%	10%	9%	11%	7%	8%	10%	5%	9%	18%	15%	6%	7%	15%
Don't Know	28	12	16	8	6	3	3	7	14	6	7	3	12	7	4	*	2	11	17	6	21	12	15	3	4	5	6	8	5	8
	5%	3%	9% a	15%	5%	3%	4%	4%	8%	3%	4%	2%	9%	6%	4%	1%	4%	3%	11% q	2%	10% s	6%	5%	4%	2%	12%	10%	17% x	2%	5%
Very/fairly favourable (NET)	199	132	64	14	49	43	37	56	63	80	56	52	49	36	42	10	9	149	50	121	78	86	113	40	84	13	16	13	95	52
	38%	38%	37%	25%	43%	44%	41%	34%	37%	42%	34%	41%	37%	34%	44%	52%	21%	40%	32%	39%	36%	42%	35%	44%	44% A	34%	26%	29%	43%	34%
Fairly/very unfavourable (NET)	144	105	38	18	32	21	23	50	50	44	50	40	33	31	19	3	17	103	41	98	45	54	90	18	50	15	19	15	53	54
	27%	30%	23%	33%	28%	21%	26%	30%	30%	23%	30%	31%	25%	29%	20%	15%	40%	28%	26%	32% t	21%	27%	28%	19%	26%	37%	30%	32%	24%	35% C

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 7
Q4_3 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Jill Scott

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender		Age					Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote					EU Ref Vote	
		Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	NonGraduates	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	71	36	34	3	28	13	13	14	31	26	14	15	22	13	15	2	3	55	16	44	26	31	40	13	34	5	8	3	38	22
	13%	10%	20% a	6%	25% g	13%	14%	9%	18% i	14%	9%	12%	17%	12%	16%	10%	8%	15%	10%	14%	12%	15%	12%	14%	18%	13%	13%	6%	17%	14%
Fairly favourable	142	94	47	13	28	31	18	52	42	49	52	32	36	30	29	7	9	101	41	85	58	66	76	24	57	14	10	18	78	37
	27%	27%	27%	23%	25%	32%	20%	31%	24%	26%	31%	24%	27%	28%	30%	37%	21%	27%	27%	28%	27%	33%	24%	26%	30%	36%	16%	39%	35%	24%
Neither favourable nor unfavourable	177	124	52	13	35	39	39	51	48	78	51	35	45	40	34	9	14	131	46	94	83	51	126	36	60	11	20	11	66	55
	34%	35%	31%	23%	31%	40%	44%	31%	28%	42% h	31%	27%	34%	38%	36%	45%	33%	36%	30%	30%	39%	26%	39% u	39%	32%	28%	32%	23%	30%	35%
Fairly unfavourable	62	41	21	14	9	9	11	19	23	21	19	23	7	15	8	1	9	38	24	41	21	23	39	8	19	6	7	8	23	16
	12%	12%	12%	24%	8%	10%	12%	11%	13%	11%	11%	18% l	5%	14% l	8%	3%	21%	10%	15%	13%	10%	11%	12%	8%	10%	15%	11%	18%	10%	10%
Very unfavourable	41	33	8	6	5	3	6	21	11	9	21	17	9	2	6	1	6	26	15	28	13	15	26	11	11	2	14	*	11	22
	8%	10%	4%	11%	4%	4%	6%	13% d	6%	5%	13% i	13% m	7%	2%	7%	4%	15%	7%	10%	9%	6%	7%	8%	12%	6%	4%	23% x	1%	5%	14% C
Don't Know	31	22	9	7	9	2	3	9	16	6	9	7	13	6	3	*	1	17	14	16	15	15	16	1	9	1	4	6	6	3
	6%	6%	5%	13%	8%	2%	3%	6%	9%	3%	6%	6%	10%	6%	3%	1%	3%	5%	9%	5%	7%	8%	5%	1%	5%	4%	6%	13%	3%	2%
Very/fairly favourable (NET)	213	130	81	16	56	44	31	66	73	74	66	47	58	43	44	9	12	156	57	129	84	97	116	36	91	19	18	21	116	59
	41%	37%	47%	29%	50%	45%	34%	40%	43%	40%	40%	36%	44%	40%	46%	47%	28%	42%	37%	42%	39%	42%	36% v	40%	48% A	49%	29%	45%	52% D	38%
Fairly/very unfavourable (NET)	103	75	28	20	13	13	17	40	33	30	40	40	16	17	14	1	15	64	39	69	34	37	66	19	30	7	21	9	34	38
	20%	21%	17%	35% d	12%	13%	19%	24%	20%	16%	24%	31% lmn	12%	16%	15%	7%	36%	17%	25%	22%	16%	18%	20%	21%	16%	19%	34% x	19%	15%	24%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 8

