**Project Overview**

As technology continues to progress and analytics of increasing sophistication come to fruition, revolutionary sports statistics are emerging. This provides fans with more insight than ever into their favourite games and also help to create a clearer picture for the visually impaired or those who couldn’t watch.

Since its introduction in 2017, xG has speedily rose to the forefront of new era matchday statistics in football and is now universally a staple segment of the core insights provided and referenced to by pundits.

But just how trusty is this statistic fans have welcomed into football culture with open arms? And how well do we truly understand it? Does more complex statistics come at a cost of the fans understanding?

To investigate, a short survey was given to completed by 100 respondents sourced from pubs local to Manchester, with the aim to get a better understanding of how the public view xG.