

SLEEPING WITH THE ENEMY: 68% OF UK FANS WOULD RATHER DATE SOMEONE WHO HATES FOOTBALL THAN A RIVAL SUPPORTER

Thursday 19 March, 2026

LONDON, UK — 19 March 2026 — It is the ultimate test of modern romance: can love survive the local derby? According to new research, the answer is a resounding "no."

A new national dating survey by the **BT4Y Data Lab** of 2,500 UK adults reveals that football tribalism is officially dictating the country's dating apps. From instant "icks" to outright dealbreakers, the data exposes which Premier League fanbases are considered marriage material, which are the most "dumpable," and the regions where dating a rival is strictly forbidden.

The study even compared British romance to the US, finding that UK fans are significantly more ruthless about sporting rivalries than their American counterparts.

The Topline Shock Stats:

- **The Ultimate Dealbreaker:** 68% of British football fans admit they would rather date someone who doesn't care about sports at all than date a supporter of their fiercest rival.
- **Politics vs. The Premier League:** Over a third (35%) of UK fans say it is more important to support the same football team than to share the same political beliefs.
- **The "Plastic" Partner:** 28% of Brits admit they have actively faked an interest in a specific football team just to impress a date, while 38% have braved a freezing stadium for a team they secretly dislike.
- **The Kit Appeal:** 47% of respondents say wearing a retro football shirt automatically makes someone look more attractive on a dating app profile.

"In the UK, football isn't just a weekend hobby; it's a core identity. Our data shows that for millions of fans, the wrong football shirt in a dating profile is an immediate left swipe. We are a nation that would rather sit in silence with a partner who hates football than share a sofa with a rival fan."

— **Gram Dodd, Senior Editor, BT4Y Data Lab**

?? Dateable or Dumpable: The Premier League Fan Rankings

Respondents were asked to rank the fanbases of major UK clubs based on dating appeal.

The Most "Dumpable" & Eternally Single:

Manchester United fans heavily divided the nation. While they ranked high for being "flirty," they officially ranked as the UK's #1 most "dumpable" fanbase, followed closely by Tottenham Hotspur (#2) and Leeds United (#3).

The "Red Flags" (Most Likely to Cheat):

Following up on previous BT4Y data regarding match-night alibis, respondents voted Chelsea fans (#1) and Manchester City fans (#2) as the supporters they would trust the least in a committed relationship.

Marriage Material (The Loyal Sufferers):

Which fans do people want to put a ring on? Fans of clubs known for enduring hardship with unwavering loyalty topped the "Marriage Material" index. Newcastle United fans ranked #1 for loyalty and commitment, followed by Everton (#2) and Aston Villa (#3).

Media:



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