Q4_4 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Ian Wright

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender		Age					Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote					EU Ref Vote	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	368	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	151	102	47	13	41	27	22	47	54	49	47	32	45	31	32	7	5	107	44	96	55	61	90	15	60	13	21	12	71	39
	29%	29%	27%	23%	36%	27%	25%	29%	32%	26%	29%	25%	34%	29%	34%	34%	11%	29%	28%	31%	25%	30%	28% w	16%	32%	32%	33%	26%	32%	25%
Fairly favourable	189	123	66	12	35	51	34	58	46	85	58	48	48	38	37	5	13	145	43	100	89	72	117	34	70	17	27	13	80	59
	36%	35%	39%	20%	31%	52% dg	37%	35%	27%	45% h	35%	37%	36%	35%	40%	27%	31%	39%	28%	32%	41%	36%	36%	37%	37%	44%	43%	28%	36%	38%
Neither favourable nor unfavourable	101	67	33	19	20	14	19	30	38	33	30	31	14	20	17	6	13	63	38	70	30	36	65	24	34	2	5	15	43	27
	19%	19%	19%	33%	17%	14%	21%	18%	23%	17%	18%	24%	11% l	19%	18%	30%	30%	17%	24%	23%	14%	18%	20%	26% A	18%	5%	9%	33%	19%	18%
Fairly unfavourable	49	34	15	5	11	6	11	15	16	18	15	11	17	9	6	-	6	38	11	28	21	17	32	15	14	2	5	-	22	13
	9%	10%	9%	9%	10%	6%	13%	9%	10%	9%	9%	9%	13%	9%	7%	-	14%	10%	7%	9%	10%	9%	10%	17%	8%	5%	7%	-	10%	9%
Very unfavourable	21	14	7	-	5	-	3	13	5	3	13	6	2	5	*	2	6	11	10	11	10	8	13	4	9	1	3	2	3	15
	4%	4%	4%	-	4%	-	3%	8% e	3%	2%	8% i	5%	2%	4%	1%	9%	14%	3%	7%	4%	5%	4%	4%	4%	5%	3%	6%	4%	1%	9% C
Don't Know	13	11	2	8	2	*	*	2	10	1	2	1	6	5	1	-	-	4	9	3	11	8	5	-	3	4	1	5	2	1
	3%	3%	1%	15%	2%	*	1%	1%	6% i	*	1%	1%	5%	4%	1%	-	-	1%	6% q	1%	5% s	4%	2%	-	1%	11%	2%	10%	1%	1%
Very/fairly favourable (NET)	339	225	113	25	76	78	56	105	100	134	105	80	92	68	69	12	18	252	87	196	144	133	207	49	130	30	47	25	151	98
	65%	64%	66%	43%	67%	80% fg	62%	63%	59%	71%	63%	62%	70%	64%	73%	61%	42%	68% r	56%	64%	67%	66%	64%	53%	68% w	76%	76%	54%	68%	63%
Fairly/very unfavourable (NET)	70	48	23	5	16	6	15	28	21	21	28	17	19	14	7	2	12	48	22	39	31	25	45	19	23	3	8	2	25	28
	13%	14%	13%	9%	14%	6%	16%	17% e	12%	11%	17%	13%	14%	13%	7%	9%	28%	13%	14%	13%	14%	12%	14%	21%	12% w	8%	13%	4%	11%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 9

