

YouGov Survey Results

Sample Size: 1656 GB Adults
Fieldwork: 9th - 10th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1656	X	X	X	X	471	413	333	803	853	197	419	566	474	944	712	212	538	354	407	144	
Unweighted Sample	1656	433	423	79	221	516	416	347	773	883	92	380	671	513	1142	514	290	482	317	388	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, are you in American Football?

Very interested	2	2	2	3	1	2	3	3	4	1	1	4	3	1	2	3	4	3	1	1	2
Fairly interested	9	8	11	9	7	8	9	8	14	5	12	10	10	6	9	9	10	9	10	8	10
TOTAL INTERESTED	11	10	13	12	8	10	12	11	18	6	13	14	13	7	11	12	14	12	11	9	12
Not very interested	15	16	16	15	11	15	16	13	19	10	16	15	16	11	15	13	17	13	14	15	17
Not interested at all	71	74	70	73	82	73	70	76	60	82	57	68	70	82	72	70	64	72	73	74	66
TOTAL NOT INTERESTED	86	90	86	88	93	88	86	89	79	92	73	83	86	93	87	83	81	85	87	89	83
Don't know	3	0	1	0	0	2	3	0	3	3	14	3	1	0	2	5	5	3	2	2	5

The National Football League (NFL) is a professional American football league in the USA. Over the last eight years some NFL teams have played one of their 'home' games in the UK.

Generally speaking, do you think it is a good thing or a bad thing for some NFL teams to play their home games in the UK?

Good thing	28	32	30	30	22	30	28	31	34	23	25	42	28	19	30	26	33	29	30	25	26
Bad thing	7	5	7	12	8	6	8	9	10	5	7	7	9	6	8	7	8	7	7	8	8
Makes no difference	49	48	51	51	59	49	48	49	47	51	46	43	50	54	49	49	42	49	47	53	50
Don't know	15	14	12	7	11	15	16	11	9	21	22	8	14	22	13	18	18	15	16	14	15

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	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1656	X	X	X	X	471	413	333	803	853	197	419	566	474	944	712	212	538	354	407	144
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

There have been suggestions that London should have its own NFL team at some point in the future.

Do you think it would be a good thing or a bad thing for London to have its own NFL team?

Good thing	29	31	31	37	24	31	27	32	33	26	27	40	29	20	30	28	34	30	28	28	23
Bad thing	8	7	7	13	10	6	7	9	11	5	8	9	8	7	9	7	12	9	7	5	10
Make no difference	45	46	47	32	51	45	47	46	45	45	47	42	47	46	46	45	37	44	48	48	48
Don't know	17	16	15	19	14	17	19	14	11	23	19	9	15	27	15	20	17	16	18	18	19

And generally speaking, do you think London having its own NFL team would be a good thing or a bad thing for the UK economy?

Good thing	37	41	38	43	31	40	37	37	41	33	35	53	35	27	39	34	40	39	39	34	31
Bad thing	4	3	3	9	5	3	4	3	5	3	3	6	4	3	4	4	6	3	4	4	6
Make no difference	40	41	41	32	49	39	39	44	42	38	38	31	44	44	40	40	33	41	38	43	45
Don't know	19	15	18	16	16	18	20	15	11	26	24	10	17	26	16	22	21	17	19	19	18

All previous NFL games that have been played in the UK have been at Wembley Stadium. Some people have suggested that if London was to get its own NFL team then Wembley Stadium would be a good home venue.

If London was to have its own NFL team, do you think they should play their home matches at Wembley Stadium or do you think they should play somewhere else?

They should play their home matches at Wembley Stadium	39	41	40	27	37	42	38	36	39	38	32	48	40	31	40	37	43	40	40	35	33
They should play their home matches somewhere else	19	21	21	29	23	19	19	25	26	13	20	20	18	21	21	17	20	19	20	21	12
Don't know	42	38	39	44	40	39	43	39	35	49	48	33	42	48	39	46	37	40	41	44	54