Q4_5 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Roy Keane

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-75 (g)	Agg. Age 18-34 (h)	Agg. Age 35-54 (i)	Agg. Age 55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%*	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	130	97	31	14	31	34	28	22	44	63	22	40	29	28	16	9	8	106	23	69	60	46	84	24	45	10	13	14	56	39
	25%	28% b	18%	24%	27%	35% g	31% g	14%	26% i	33% i	14%	31%	22%	26%	17%	45%	18%	29% r	15%	22%	28%	23%	26%	27%	24%	25%	21%	30%	25%	25%
Fairly favourable	166	116	50	25	31	30	26	55	56	55	55	46	43	31	31	4	12	110	56	108	58	73	93	22	67	11	20	13	61	51
	32%	33%	29%	44%	27%	30%	28%	33%	33%	29%	33%	36%	33%	29%	33%	20%	27%	30%	36%	35%	27%	36%	29%	24%	35%	29%	31%	29%	28%	33%
Neither favourable nor unfavourable	98	61	38	9	15	19	16	40	24	34	40	18	26	19	25	4	7	63	35	56	43	32	66	23	37	5	12	8	51	22
	19%	17%	22%	15%	14%	19%	17%	24%	14%	18%	24%	14%	20%	18%	26%	22%	16%	17%	22%	18%	20%	16%	20%	26%	20%	12%	19%	16%	23%	14%
Fairly unfavourable	59	34	25	2	17	6	13	21	19	19	21	12	8	19	14	-	6	45	14	40	19	23	36	11	18	8	7	3	34	15
	11%	10%	15%	3%	15%	6%	15%	12%	11%	10%	12%	9%	6%	17% l	15%	-	14%	12%	9%	13%	9%	11%	11%	12%	9%	21%	11%	7%	15%	10%
Very unfavourable	49	35	15	2	10	8	4	25	12	12	25	10	10	8	9	3	10	33	16	28	21	17	32	11	20	4	3	2	18	22
	9%	10%	9%	4%	9%	8%	4%	15% f	7%	6%	15% i	8%	7%	8%	9%	13%	25%	9%	10%	9%	10%	9%	10%	12%	11%	11%	6%	4%	8%	14%
Don't Know	22	8	13	6	9	1	4	2	15	5	2	3	17	2	-	-	-	11	11	7	14	10	12	-	2	1	7	6	2	5
	4%	2%	7% a	10%	8%	1%	4%	1%	9% j	2%	1%	2%	13% kmn	2%	-	-	-	3%	7%	2%	7%	5%	4%	-	1%	2%	11% wx	13% wx	1%	3%
Very/fairly favourable (NET)	296	213	80	39	62	64	54	77	100	118	77	86	72	59	47	13	19	216	80	177	119	119	177	46	112	21	33	27	117	90
	56%	61% b	47%	68%	55%	66% g	60%	47%	59% j	63% j	47%	67% n	55%	55%	50%	65%	46%	59%	51%	57%	55%	59%	55%	50%	59%	54%	53%	59%	53%	59%
Fairly/very unfavourable (NET)	108	68	40	4	27	14	17	46	31	31	46	22	18	27	23	3	16	78	30	68	40	40	68	22	38	13	11	5	52	37
	21%	20%	23%	7%	24%	14%	19%	28% e	18%	17%	28% i	17%	13%	25%	24%	13%	38%	21%	19%	22%	19%	20%	21%	24%	20%	32%	17%	11%	23%	24%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 10

Q4_6 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Gary Lineker

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	174 / 33%	117 / 33%	56 / 33%	21 / 38%	44 / 39%	31 / 32%	24 / 27%	53 / 32%	65 / 38%	56 / 30%	53 / 32%	35 / 27%	50 / 38%	34 / 32%	40 / 43%	2 / 11%	13 / 30%	133 / 36%	41 / 27%	109 / 35%	65 / 30%	82 / 41% v	92 / 29%	18 / 19%	85 / 45% wA	14 / 36%	6 / 10%	19 / 41%	90 / 41% D	33 / 21%
Fairly favourable	127 / 24%	76 / 22%	50 / 29%	18 / 32%	24 / 21%	39 / 40% dfg	21 / 24%	24 / 14%	43 / 25%	61 / 32% j	24 / 14%	39 / 30%	26 / 20%	26 / 24%	18 / 19%	3 / 15%	16 / 37%	92 / 25%	35 / 23%	80 / 26%	47 / 22%	49 / 24%	78 / 24%	16 / 17%	46 / 24%	16 / 42%	13 / 21%	12 / 26%	66 / 30% D	18 / 12%
Neither favourable nor unfavourable	85 / 16%	63 / 18%	22 / 13%	9 / 16%	25 / 22% e	8 / 8%	19 / 21% e	24 / 14%	34 / 20%	27 / 14%	24 / 14%	22 / 17%	22 / 16%	14 / 13%	17 / 18%	5 / 24%	6 / 14%	61 / 16%	25 / 16%	48 / 16%	38 / 17%	32 / 16%	53 / 17%	21 / 22%	31 / 16%	3 / 8%	8 / 13%	4 / 9%	36 / 16%	23 / 15%
Fairly unfavourable	43 / 8%	33 / 9%	11 / 6%	2 / 4%	5 / 5%	4 / 4%	9 / 10%	23 / 14% d	7 / 4%	14 / 7%	23 / 14% h	16 / 13%	6 / 5%	10 / 9%	7 / 7%	1 / 7%	3 / 7%	23 / 6%	20 / 13%	26 / 9%	17 / 8%	16 / 8%	27 / 8%	8 / 9%	15 / 8%	2 / 6%	11 / 18%	2 / 4%	10 / 5%	24 / 15% C
Very unfavourable	85 / 16%	56 / 16%	29 / 17%	2 / 3%	12 / 11%	13 / 14%	16 / 18%	42 / 25% d	14 / 8%	30 / 16%	42 / 25% h	15 / 12%	22 / 17%	22 / 21%	12 / 13%	8 / 43%	5 / 13%	57 / 15%	29 / 19%	42 / 14%	44 / 20%	15 / 8%	70 / 22% u	30 / 32% x	12 / 6%	3 / 8%	23 / 38% x	3 / 6%	18 / 8%	54 / 35% C
Don't Know	8 / 2%	6 / 2%	2 / 1%	5 / 8%	3 / 2%	1 / 1%	-	-	7 / 4% i	1 / 1%	-	1 / 1%	7 / 5%	1 / *	-	-	-	3 / 1%	5 / 3%	3 / 1%	6 / 3%	7 / 4% v	1 / *	-	2 / 1%	1 / 1%	-	6 / 13%	1 / *	2 / 1%
Very/fairly favourable (NET)	301 / 57%	193 / 55%	106 / 62%	40 / 70%	68 / 60%	71 / 72% fg	46 / 51%	77 / 47%	108 / 63%	117 / 62% j	77 / 47%	74 / 57%	76 / 58%	60 / 56%	59 / 62%	5 / 26%	28 / 67%	225 / 61%	77 / 49%	189 / 62%	112 / 52%	131 / 65% v	171 / 53%	34 / 37%	131 / 69% wA	30 / 77%	19 / 31%	31 / 67%	156 / 71% D	51 / 33%
Fairly/very unfavourable (NET)	129 / 25%	89 / 25%	40 / 23%	4 / 6%	17 / 15%	18 / 18%	26 / 28% d	65 / 39% de	21 / 12%	43 / 23% h	65 / 39% hi	31 / 24%	28 / 21%	32 / 30%	19 / 20%	10 / 50%	8 / 19%	80 / 22%	49 / 31%	68 / 22%	61 / 28%	31 / 16%	97 / 30% u	38 / 41% x	27 / 14%	5 / 13%	35 / 56% x	5 / 11%	29 / 13%	77 / 50% C

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 11
Q4_7 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Micah Richards

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	Agg Age 18-34 (h)	35-54 (i)	55-75 (j)	Region North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Employ. Working (q)	Not working (r)	Social Grade ABC1 (s)	C2DE (t)	Education Graduates (u)	NonGraduates (v)	GE 2024 Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	EU Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	106	71	34	23	29	16	11	26	52	28	26	26	31	27	19	-	3	79	27	66	40	51	55	18	36	11	8	5	37	25
	20%	20%	20%	41%	26% f	17%	13%	16%	31% ii	15%	16%	20%	23%	26%	20%	-	7%	21%	18%	21%	19%	25%	17%	20%	19%	29%	13%	10%	17%	16%
Fairly favourable	176	126	50	14	42	36	27	57	56	63	57	49	43	29	37	4	14	125	51	116	61	61	116	18	72	15	20	16	69	53
	34%	36%	29%	24%	37%	37%	30%	34%	33%	34%	34%	38%	33%	28%	39%	20%	33%	34%	33%	38%	28%	30%	36%	19%	38% w	37%	32%	34%	31%	34%
Neither favourable nor unfavourable	132	86	45	12	25	23	37	36	37	60	36	29	27	29	26	10	11	94	38	78	54	49	83	34	48	8	13	11	59	47
	25%	25%	27%	21%	22%	24%	40% deg	22%	22%	32%	22%	22%	21%	27%	27%	50%	27%	26%	24%	25%	25%	24%	26%	37%	25%	19%	22%	24%	27%	30%
Fairly unfavourable	41	25	16	-	8	6	6	21	8	12	21	4	10	8	8	3	7	29	12	22	19	15	27	10	16	3	2	5	27	9
	8%	7%	9%	-	7%	6%	6%	13%	5%	6%	13% h	3%	8%	8%	8%	17%	16%	8%	8%	7%	9%	7%	8%	10%	8%	8%	4%	10%	12%	6%
Very unfavourable	31	21	11	2	3	4	5	17	5	9	17	9	6	4	4	2	6	20	12	15	17	12	19	8	11	2	4	2	11	14
	6%	6%	6%	3%	3%	4%	5%	10%	3%	5%	10% h	7%	4%	4%	5%	12%	14%	5%	7%	5%	8%	6%	6%	9%	6%	5%	7%	5%	5%	9%
Don't Know	37	22	15	6	5	11	5	9	12	17	9	11	15	8	1	*	1	21	16	11	26	14	22	4	8	1	14	8	18	6
	7%	6%	9%	11%	5%	12%	6%	5%	7%	9%	5%	9% n	11% n	8% n	1%	1%	2%	6%	10%	4%	12% s	7%	7%	5%	4%	2%	23% wx	17%	8%	4%
Very/fairly favourable (NET)	282	197	84	37	72	53	38	83	108	91	83	75	74	57	56	4	17	204	78	182	101	112	171	36	108	26	28	21	106	78
	54%	56%	49%	65%	63% f	54%	42%	50%	64% i	48%	50%	58%	56%	53%	59%	20%	40%	55%	50%	59% t	47%	55%	53%	39%	57% w	66%	45%	44%	48%	50%
Fairly/very unfavourable (NET)	72	46	27	2	12	10	10	38	13	21	38	14	16	12	12	6	13	49	24	37	36	26	46	18	26	5	6	7	38	23
	14%	13%	16%	3%	10%	11%	11%	23% def	8%	11%	23% hi	10%	12%	12%	13%	29%	31%	13%	15%	12%	17%	13%	14%	19%	14%	13%	10%	15%	17%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 12

Q4_8 - Regardless of who ends up hosting Match of the Day, would you say you generally have a favourable or unfavourable opinion, if either, of the following football pundits? - Alan Shearer

Base: All adults aged 18-75 in Great Britain who describe themselves as a football fan

	TOTAL	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduates (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	515	303	209	21	140	102	94	158	161	196	158	128	138	102	93	18	36	387	128	366	149	304	211	84	216	42	51	46	250	150
WEIGHTED BASE	524	350	171	57**	114*	98*	90*	166	170*	188	166	129*	132*	107*	94*	20**	42**	368	156*	308	216	201	323	92*	190	39**	62*	46**	222	154
	100%	67%	33%	11%**	22%*	19%*	17%*	32%	33%*	36%	32%	25%*	25%*	20%*	18%*	4%**	8%**	70%	30%*	59%	41%	38%	62%	18%*	36%	8%**	12%*	9%**	42%	29%
Very favourable	207	142	63	25	47	37	34	64	72	71	64	55	46	48	44	8	6	151	56	113	93	75	132	30	78	19	29	8	82	61
	39%	41%	37%	44%	41%	38%	38%	38%	42%	38%	38%	43%	35%	45%	47%	38%	13%	41%	36%	37%	43%	37%	41%	33%	41%	47%	46%	18%	37%	39%
Fairly favourable	165	103	62	9	39	32	35	50	48	67	50	39	54	26	23	3	20	120	45	93	72	69	96	28	65	11	17	15	72	46
	31%	29%	36%	16%	34%	33%	39%	30%	28%	36%	30%	31%	41% mn	24%	24%	15%	47%	33%	29%	30%	33%	34%	30%	31%	34%	27%	28%	33%	33%	30%
Neither favourable nor unfavourable	98	66	32	15	21	19	16	26	36	35	26	21	21	17	21	7	10	73	24	72	26	32	66	23	31	6	8	10	48	24
	19%	19%	19%	27%	19%	19%	18%	16%	21%	19%	16%	16%	16%	16%	22%	37%	23%	20%	16%	23% t	12%	16%	20%	25%	16%	15%	13%	22%	22%	15%
Fairly unfavourable	26	18	8	2	3	8	4	10	5	12	10	8	1	8	6	-	3	13	13	15	11	11	15	5	9	3	2	5	10	11
	5%	5%	5%	3%	3%	8%	5%	6%	3%	6%	6%	6%	1%	8% l	6%	-	6%	4%	8%	5%	5%	5%	5%	6%	5%	9%	4%	10%	5%	7%
Very unfavourable	18	14	4	-	2	-	*	16	2	*	16	5	3	3	*	2	5	7	12	10	8	7	11	3	7	*	6	2	5	13
	4%	4%	3%	-	2%	-	*	10% def	1%	*	10% hi	4%	2%	3%	1%	9%	12%	2%	8%	3%	4% q	4%	3%	3%	4%	1%	10%	5%	2%	9% C
Don't Know	10	7	2	6	1	2	-	1	7	2	1	-	6	4	-	-	-	4	6	4	5	8	2	2	1	1	-	6	3	-
	2%	2%	1%	10%	1%	2%	-	1%	4%	1%	1%	-	5%	3%	-	-	-	1%	4%	1%	3%	4% v	1%	2%	1%	1%	-	12%	1%	-
Very/fairly favourable (NET)	372	246	124	34	86	69	69	113	120	138	113	95	100	74	67	11	25	271	100	206	165	143	228	58	142	29	46	24	155	106
	71%	70%	73%	60%	76%	70%	77%	68%	71%	73%	68%	74%	76%	69%	71%	54%	60%	74%	65%	67%	77%	71%	71%	64%	75%	74%	74%	51%	70%	69%
Fairly/very unfavourable (NET)	45	32	13	2	5	8	5	25	7	12	25	13	4	12	7	2	7	20	25	25	19	18	27	8	16	4	8	7	15	24
	9%	9%	8%	3%	5%	8%	5%	15% df	4%	7%	15% hi	10%	3%	11%	7%	9%	18%	5%	16%	8%	9% q	9%	8%	9%	9%	10%	13%	15%	7%	16% C

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing